Question 1: Clarify Scope & MVP Features
1. Clarifying Questions - Phase 1 (8–10 Weeks)
1. **Market Planning**
- Which cities/regions should we target for Phase 1(8–10 weeks)?
- What's the planned delivery SLA(Service Level Agreement)? (e.g., 30 minutes vs 1 hour-this affects logistics design.)

2. **Product & Compliance**
- Do we require prescription upload for certain medicines?
- Will MVP(Minimum viable product) cover only OTC (over-the-counter) products?
- Are there regulatory/compliance obligations we need to address now (e.g., pharmacy licencing, GST invoicing, Schedule H drugs)?
- Should we have allergy warnings or disclaimers for some medicines?

3. **Partnerships & Inventory**
- Should we collaborate with local pharmacies (aggregator model) or create our own inventory warehouses?
- How will live inventory be handled?
   -Do pharmacies manually update stock, or do we create a centralized setup?

4. **Delivery & Logistics**
- Will there be in-house fleet delivery or 3rd-party partner (such as Dunzo, Shadowfax)?
- Do we require real-time GPS tracking for orders (Blinkit-style), or will status-based tracking suffice for MVP(Minimum viable product) ?

5. **Payments**
- Are there any payment limits? (UPI, cards, wallets, COD(Cash on delivery) - which should be enabled first?)

6. **User Experience**
- For user profiles, what is minimum scope?
   -Just address & payment details? Or include order history, repeat orders, medical history?
- Should users be able to save current prescriptions for chronic diseases (auto-refill option for future use)?

7. **Admin Panel**
- For MVP (Minimum viable product), should the admin panel give top priority to:
   -Order tracking (deliveries & statuses)
   -Vendor management (pharmacy on-boarding, commission tracking)
   -Analytics (sales reports, SKU performance)

8. **Additional Considerations**
- Should we consider having doctors on board (tel-consultation) in the event that users require advice prior to purchasing medicines?
- What are the success criteria for this Phase 1 (8–10 week)? (e.g., "working delivery system + 1 city + 100 SKUs live")

2. MVP Features - Phase 1 (8–10 Weeks)
1. **Included in Phase 1(8-10 Weeks)**
User Panel:
User App:
-Sign-up/Login page(Verification through mobile OTP / Email)
-User Profile(Basic Details:Name,Email,Phone Number,Address)
-Product Browsing or Searching + Product Availability (Units) +
 Product Details + Pricing Details + Dealer Name

Guest user app:
-Without signing, user can browse through the app to gain experience.

Cart + Checkout + Delivery:
-Order Details(Product list,Order Number,Delivery time)
-Checkout(UPI, cards, wallets, COD(Cash on delivery))
-Order Tracking (Basic order updates)
-Delivery Notifications(to keep updating the user after agent picks up the order)

Customer service:
-User can contact company for any queries regarding products or orders.

Admin Panel:
-Sign-up/Login page(Verification through mobile OTP / Email)
-Add/Manage categories:
      1.products(Units) + Product Details + Pricing Details + Product categories
      2.Dealer Details + User details
      3.View order details + Updated order delivery status
      4.Customer service queries information
-Basic Notifications(for low units, pricing and etc.,)

2. **Deferred to later phases**
App updates:
-Multi-city expansion Warehouses + support

User Panel:
User App:
-Calling Notifications(user can call the delivery agent for conversation)
-Prescription photo uploads for better product searching
-Chat support / in-app doctor consultation
-Loyalty points for future orders
-GPS Order tracking (Blinkit style)
-Product recommendation.

