



Product Teardown

How to make the consultations more engaging?

How to reduce cancellation rate and no show rate?

Divyansh Shukla and Harshita Sandhu
divyanshshukla6423@gmail.com

The Plum logo is displayed in a bold, lowercase, sans-serif font, colored in a vibrant pink. It is positioned on a dark purple rectangular background that has rounded corners and is set against a teal background.



About The Brand

Plum is a cutting-edge HR technology platform that offers simplified insurance and health benefits that are inclusive and accessible for all.

Brand Vision

To enable each and every company in India to provide high-quality health cover to their employees, no matter how small or big they are.

USP

- All health benefits for employees.
- Also cover employees family.

Source :
plumhq.com report

Important Points

1. User journey.
2. Proposing solutions/features.
3. Wireframing the solutions.
4. Impact Vs Effort of solutions.

Assumption

No assumption were taken during whole journey

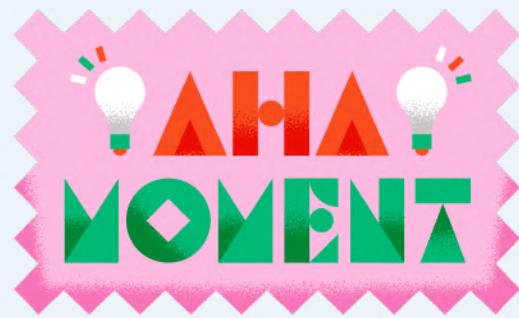
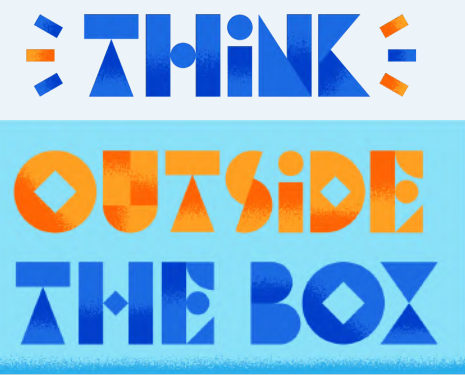
Approach

1. Understand the User journey and the Pain points during the journey.
2. Developing some solutions/features from the identified painpoints.
3. Feature Prioritization.

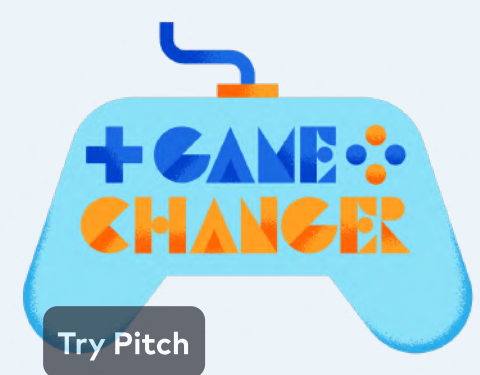
USER JOURNEY



| | Product Discovery | Product Evaluation | Product Confirmation | Product Experience | Loyalty &Advocacy |
|-------------|--|--|---|--|--|
| Expectation | <ul style="list-style-type: none">• Plan to take a consultation for himself• Plan to take a consultation for his family | <ul style="list-style-type: none">• Good highly experienced specialist.• Transparent information | <ul style="list-style-type: none">• 24x7 Availability of specialist• Adjustable timing and schedule of consultation. | <ul style="list-style-type: none">• High video quality Consultation• Gets the problem solved | <ul style="list-style-type: none">• Wonna schedule another appointment because of its value.• Rate 5 stars |
| Reality | <ul style="list-style-type: none">• Not sure is the website reliable | <ul style="list-style-type: none">• Not sure is online consultation will solve there problems.• Not sure which consultant to choose among many options. | <ul style="list-style-type: none">• Can't find specific specialist at available timings.• Clash of timings with other meetings | <ul style="list-style-type: none">• Forgetting about appointment.• Hesitation to explain the problem initially while meeting specialist for the first time | <ul style="list-style-type: none">• Wonna schedule another appointment because it is given as a company incentives later this leads to increases no show rate. |
| HMW | <ul style="list-style-type: none">• How Might We make website trustable for new user. | <ul style="list-style-type: none">• How Might We solve for "no-idea-which-specialist-is-best-for-me" problem? | <ul style="list-style-type: none">• How Might We solve make timings more comfortable for user.• How Might We reduce the chances of clash of timings. | <ul style="list-style-type: none">• How Might We make online meet more engaging for users so they can address there problem more properly.• How Might We make client remember that they have an appointment | <ul style="list-style-type: none">• How Might We encourage users to schedule more appointment.• How Might We reduce no show rate. |



Solutions



Try Pitch



1. Chat with Specialist

Thought process behind this:

Clients who feel more personally connected to their service providers will tend to be more respectful about cancelling appointments.

Feature:

After the user books an appointment, they will be able to click on a chat box icon which will enable them to contact the specialist. These chats will be informal conversations between the specialist and the user, which may or may not be explicitly related to the appointment. If the user can not initiate the conversation due to some reason such as introversion, the specialist will initiate it on behalf of the user to which the user may comply accordingly.

This approach can help to build a stronger bond between the specialist and the client, making the client more likely to show up for the appointment as they already know the specialist personally. It can also reduce the feeling of estrangement between the specialist and the user.

