AUT
UNIVERSITY
NEW ZEALAND

COMP704 **Research and Development Project**

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

Market Research Report

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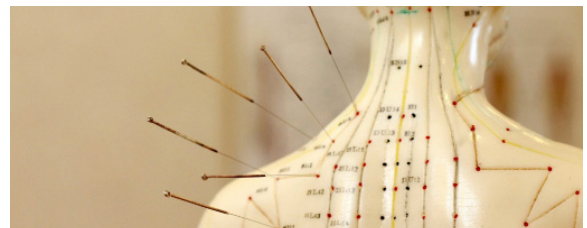21142355 Tan Le Tran Ba
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Version: 1.0

Date: 7th December 2022

Scope / **Tool:** 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)*

Acupuncture 3D

Supporting platforms (mobile, web, desktop, …)

- Mobile: Android & iOS

- Web: Not supported

- Desktop: Windows and MacOS

Free / Free with Subscription / Paid

- Visitor: Free version

- Lifetime version: 268€

Supporting features

- 3D model/ 3D x-ray model to interact with (Rotate, zoom)

- Able to change the acupoint nomenclature between English and French

- Able to activate/deactivate acupoint symmetry feature to show acupoints and meridians on both side of the 3D model

- Visualize 361 acupuncture points with name

- Visualize 12 meridians and organs

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 channels
Visitor	361	12	12
Lifetime	361	12	68

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

- App store (iOS and MacOS): no data

- Play store (Android): 4.1 stars — 10k+ downloads

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

- The screenshot feature does not work on mobile version

- The font is hard to read

- The application interface needs improvement

- Most of the feature requires payment for 268€:

    - Personal notes

    - Pathology / syndrome files of the acupoints

    - Chinese pronunciation of the acupoint's name

    - Chinese characters of the acupoint's name

    - Function of the acupoint

    - Search engine for: acupuncture points, meridians, pathology/syndrome

    - Other channels