Customer service:
-To improve user experience,
1. can implement 24/7 AI chat/call multi-lingual agent.
2. can use AI for automate approval for prescriptions.
3. can integrate AI prediction for handling product availability in warehouses.
4. can notify user if the medicine would be having any allergies for continue use.
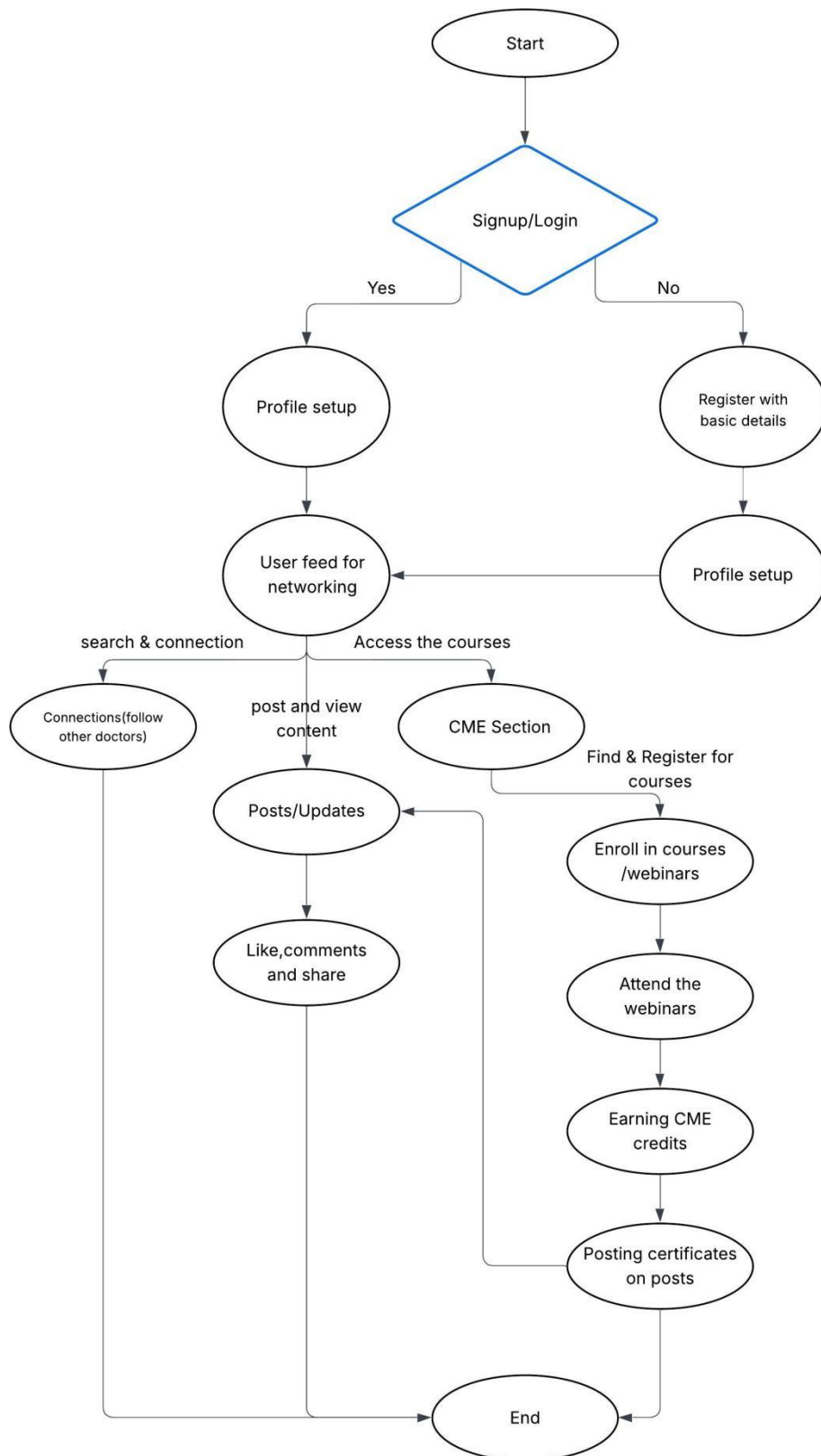
Admin Panel:
-Advanced analytics dashboard(for Product Details + Order Details + User Details + Customer service queries)
-Adding authorization for different admins while doing multi-city expansion.
-Prescription photo details + Prescription approval