Solves for:

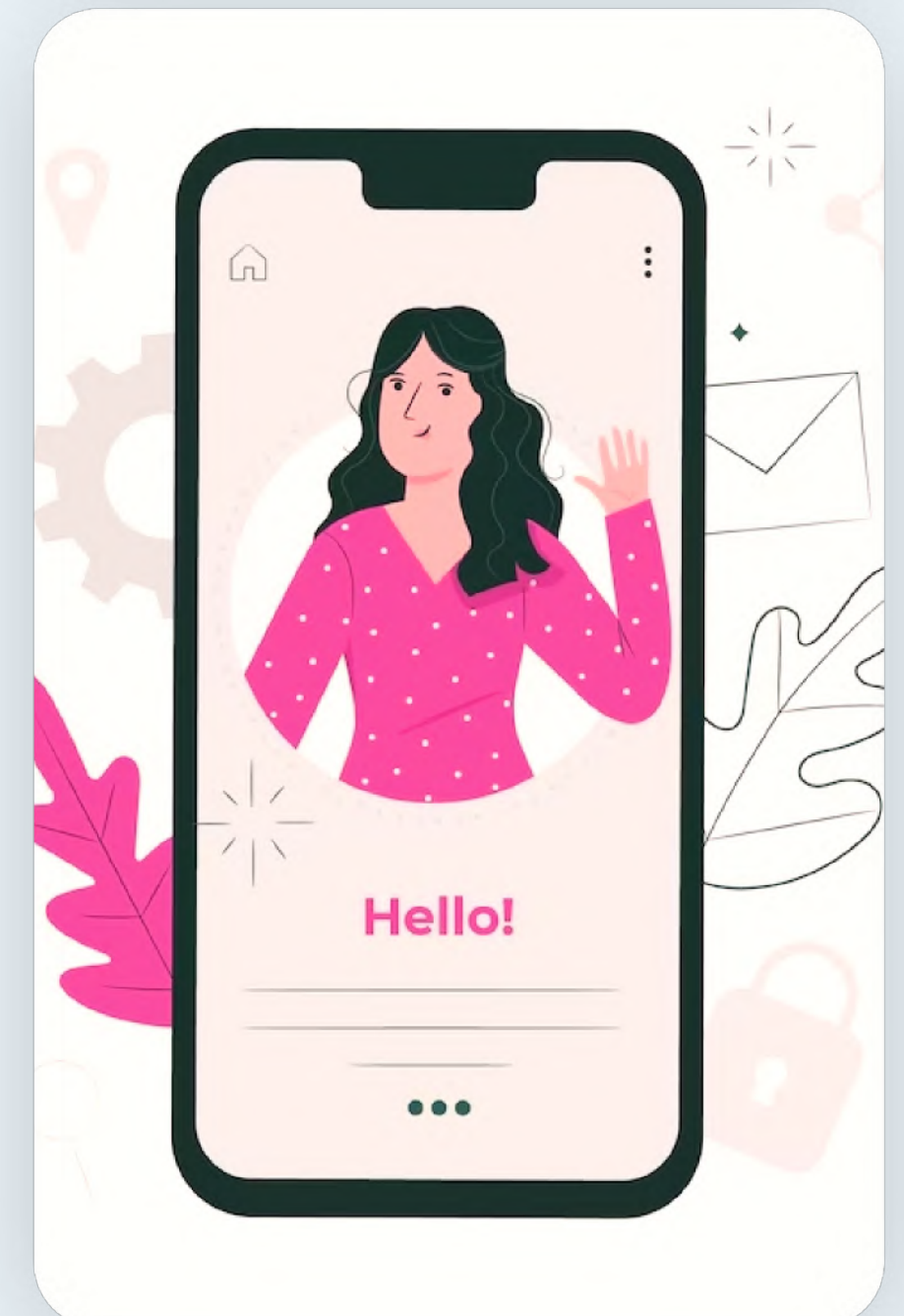
1. How Might We reduce **no show rate**.
2. How Might We **make appointment more engaging** for users so they can address their problem more properly.
3. How Might We **reduce hesitation to explain the problem initially**.

Success Metrics:

