1. Observations about the relationship between technology and eider people from the video:
   1. People get in contact with more people and visit people more. Technology makes it more convenient for elder people to talk with others
   2. People have sort of real friends and enjoy others’ company.
   3. People’s life closely connected with mobile phones.
   4. 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
   1. 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](https://www.pewresearch.org/fact-tank/2019/06/18/americans-60-and-older-are-spending-more-time-in-front-of-their-screens-than-a-decade-ago/?utm_source=Pew+Research+Center&utm_campaign=041770d7ae-Internet-Science_2019_06_27&utm_medium=email&utm_term=0_3e953b9b70-041770d7ae-400310621" \t "_blank), 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
   1. 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
   1. Uber eats can provide food and medication delivery
   2. Amazon pharmacy provides
   3. HelloFresh
   4. Blue Apron
   5. DoorDash
5. At least 5 additional steps and activities you would do to help refine your results
   1. Conduct more interviews and surveys. This can help to find users’ preferences
   2. Analyze WunderFill’s competitors and market research to better differentiate it from others.
   3. Conduct quantitative and qualitative research
   4. Do research on homebound people and find what they really need
   5. 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>
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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