Question 2: LinkedIn for Doctors
User Flow:

```
                              ┌─────────┐
                              │  Start  │
                              └────┬────┘
                                   │
                                   ▼
                              ◇ Signup/Login ◇
                     Yes ┌─────────┴─────────┐ No
                         ▼                   ▼
                  ┌─────────────┐      ┌──────────────┐
                  │Profile setup│      │Register with │
                  └──────┬──────┘      │basic details │
                         │             └──────┬───────┘
                         ▼                    ▼
                  ┌─────────────┐      ┌──────────────┐
                  │User feed for│◄─────│Profile setup │
                  │ networking  │      └──────────────┘
                  └──────┬──────┘
```

Start

Signup/Login

Yes

No

Profile setup

Register with basic details

Profile setup

User feed for networking

search & connection

Access the courses

Connections(follow other doctors)

post and view content

CME Section

Posts/Updates

Find & Register for courses

Enroll in courses /webinars

Like,comments and share

Attend the webinars

Earning CME credits

Posting certificates on posts

End

Assumptions & Risks:
Assumptions:
- Target Audience : The initial users will be authenticated medical practitioners (physicians, specialists) who are interested in establishing professional networks and expanding practice.
- CME Credits Access : The website will offer access to webinars/courses via which medical practitioners can obtain Continuing Medical Education (CME) credits.
- Content Creation Motivation : Medical practitioners will be encouraged to develop and share expert content (case studies, reports, updates) that provides value to their peers.

Risks:
- Verification Risk : In the absence of a strict medical registration verification process, unverified or fake profiles would appear and ruin credibility.
- Engagement Risk : Busy schedules of doctors might restrict posting of content and interactions, resulting in low platform usage.
- Data Privacy Risk : Sensitive professional and personal data must be protected with strong data security; breaches may lead to compliance issues as well as loss of trust.
- Content Risk : The site could encounter problems if users post medical guidance, wrong information, or provocative content, resulting in regulatory or reputational risk.

Tools Used:
- Lucidchart/Figma: User flows & process diagrams
- Google Docs/Microsoft Word: For drafting documents
- Loom: Record walkthrough videos for work

1. Unclear areas / Conflicting objectives:

Platform Focus: Whether the platform must be networking or CME credit dominated.

Target Audience: Whether to make the platform open to new doctors for training and professional opportunities, or limit it to working professionals.

It is critical to align such objectives early on to avoid any possible scope conflicts during development.

2. Discovery Brief:

Key Features: Doctor profiles verified, networking (follow, post, comment), tracking of CME credits.

Open Questions:
1. How will CME credits be accredited?
2. Are hospitals/associations onboard from day one?
3. What's the monetization strategy?

Initial Assumptions: Target audience are confirmed doctors; CME credits are provided through webinars; doctors are incentivized to contribute content.

Success Criteria: Onboard 1,000+ confirmed doctors within 6 months, maintain 30% weekly active users, and facilitate seamless CME tracking.

3. Stakeholder alignment risks & management:

Stakeholders could have varied priorities — e.g., medical boards prioritising CME first and doctors prioritising networking. I would tackle this through MoSCoW prioritisation and holding alignment workshops so that we can freeze Phase 1 MVP features and prevent scope creep.

Question 3: Suggested Additional Feature

Additional feature:
1. Secure Messaging
   − Medical practitioners can send private messages to colleagues or set up discussion groups for case collaboration.
   − Value: Facilitates confidential consultation and quicker knowledge sharing, making the site more than a public bulletin.

Future Additional features:
1. Job Board
   − A specific section where hospitals/clinics can advertise job openings and physicians (freshers included) can apply.
   − Value: Augments platform use by assisting new physicians with career prospects while seasoned physicians can mentor or hire.

3. Hospital Pages
   - Confirmed hospitals are able to form institution profiles to connect with Medical practitioners, give updates, and share events or studies.
   - Value: Facilitates B2B networking, alliances, and credibility to the site through engagement with well-known healthcare institutions.