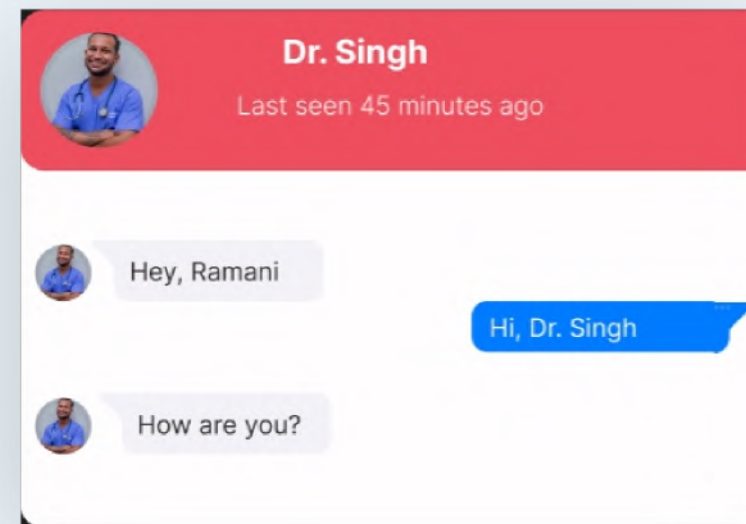
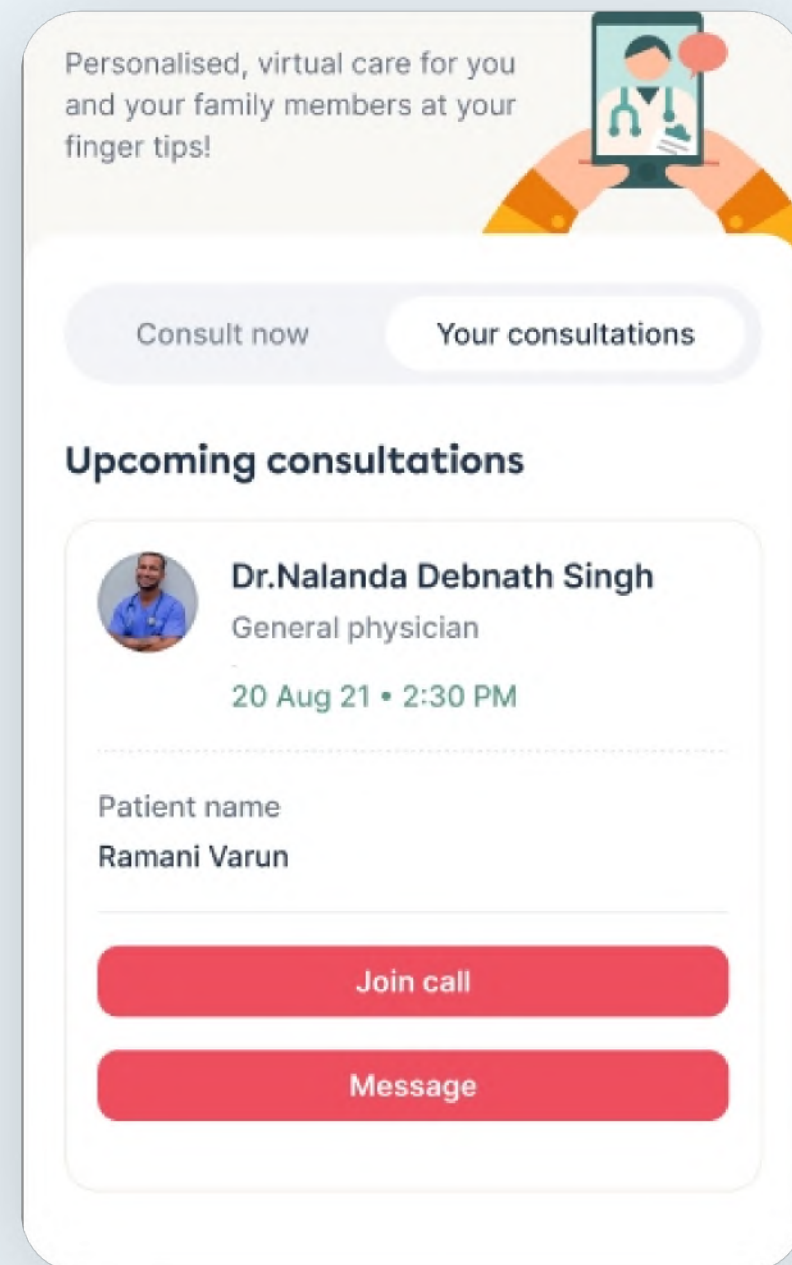
1. Number of messages sent.
2. Decrease in no show rate.

Touchpoints:

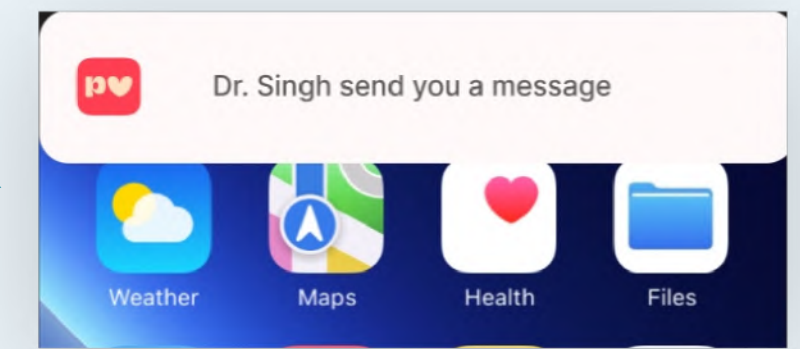
1. Consultation Experience
2. Loyalty and Advocacy



1. Chat with Specialist



When the user clicks on message icon. A separate chat box will pop up.



The user will be notified as soon as the specialist send him/her a message.

After booking an appointment we will show a message icon along with join call. This icon will only be operational prior to the scheduled meeting.

2. Personalized Notification

Thought process behind this:

The client will be reminded of their scheduled appointment, reducing the chances of them forgetting about it. Moreover, the feature that checks for timing clashes before scheduling an appointment will help to prevent any last-minute rush or confusion. This will provide a smoother and more organized experience for both the client and the business.

Feature:

After the employee has signed up, the HR department will fill in the employee's details such as lunch break timings and office hours. Once this information is collected, the app will automatically send push notifications during these timings, as the employee is more likely to see them.

Additionally, the employee can link their calendar to the app. If the employee tries to book an appointment during a time that clashes with a scheduled meeting, a pop-up message will appear on their screen, notifying them that they already have a meeting scheduled at that time. This feature will help the employee avoid double-booking their schedule.

