**CURRENT MARKET**

**(Competition Research)**

**Facebook**

Social networking app that allows people to stay connected with friends/family, and many more additional features.

**Pros:**

* Good chat features
* Custom events/activities for groups
* Wide variety of games
* Mobile/Desktop site and app

**Cons:**

* Not specifically geared towards mental/physical health of the elderly
* Many more “brainless fun” games than brain-training/puzzle games
* Quantity and variety of app features might be hard for seniors to navigate

**Pillboxie**

“A classic medication reminder app trusted by thousands of people” [Pillboxie on the Apple Store]. Reviewed by physicians, designed by a registered nurse.

**Pros:**

* Nice GUI with pill bottles and labels
* Allows to visually organize a virtual pill cabinet
* Reminder features, overall simple to use
* Mobile app, does not need WiFi

**Cons:**

* One specific function, tracking medications
* Looks more like a game than a health app
* Some reviews of problems with alarms for medications

**Tai Chi for Seniors**

64 Tai Chi videos from 4 angles with step-by-step detailed instructions from a Tai Chi master. For seniors trying to improve their health or learn/practice Tai Chi in a harmonious place.

**Pros:**

* Good for meditation
* Good for physical health too (flexibility, muscle strength, balance, …)
* Specifically created for seniors
* 64 Instructional Videos
* Mobile App, needs WiFi

**Cons:**

* Only 1 activity. More variety would be great for those who don’t like Tai Chi
* More geared towards seniors who still have full mobility and can do the exercises
* Problems with videos, only some available, most locked