COMP704 Research and Development Project

VN01 **3D acupuncture healthcare data management and treatment system**

Market Research Report

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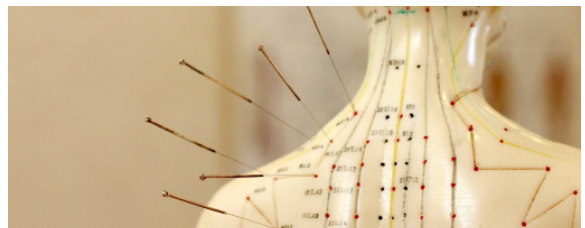**Version:**   1.0

Date: 7th December 2022

Scope / **Tool:**   Visual Acupuncture 3D

DOCUMENT VERSION CONTROL

1. DOCUMENT INFORMATION

Document code   **MRR**

Document title   **Market Research Report**

Version   **1.0**

Authors   **Nhan Nguyen Cao, Trang Ho Ngoc Thao, Chuong Pham Dinh**

Distributed by   **Project VN01 team**

File name   **MRR_Market Research_ *[App_Name or Summary]*_1.0.pdf**

Release definition   **Only released as a finished set of images**

2. DOCUMENT SIGN-OFF

ID	Member	Role	Signature	Timestamp
21142355	Tan Le Tran Ba	Project Manager		08 Dec 2022 15:25

3. DOCUMENT VERSIONS

Version	Timestamp	Description	Responsible members
1.0	07 Dec 2022 18:40	Summary of the main points from the 3 tools selected for evaluation, with a Summary for the Market Research tasks and recommendations about features that should be included in the final system.	**Nhan Nguyen Cao** *(21142377)* **Trang Ho Ngoc Thao** *(21142358)* **Chuong Pham Dinh** *(21142643)*

📱 Visual Acupuncture

Supporting platforms (mobile, web, desktop, …)

- Mobile: Android & iOS

- Web: Not supported

- Desktop: Windows and MacOS

Free / Free with Subscription / Paid

- Starter: Free version

- Month subscription: $4.95/month

- Yearly subscription: $24.95/year

- Lifetime version: $34.95

Supporting features

	Starter	Monthly	Yearly	Lifetime
Full Search	Yes	Yes	Yes	Yes
Quiz	Yes	Yes	Yes	Yes
Point Groups / Combinations	Yes	Yes	Yes	Yes
Extraordinary Points	No	Yes	Yes	Yes
3D Anatomy	No (Skeleton only)	Yes	Yes	Yes
Bladder	Yes	Yes	Yes	Yes
Lungs	Yes	Yes	Yes	Yes
Heart	No	Yes	Yes	Yes
Stomach	No	Yes	Yes	Yes
Kidneys	No	Yes	Yes	Yes

	Starter	Monthly	Yearly	Lifetime
Gallbladder	No	Yes	Yes	Yes
Large Intestine	No	Yes	Yes	Yes
Small Intestine	No	Yes	Yes	Yes
Liver	No	Yes	Yes	Yes
Pericardium	No	Yes	Yes	Yes
Spleen	No	Yes	Yes	Yes

Available number of points and meridians (can compare between different versions if this number is not the same)

	Number of points	Number of main meridians	Number of extraordinary meridians
Starter	78	2	0
Month	361	12	2
Yearly	361	12	2
Lifetime	361	12	2

Ranking (on the app store platform the app is being distributed)

- App store (iOS and MacOS): 4.4 stars
  - Circulatory System Needs Improvement
  - Pretty robust app, but not being updated
  - A Must Have for any Acupuncture Student or Practitioner
- Play store (Android): 4.4 stars
- Windows store: No data

Missing features / Not good experience (if having a chance to download the app and try)

- Too limited free version: Not a good option to introduce the strength of the app. Providing only 2 out of 12 main meridians is too limited

- Not showing cautions for different acupuncture point locations based on anatomy characteristics: The app cannot show cautions whether some of the acupuncture points should be handled with care or not

- The data is not very well referenced $\Rightarrow$ Unsure of the trustful source for the data and information involved in the app