Solves for:

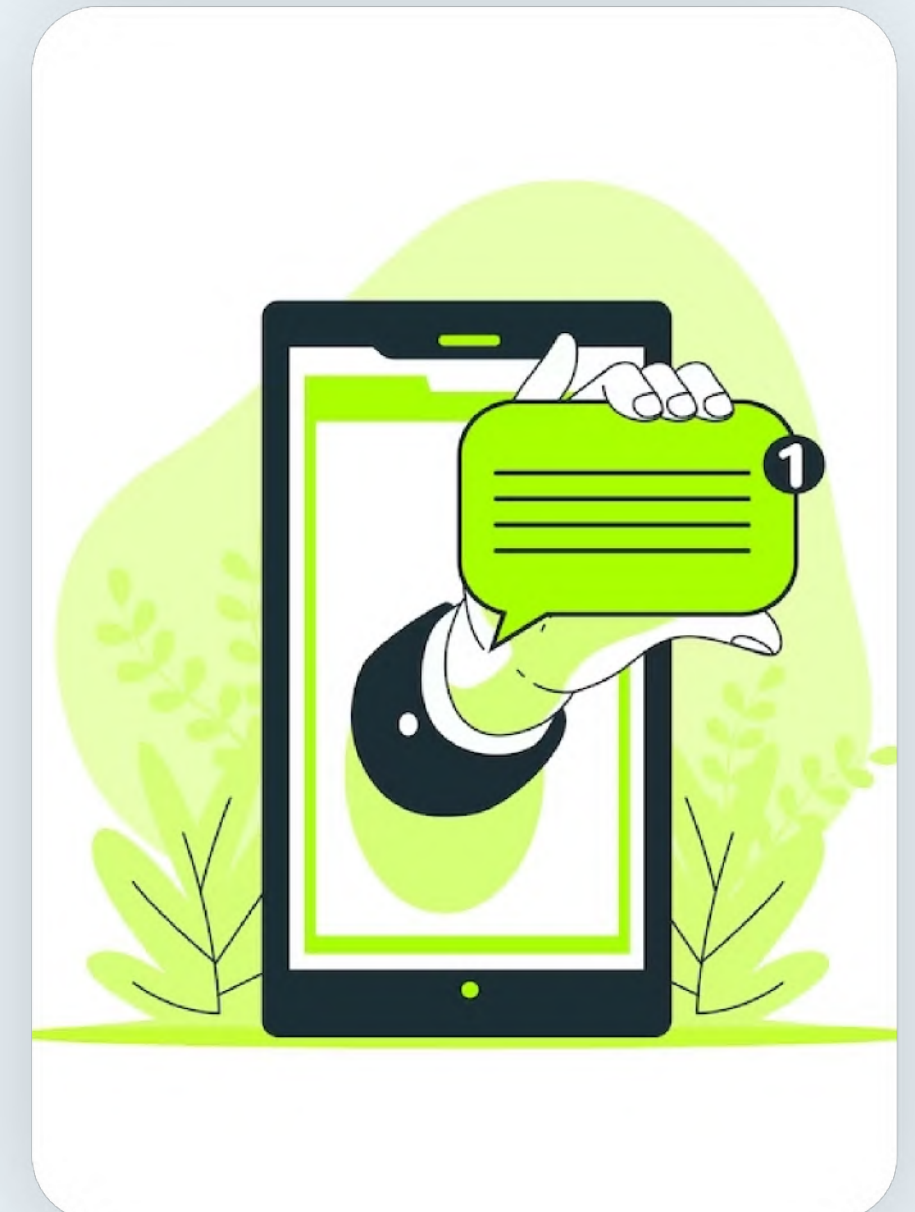
1. How Might We reduce the chances of **clash of timings** between scheduled meet and appointment.
2. How Might We **make client remember** that they have an appointment.
3. How Might We reduce **no show rate**.

Success Metrics:

1. Number of notification clicked.
2. Number of change in schedule after seeing pop up.

Touchpoints:

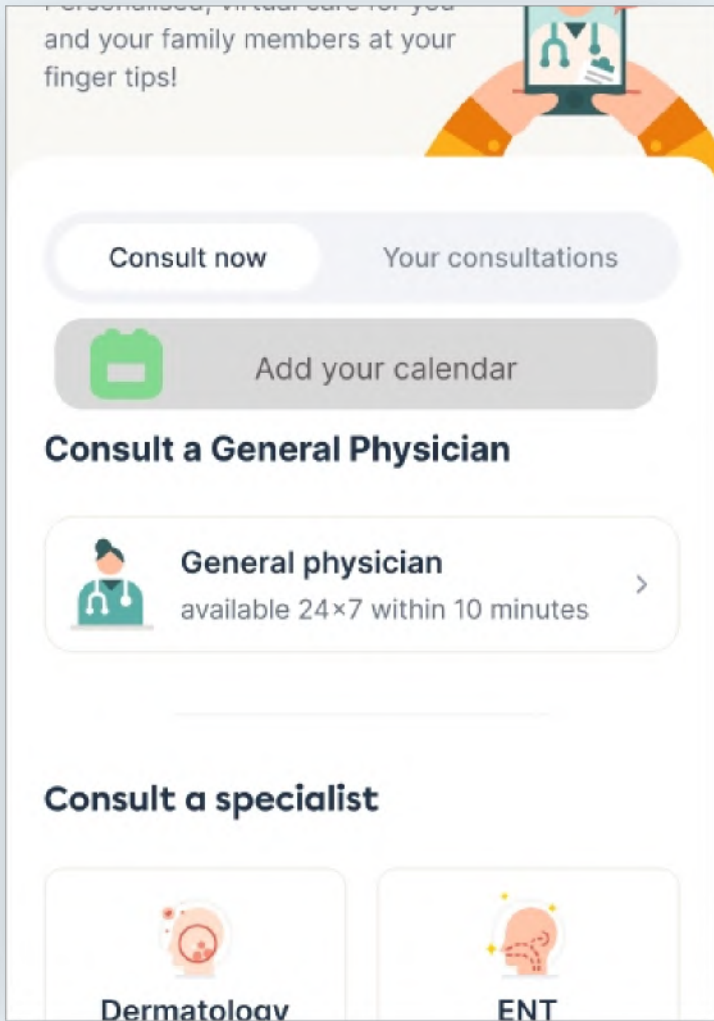
1. Product Confirmation
2. Consultation Experience



