

## **Benchmarking**

Our Application doesn't have direct competition because there is no app in the market dedicated to the flu and what we are trying to do. Indirect competition would be standard media and sources of information like the news and documentation about the flu. Yet, our application will simplify all this information in order to make the audience and the consumer comprehend and grasp what we want to convey.

### **Advantages:**

- Information that is easy to understand

- Pictures and Icons that relate to the content and help understanding it

- It is multi platform, for mobiles and computers

- For all ages

### **Disadvantages:**

- It only has a purpose during flu crises and it would be irrelevant when the flu is no longer a treat the locations only are from jalisco

- it is helpful for an unknown specific audience (people that might have the flu or relatives to this people)