

Startup will treat depression with VR (1)

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What products do we buy online more willingly than we used to ...?

In some product groups, the transition to online shopping has almost caused a revolution. A report by Shoper and SMSAPI shows that every third Pole during the pandemic switched to buying clothes, cosmetics and books online. The report shows that products in the health and beauty category enjoyed the greatest increase in online sales. Over 34 percent respondents declared that during the pandemic, they began to buy them more often in online stores. Shoper figures say the number of transactions in the Health and Beauty industry increased by nearly 60% last year, compared to 2019. Clothing came second (34 percent), and books and multimedia came third (31.1 percent). Products in the latter category were also most often indicated as purchased only online (35.4%). Other industries with a large share of internet-only transactions are hobbies (an increase of over 28%), as well as computers and electronics (over 24%). Honestly speaking, I haven't spent much on cosmetics recently.

Source: [interactive.com](https://www.interactive.com)

... and what do we buy more often in stationary?

2020 turned trade upside down. In the new reality in which we are struggling with the coronavirus, the consumer habits of Poles have changed. And we buy even more, although some of the products are less often placed in our baskets. Cosmetics and clothes are much more often online. However, we buy more loose products in stationary stores, because we spend more time cooking at home. The closed restaurants additionally contributed to the new consumer trend of Poles. And this is confirmed in fact. Our pizza was home-made more often than with delivery. Sales of coffee, especially coffee beans, and therefore coffee machines, increased similarly. And that is correct too, because when working remotely from home, I can drink up to 3 coffees a day.

source: finans.wp.pl

The Polish startup will treat depression with VR

A Polish startup working on the VR TierOne service has created software and VR glasses to help fight depression. The authors of the system declare that, according to research this solution reduces the level of depression by 37 percent (according to the GDS scale), the level of anxiety by 36% (according to the HADS scale) and the level of stress by 27% (according to the PSQ scale). Virtual Reality technology allows you to completely detach the patient from reality (also hospital reality), which is often depressive in itself, and transfer him to a world full of colors, joy and hope, which has a healing effect on his psyche and stimulates the mechanisms of brain plasticity. During the therapeutic cycle, the patient is positively stimulated by the immersive world of VR along with precise therapeutic texts.

source: gadzetomania.pl

Most buyers are waiting for the e-mail with their e-shopping status

The Shoper and SMSAPI report shows that 68 percent. Online shoppers prefer notifications on the status of their purchases via e-mail. However, 19 percent. would prefer to receive them via SMS, and a notification via a mobile application 11 percent. Only 1 percent. would prefer to be informed via messenger. 35 percent would like to receive information about the shipment of the order via SMS. buyers. How is it with you? For me, SMS is probably the most optimal solution. I don't use private email anymore.

source: logistyka.rp.pl