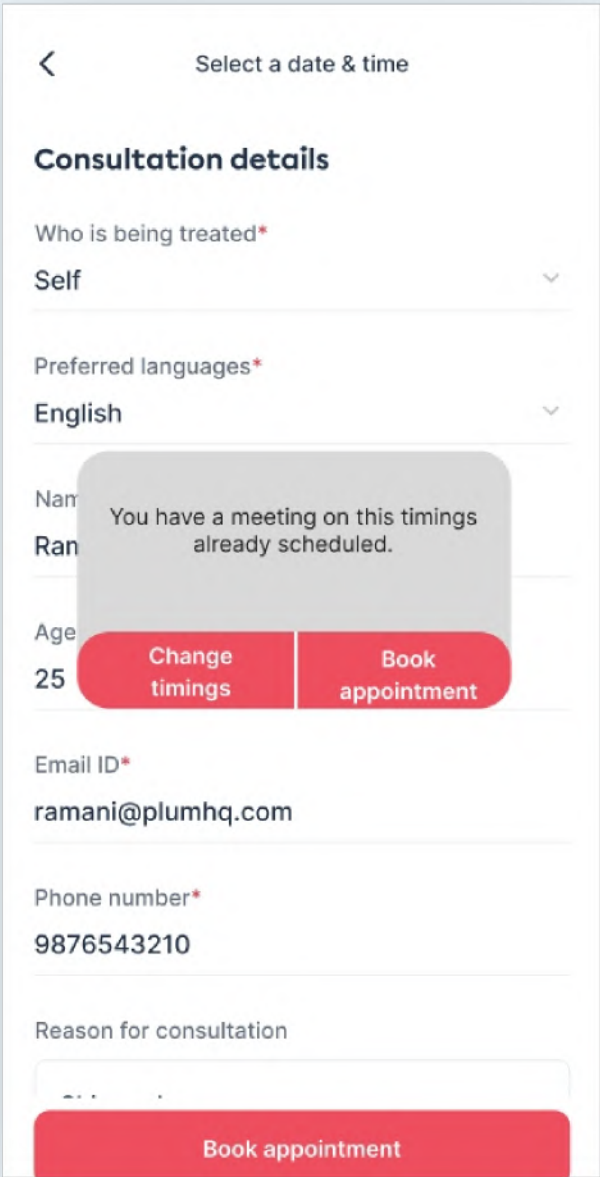
2. Personalized Notification



Notification will be sent to the user according to time when he is most likely to use his phone like lunch timings.



We can add an icon to sync the official calendar to the app.



A notification will pop up if there is a clash in timings of appointment and office meeting according to the official calendar

3. Review Panel

Thought process behind this:

User will think the site is reliable as it is already used by his colleagues.

User will have an idea which specialist is best for him.

Feature:

When an employee is given the option to choose a specialist, there will be a review panel available where they can see reviews and ratings for that specialist. Additionally, they will also be able to see reviews and ratings from colleagues, with these reviews displayed at the top of the panel for easy access and visibility. This can help the user make an informed decision when selecting a specialist, based on the experiences of other users and colleagues.

In addition, the list of specialists presented to the user can be personalized based on several factors, including the reviews from colleagues, the proximity of the specialist's location to the user's home or office, and the preferred language of the user.

Solves for:

