DASA: A Competitive Analysis

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There are many different types of shower systems, this analysis will talk about a few; the different types, their uses, and their pros and cons.

iShower

iShower (designed by Bath-O-Matic) is a technologically sophisticated automated shower system. The iShower is capable of controlling multiple top, side, hand, and foot shower heads, as well as dispense shampoo and conditioner at the right times.

iShower includes a few features that DASA will have but some core elements differ greatly. The only two similarities are the preset conditions and the temperature control. The primary differences are that the iShower controls multiple static shower heads/jets instead of just one and that the iShower is also capable of controlling the flow rate of the water.

Oasis Automated Seated Shower System

The Oasis system provides a safe, independent shower experience for those who require assistance bathing. The shower system is equipped with a push-button soap dispensing rinse system. This shower is capable of automating four moving pads that work independently to raise and lower to clean and rinse the body. It is simply controlled by a remote that is able to be used by the user or a caregiver.

This system has the same target audience but differs greatly in its implementation. One of the differences is that Oasis is only remote controlled. This remote is control panel that is detachable for a caregiver to use. Another key difference is the Oasis uses a seated surface pad to wash the body whereas DASA has an automated shower head. Oasis does not provide any type of temperature control of the water.

ioDigital

This showering system, which is designed by Moen, is intended to add basic digitalized controls for a shower system. It is capable of controlling water temperature, water flow, and whether the

shower is on or off. It is simply a wall-mounted controller that can be added to certain Moen systems for more advanced control.

ioDigital only includes a small subset of the features that DASA will have. It can control water temperature and turn the shower on and off, which DASA will include. There are really only two main things that ioDigital has that DASA will not implement (at this stage): a wall-mounted control panel and control of the flow of water.