

1. Observations about the relationship between technology and elder people from the video:
 - a. People get in contact with more people and visit people more. Technology makes it more convenient for elder people to talk with others
 - b. People have sort of real friends and enjoy others' company.
 - c. People's life closely connected with mobile phones.
 - d. Elder people prefer face-to-face communication that are memorable.
2. Your initial data/findings about the number of people that might use your service
 - a. The pandemic may have hyper-accelerated seniors' use of e-commerce, but older adults have been increasingly embracing technology in the last two decades. According to the Pew Research Center, 73% of adults 65 and older are Internet users, up from just 14% in 2000[2].
3. The estimated number of people that are home bound in the US and the source of your information
 - a. The researchers found that in 2020, an estimated 4.2 million adults (≥ 70 years) were homebound versus 1.6 million in 2019[1].
4. One other organization that provides this service and that might be a competitor
 - a. Uber eats can provide food and medication delivery
 - b. Amazon pharmacy provides
 - c. HelloFresh
 - d. Blue Apron
 - e. DoorDash
5. At least 5 additional steps and activities you would do to help refine your results
 - a. Conduct more interviews and surveys. This can help to find users' preferences
 - b. Analyze WunderFill's competitors and market research to better differentiate it from others.
 - c. Conduct quantitative and qualitative research
 - d. Do research on homebound people and find what they really need
 - e. Design several solutions and do experiments

Resources:

1. Claire K. Ankuda, M. D. (2021, December 1). *Association of the COVID-19 pandemic with the prevalence of homebound older adults in the United States*. JAMA Internal Medicine. Retrieved January 11, 2022, from <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2783103>
2. 12, F. G. | A. (2020, August 12). *NPD Group: Digital Restaurant ordering by adults 65 and older increases 428% year-over-year in June*. Nation's Restaurant News. Retrieved January 12, 2022, from <https://www.nrn.com/consumer-trends/npd-group-digital-restaurant-ordering-adults-65-and-older-increases-428-year-over>
3. Academic.oup.com. (n.d.). Retrieved January 11, 2022, from <https://academic.oup.com/gerontologist/article/59/1/1/5281343>
4. ABC News Network. (n.d.). ABC News. Retrieved January 12, 2022, from <https://abcnews.go.com/Business/wireStory/shopping-online-eases-isolation-older-adults-76089454>

5. *How older people account for their experiences with interactive technology*. Taylor & Francis. (n.d.). Retrieved January 11, 2022, from <https://www.tandfonline.com/doi/full/10.1080/01449290601173499>