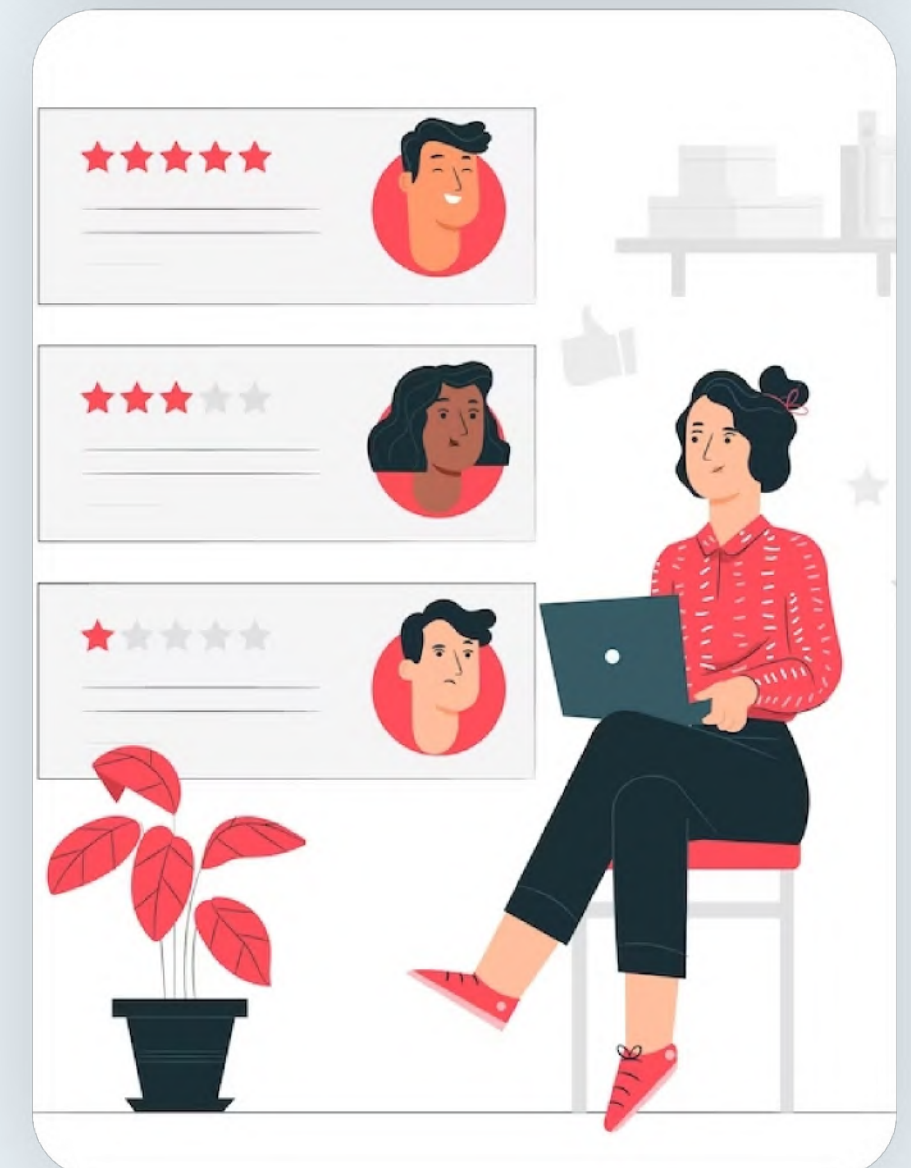
1. How Might We make website trustable for new user.
2. How Might We solve for "no-idea-which-specialist-is-best-for-me" problem?

Success Metrics:

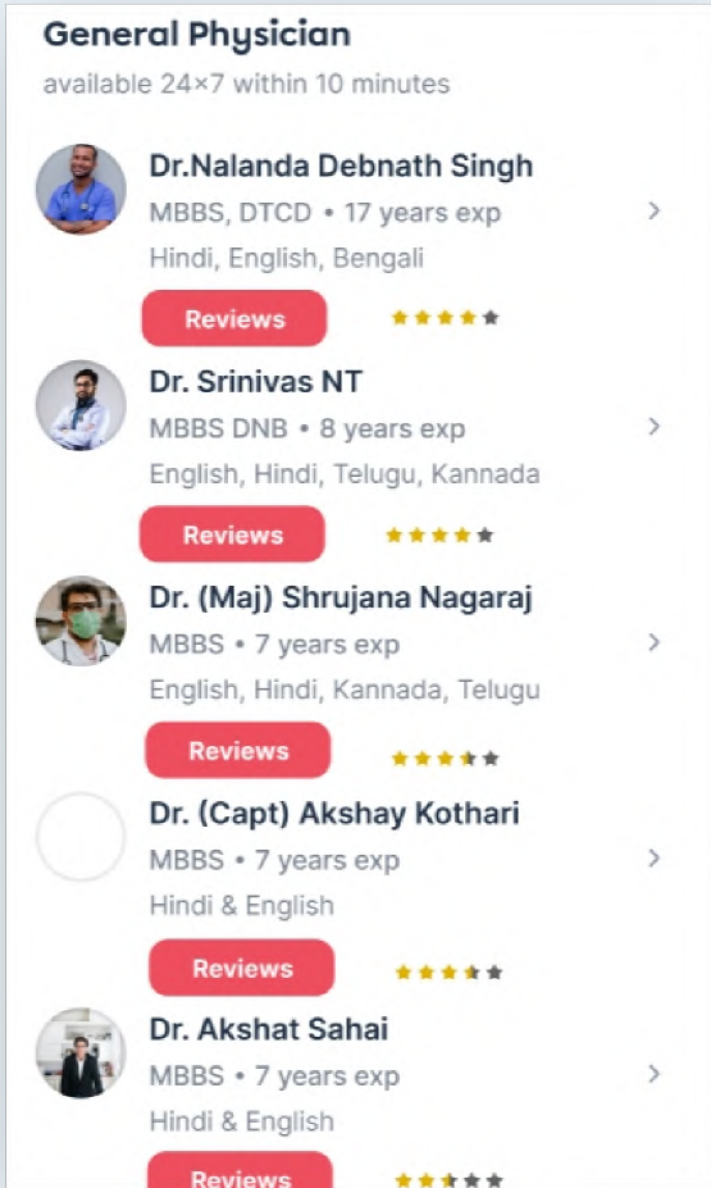
1. Number of clicks on review panel.
2. Number of reviews and ratings.

