Product Improvement Survey Report

Swift Tech

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Introduction

We're thrilled to share that we're working on an application dedicated to making caretaking for our seniors a whole lot easier. The idea is to create a user-friendly app that offers practical support for both the elderly and their caretakers.

Background

In the early stages of development, we're envisioning an app that acts as a reliable companion for the caretaking journey. From managing daily tasks to ensuring safety, our goal is to provide a comprehensive solution tailored to the unique needs of our elderly community.

Objectives

The primary objectives of this survey are to:

- Ask for common problems encountered by caregivers while taking care of their elders.
- Check the readiness of users for this type of product.
- Assess user satisfaction with current product features.
- Identify areas where users perceive room for improvement.
- Formulate actionable recommendations for product enhancement based on user feedback.

Methodology

Survey Methodology:

The survey methodology employed online channels to reach a diverse audience. The structured questionnaire was designed to gather both quantitative and qualitative data. The survey was distributed through university communication channels, and social media, ensuring broad access. Participants were assured of confidentiality, and their responses were anonymized to encourage open and honest feedback.

Specialist Interview:

To enrich our understanding of best practices in elderly care, we conducted a targeted interview with Dr. Tan Ri Chuan. The interview delved into key areas such as health monitoring, safety concerns, and communication needs for the elderly. expertise provided valuable insights that directly influenced the development of user-focused features in the HealthGuard++ app.

Tools Used:

Survey Software: We utilized Google Forms for the online survey, allowing for efficient data collection and analysis.

Communication Channels: social media platforms such as university groups in both telegram and WhatsApp.

Interview Tools: The specialist interview was conducted face to face, allowing for a comprehensive and interactive discussion with Dr. Tan Ri Chuan.

Limitations:

While efforts were made to reach a diverse participant pool, the survey may still exhibit a degree of selection bias as it relied on voluntary participation. Additionally, the insights gained from a single specialist interview, while valuable, may not encompass the entire spectrum of expert opinions in the field of elderly care.

Survey Results

Overview:

The survey aimed to gather insights from a diverse group of participants. A total of 20 participants actively participated in the survey. The limited number is attributed to the oversaturation of surveys and time constraints. Despite the modest sample size, these engaged individuals provided valuable and insightful feedback on various aspects related to elderly care.

Demographic Overview:

1. Age Distribution:
   - 19 years: 50%
   - 20-29 years: 45%
   - 40 years: 5%
2. Gender:
   - Female: 35%
   - Male: 65%
3. Origin:
   - Local: 90%
   - International: 10%

Currently Used Services:

1. Current Way of Taking Care of Elders:

- By themselves: 47.1%
- Hired nurse: 29.4%
- Elderly monitoring app: 23.5%

2. Satisfaction with Current Way:

- Satisfied: 76.5%
- Not satisfied: 23.5%

3. Friendliness of Current Elderly Monitoring Apps (Scale 1-10):

- 1-3: 5.6%
- 4-6: 38.9%
- 7-10: 55.6%

HealthGuard++:

1. Interest in Using HealthGuard++:

- Yes: 85%
- No: 15%

2. Preference for the Name HealthGuard++:

- Yes: 90%
- No: 10%

3. Additional Features Desired (Open-ended):

3.1. Meal preparation recommendations

3.2. Built-in communication between elderly and caretaker

3.3. Emergency button

4. Likelihood of Recommending HealthGuard++:

- Yes: 100%
- No: 0%

Specialist Interview Insights:

During the interview with Dr. Tan Ri Chuan key insights were gleaned. He highlighted prevalent challenges faced by the elderly, including issues of instability, mental instabilities, and the inability to self-care.

Dr. Tan emphasized the preference for personalized care through family or caregivers and the importance of architectural considerations in monitoring systems. Daily blood pressure checks were underscored as crucial, given the associated health risks.

When discussing potential improvements, Dr. Tan recommended integrating advanced health monitoring features such as blood pressure, oxygen saturation, ECG, fall detection, and sleep monitoring, accessible through smartwatches.

Conclusion

In conclusion, the survey results provide valuable insights into the preferences and satisfaction levels of a diverse participant group regarding current elderly care services and their interest in the proposed HealthGuard++ app.

The overwhelmingly positive response to HealthGuard++ demonstrates a significant potential user base, especially with 85% expressing interest in using the app and 90% approving of its name.

The desire for additional features, including meal preparation recommendations, built-in communication, and an emergency button, highlights specific areas for product improvement.

The survey results also shed light on the current awareness levels regarding elderly care apps. The relatively low utilization of elderly monitoring apps (23.5%) among participants indicates a gap in awareness or adoption within the surveyed demographic. This finding suggests an opportunity for increased education and promotion regarding the benefits and functionalities of such apps.