



COMP704 Research and Development Project

VN01 3D acupuncture healthcare data management and treatment system

Market Research Report

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Version:

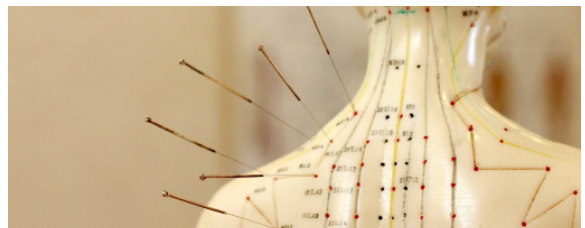
1.0

Date:

7th December 2022

Scope / Tool:

Easy Acupuncture 3D



DOCUMENT VERSION CONTROL

1. DOCUMENT INFORMATION

Document code **MRR**

Document title **Market Research Report**

Version **1.0**


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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)



Easy Acupuncture 3D

Supporting platforms (mobile, web, desktop, ...)

- Mobile: Android & iOS
- Web: Not supported
- Desktop: Not supported

Free / Free with Subscription / Paid

- Paid only:
 - 162.000VND in Google Play
 - \$6.99 in Apple Store

Supporting features

- Global overview of points, meridians and sinew channel
- Show effected organs and internal branches
- Information containing indications, functions, Chinese name and points group
- Image containing anatomy and measurements
- Every meridian contain its own animations
- Easy to search points
- Have overview of all meridians
- Checked and approved points
- Multiple colors

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

- 12 main meridians

- 2 extraordinary meridians
- Number of acupuncture points: unknown

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

- App store (iOS and MacOS): 3.5 stars
- Play store (Android): 4.1 stars
- Windows store: No data

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

- Too old UI and Tech stack
- Use navigation to interact with users
- Too expensive trial fee
- No freemium available