Touchpoints:

1. Product Discovery
2. Product Evaluation



3. Review Panel



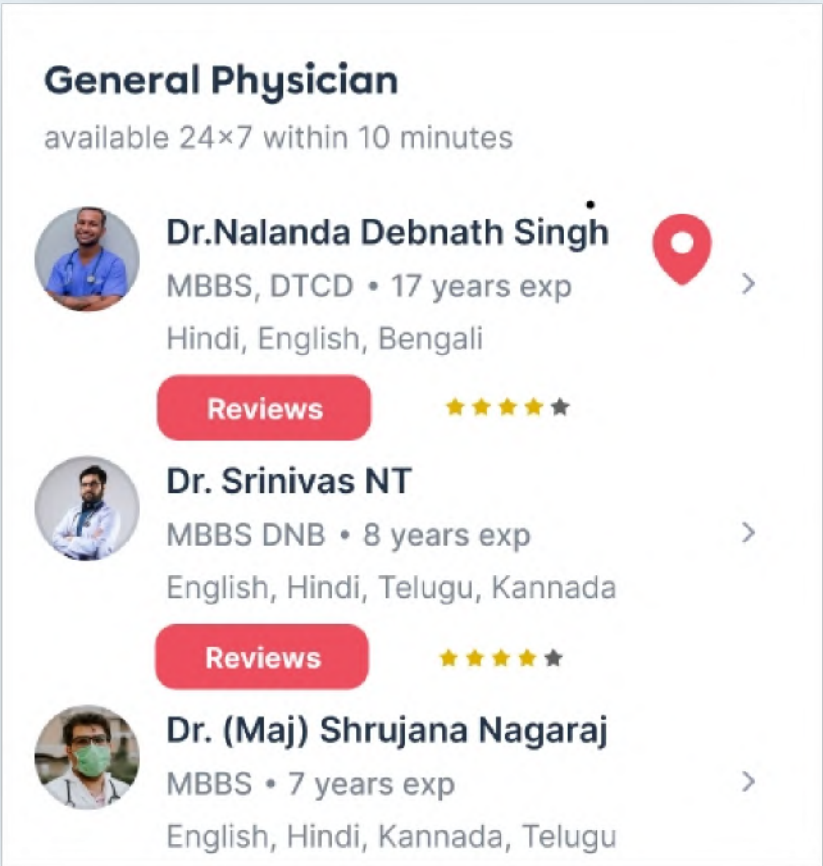
We can show the star ratings of a specialist given by the users previously.

We can add an Review icon below every specialist description.



On clicking on Review icon a list of reviews given by users previously will open.

Also, the review given by Office Colleague will appear at top and will be highlighted as shown.



We can display a location icon to indicate to the user that a specialist clinic is closest to their home or workplace.

4. Join Appointment with Family Remotely

Thought process behind this:

This feature will reduce the time constraint and increase the remote accessibility for the client.

Feature:

This feature will allow employees to book appointments for their family members, even if they are at home or in another city. This can be particularly useful in situations where family members are unable to book appointments for themselves due to distance or other constraints. By enabling employees to book appointments on behalf of their family members, the app can provide a more convenient and hassle-free experience for everyone involved.

Moreover the app also enables them to join the appointment remotely with both the specialist and their family members. By enabling remote participation, the app provides a more flexible and convenient way for the employee to engage with the specialist and their family, regardless of their location.

Solves for:

