

Procedure of Competitive Analysis

Top 5 Competitors

- ICareCoops
- PhonePals
- VolunteerMatch
- VoGro
- ElderDog

UX/HCI Issues in Competitor Applications

- Some are only available on the web, and others are not downloaded by very many users
- Most of them are only available for older people
- Volunteer match application has too broad a range of volunteer opportunities
- None of the applications are exclusively catered to COVID-19 issues

UX/HCI Issues in My Application

- Font may be too small in the chat section
- May not always remember login information

Competitor Analysis Matrix

Competitor Name	Competitor URL	User Downloads	Years on Market	Main Features	Cost of Product	Additional Notes	Feature Points
ICareCoops	http://project.icarecoop.eu/	NA	2012-present	<ul style="list-style-type: none"> Support elderly care cooperative Conduct research on different elder care domains Create a web-based platform to extend services 	Free	none	Features: $5 + 5 + 5 / 3 = 5 \rightarrow$ 50% Design: $3 + 3 = 6 \rightarrow$ 60%
PhonePals	https://www.circleofcare.com/phone-pals/	Web	2019-present	<ul style="list-style-type: none"> Weekly phone calls for lonely elders Matched by culture Calls double as a safety check 	Free	Only available to people aged 55+	Features: $5 + 5 + 7 / 3 =$ 56.7% Design: No design but +5 for the website \rightarrow 50%
Volunteer Match	https://www.volunteermatch.org/	Web	1998-present	<ul style="list-style-type: none"> gives volunteer opportunities in a variety of fields Can sign up and start volunteering 	Free	Anyone can use	Features: $7 + 10 = 17 / 3 =$ 56.7% Design: $6 + 7 = 13 / 2 =$ 65%
VoGro	https://vogro.co.ca/	10+	2019-present	<ul style="list-style-type: none"> Elderly post a task and the volunteer decides if they are available to help them with it 	Free	Anyone can use this app	Features: $8 =$ 80% Design: 75%
ElderDog	http://www.elderdog.ca/	Web	2014-present	<ul style="list-style-type: none"> Help older people take care of their pets Educate about the 	Free	Specific to elders only	Features: $5 + 5 + 5 = 15 =$ 50% Design:

COVID-19 Stats	https://www.figma.com/file/vjs6NtL45EDbrgQuwD78NO/Covid-Application?node-id=0%3A1	none	2021-present	<ul style="list-style-type: none"> human-animal bond Support and conduct research on the human-animal bond 	Free	Available to anyone, volunteers only help elders and those in need.	Features: $10 + 5 + 10 = 25/3 = 83.4\%$ Design : $8/10 = 80\%$	$3/10 = 30\%$
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