

Personal Customer Discovery

- People that I talked to for personal customer discovery-
 - Shailesh Singh
 - Sandeep Desai
 - Virendra Singh
 - Brijmohan Siyag
 - Arvind Jakhar
 - Ashutosh Goyal
 - Anisha Gour
 - Ravindra Vaishnav
 - Mahendra Suthar
 - Chirag Sarda
 - Rahul R Pai
 - Raksha Pathak and a few more

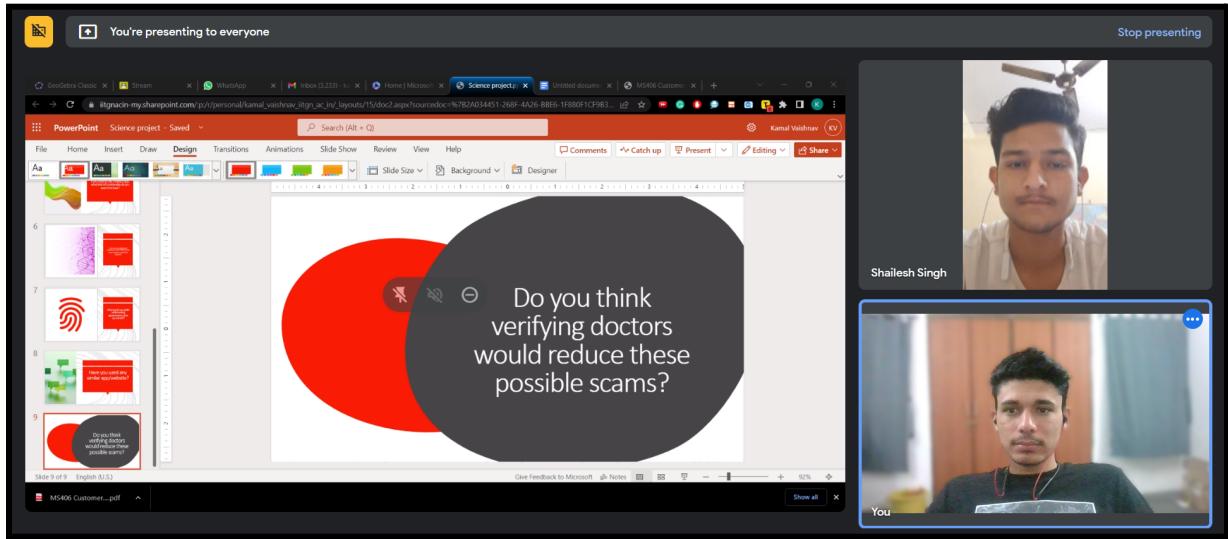
To better understand my potential customers, I've been discussing with several individuals through Google Meet, mobile calls, and other channels. Using multiple modes of communication helps me build a deeper connection with these individuals and gain more comprehensive insights into their perspectives and experiences.

During these conversations, I've shared a presentation that visually conveys my ideas and helps keep the discussion engaging. I've also asked questions about my project, specifically related to personal customer discovery, to learn from other's experiences and insights.

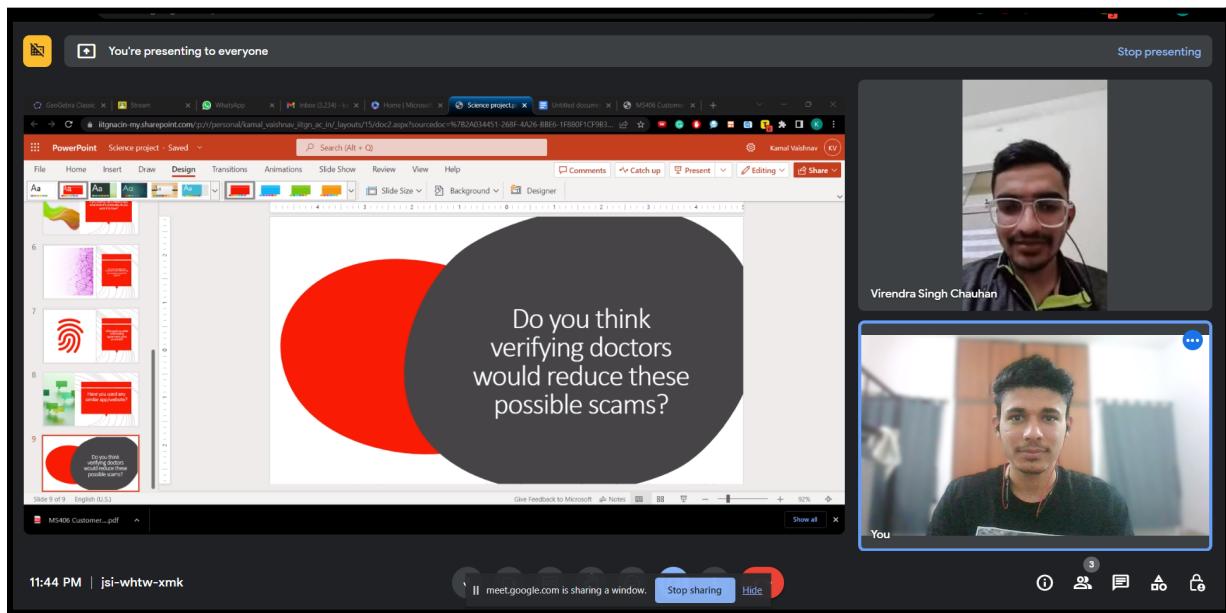
Link to the presentation:

https://drive.google.com/file/d/1fh3VoR6jygpP_y4wZDczAtWBijTeh8Go/view?usp=sharing

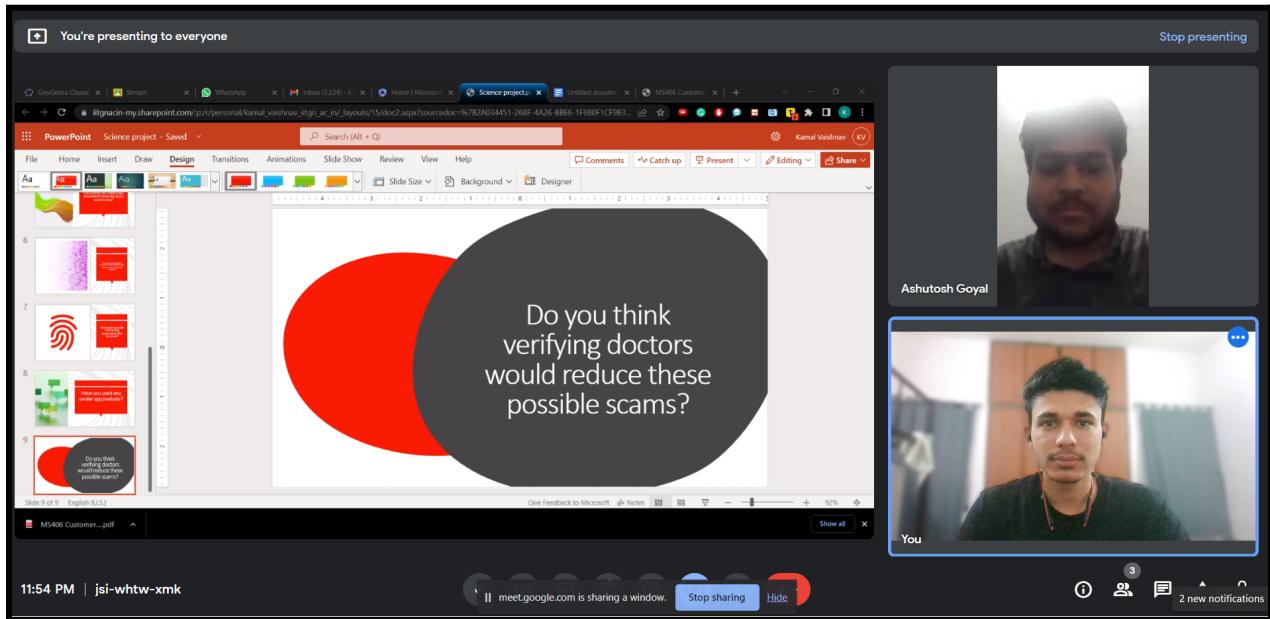
1. Meet with Shailesh:



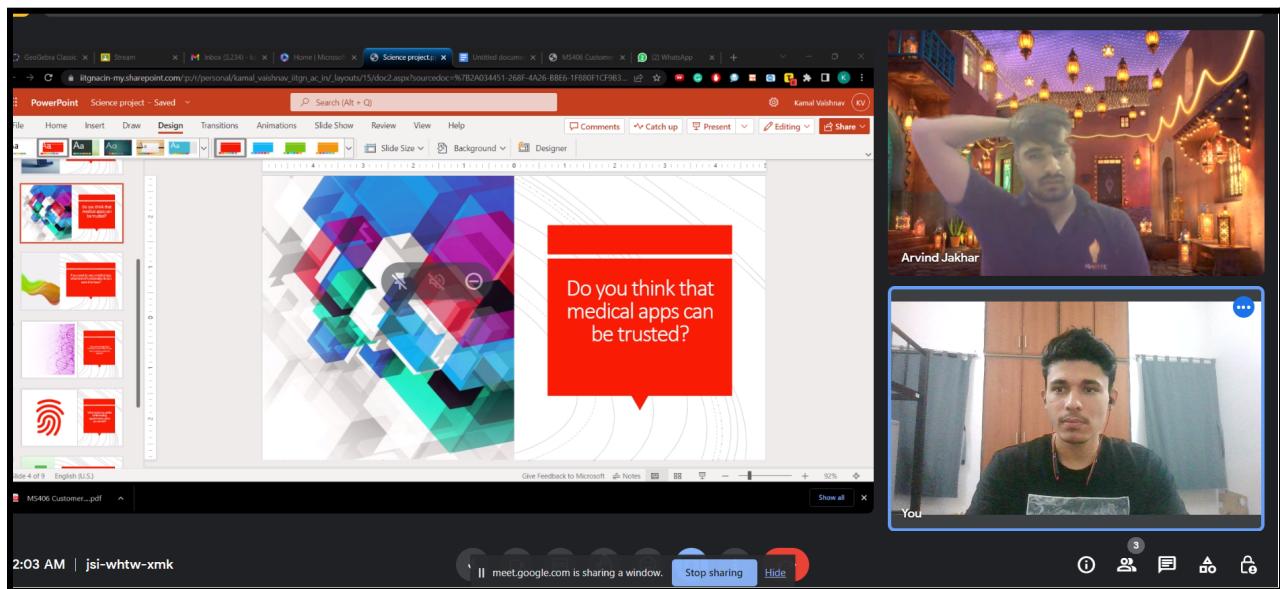
2. Meet with Virendra



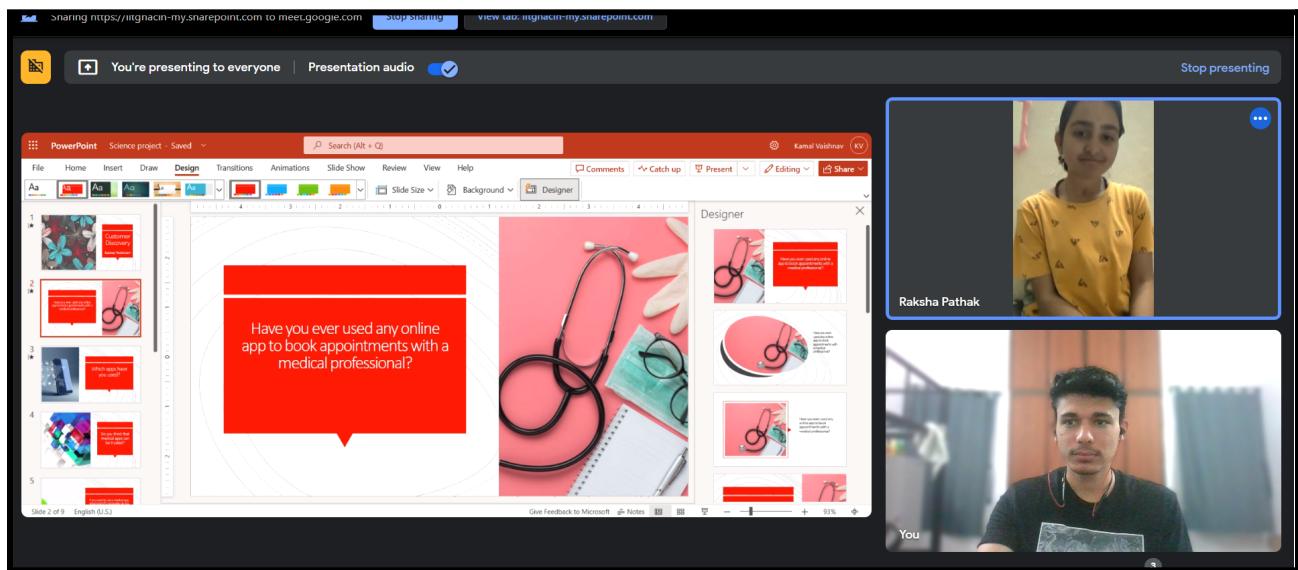
3. Meet with Ashutosh Goyal



4. Meet with Arvind Jakhar



5. Meet with Raksha



Analysis:

Upon conducting a thorough analysis, several key insights emerged regarding people's attitudes toward medical apps. Firstly, it was found that the majority of individuals have yet to utilize online apps to book appointments with medical professionals, indicating a lack of awareness regarding such applications. Additionally, it was discovered that individuals who have used medical apps tend to gravitate towards well-known names such as Apollo, often due to effective marketing strategies.

Furthermore, it was observed that individuals are open to trusting medical apps, but only if they are assured of the app's security and privacy measures. To this end, it is recommended that the app feature an intuitive user interface and machine learning algorithms that accurately recommend doctors within their vicinity and sort them by consultation price.

Interestingly, it was found that when seeking out medical professionals, many prefer an app that recommends the best doctors within their locality rather than relying on recommendations from peers. Additionally, individuals tend to favor qualified doctors within their locality over famous doctors who may charge exorbitant fees and are located further away.

Given the sensitive nature of medical information and the potential for fraudulent activity, the app must provide adequate security and privacy measures. One such step could be to verify doctors and their qualifications, thereby reducing the risk of potential scams. It is also essential to ensure that doctors are afforded similar levels of security and privacy on the app.

Customer Discovery:

After conducting extensive customer feedback, it has become evident that a golden opportunity exists to develop a medical app that caters to modern consumers' evolving needs and concerns. To achieve this goal, the app must prioritize delivering secure and reliable services that are both easy to use and accessible.

One of the essential features that the app must include is a seamless and intuitive interface that streamlines the medical appointment booking process. To further enhance user convenience, machine learning algorithms can recommend doctors based on their location and consultation fees, allowing users to identify and consult with the best healthcare professionals in their vicinity.

Moreover, customer feedback also underscores the need for an app that can provide top-notch recommendations for the best doctors in their locality rather than relying on less reliable peer recommendations. To this end, the app must possess a robust verification process that verifies doctors' qualifications and trustworthiness.

In addition, customer privacy and security must be paramount when using medical apps. Users demand a higher level of security and expect the app to offer stringent security measures to protect their personal and sensitive information. Likewise, the app should provide equal security measures to guarantee the safety and confidentiality of doctors' personal and professional information.

Lastly, an additional standout feature that could set the app apart would be a geo-location-based recommendation system. This way, users could easily find and consult with nearby doctors rather than traveling a significant distance.

In conclusion, a successful medical app must be user-friendly, secure, and trustworthy while providing easy access to qualified healthcare professionals in the user's locality. By prioritizing these features, the app can offer a reliable and convenient service that meets the evolving needs of modern consumers.

What we have covered in our app:

Doctordekho is a medical app designed to provide users with a secure and reliable platform to find and book appointments with qualified healthcare professionals in their locality. Our app offers an easy-to-use interface that simplifies the booking process and recommends doctors based on location, consultation fees, and medical qualifications.

One of our key features is our comprehensive search functionality, which enables users to find doctors based on their location, specialty, and availability. This feature helps users to find the best healthcare professionals in their area without relying on peer recommendations. Our app also features a robust verification process to ensure that all doctors on the platform are qualified and trustworthy. This verification process provides users peace of mind knowing they are booking appointments with healthcare professionals who meet the required standards.

At Doctordekho, we recognize the importance of user security and privacy. While our app currently doesn't have many security features like end-to-end encryption and secured payment services, we are committed to implementing systems that ensure that scams cannot occur on our platform. The navigation through the app should be easy, and the user interface should be user-friendly. Therefore, we are working to make the app easy for people who also don't use smartphones.

In conclusion, Doctordekho is an ideal medical app for people looking to find and book appointments with qualified healthcare professionals. By incorporating features such as comprehensive search functionality, a robust verification process, and a user-friendly interface, we are committed to providing users with a secure and reliable platform that meets their healthcare needs.