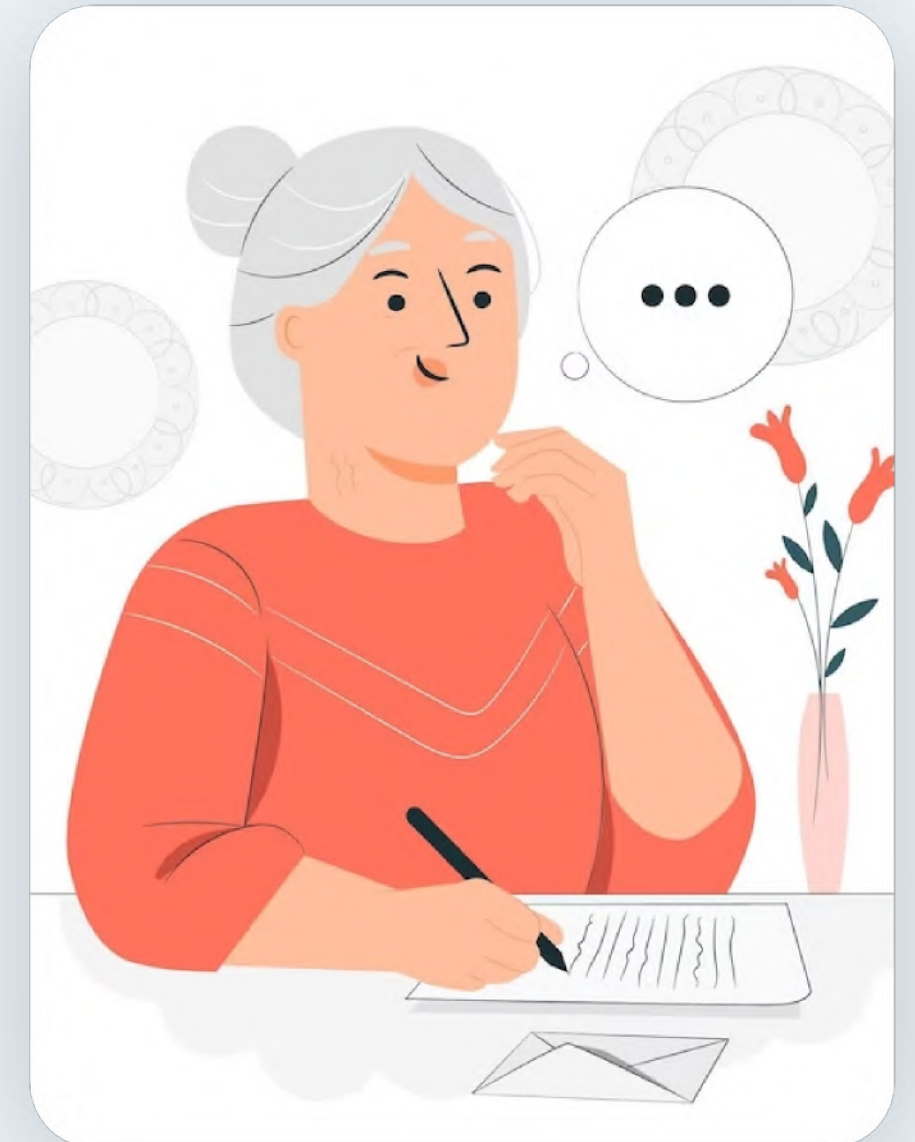
1. How Might We solve **make timings more comfortable** for user.
2. How Might We make appointment **more engaging** for users so they can address there problem more properly.
3. How Might We encourage users to **schedule more appointment**.

Success Metrics:

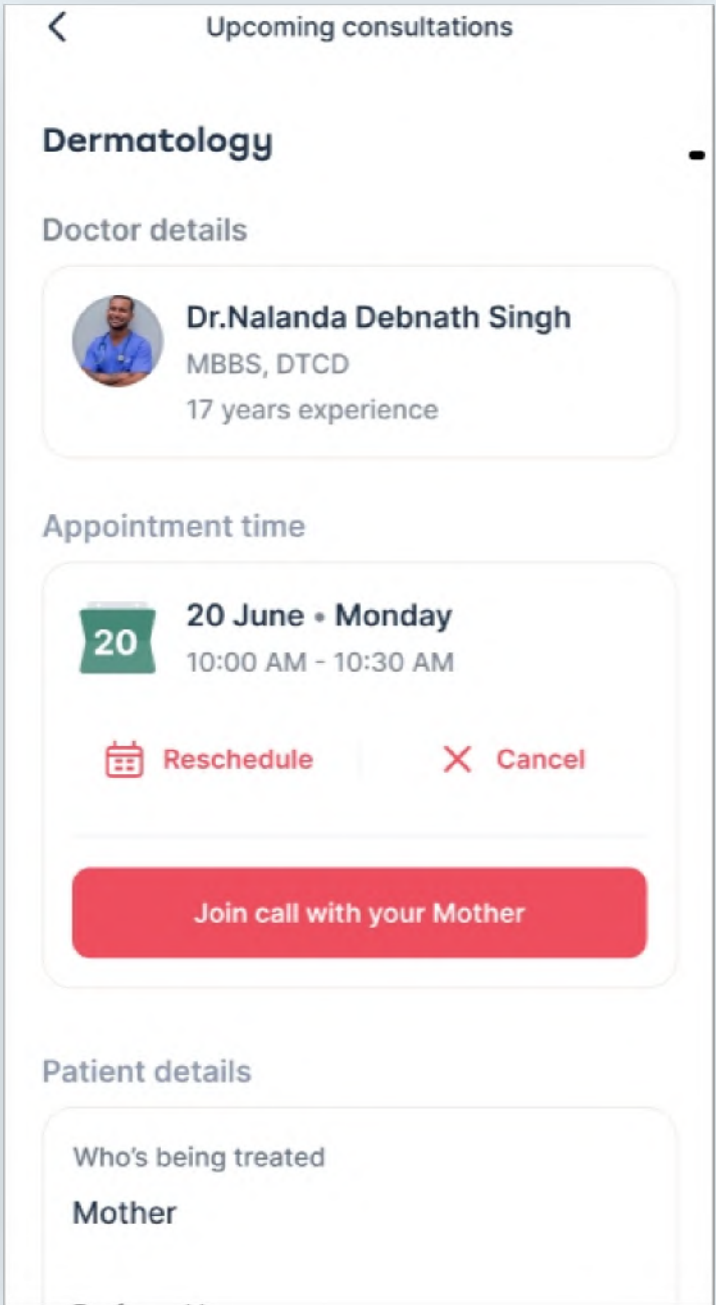
1. Number of appointments in which employees join with family members/ total number of appointments.
2. Increase in rate of appointment booking.

Touchpoints:

1. Product Confirmation
2. Consultation Experience
3. Loyalty and Advocacy



4. Book Appointment for Family Remotely



We can add an feature for employee to join the appointment remotely with his family.



Two people can join the meeting simultaneously.

Effort Vs Impact for Proposed Solution

