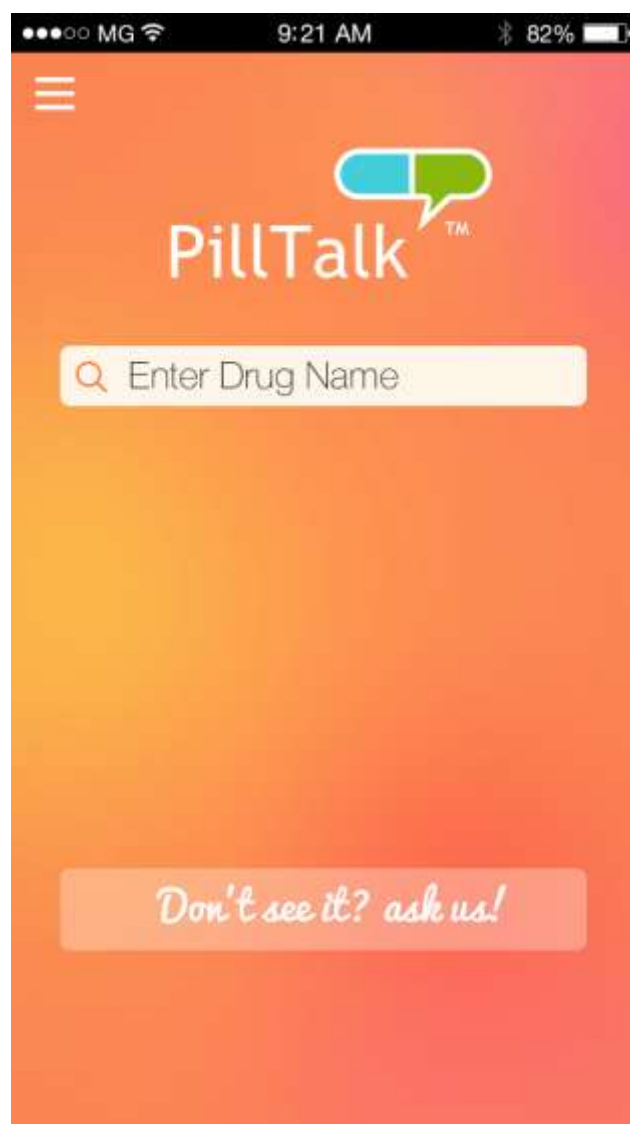


# Pilltalk



**The Client:**

New York, USA based entrepreneur, PillTalk LLC.

**Our Analysis:**

We analysed the need of the industry and found the following avenues to improve upon

- The Pharmaceutical medicines listing to be made available to the user on phone in absence of internet connection
- Being able to mark drugs as important
- Able to maintain their own profile in order to add comments and maintain drug feedback

**Our Solution:**

- The Front end:
  - Various drugs listed out for the users to be able to view the drug information.
  - Users able to mark their drugs as favourite and maintain them.
  - Maintain profile of the users
  - Update the drugs from their end which is then approved by administrator of the app on the admin panel/back end
- The Admin panel:
  - Ability to access the number of registered users and agents
  - Google analytics has been incorporated in order to keep the client aware as the current status and user trends.

- Various advertisements have been incorporated in order to monetize the application for the client.
- Bulk uploading of the drugs that are updated along with the scenarios of offline and online synchronisation

PillTalk application has a unique feature of giving the drug information to its users by the means of mobile application.

It serves number of users in United States as well as in other parts of the world.

This problem can be dealt with better way by the means of Search Engine Optimization (SEO).