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BINF 6399

**Customer discovery**

Value proposition: Platelet-rich plasma-Reclaim your confidence with your own blood’s plasma.

1. What is your medical profession? **Dermatologist**
2. What type of medical office are you currently working at? **Novant Health Northlake Dermatology**
3. Do your patients/customers at your clinic suffer any of these conditions? (androgenetic alopecia (AGA), stress, loss of smell, etc…). if yes to loss the sense of smell, what is the cause of the diagnosis? **Of the conditions listed, the most common condition we see around here is the androgenetic alopecia.**
4. How long (on average) have your patients/customers experience the hair loss? **15 years**
5. Have your patients/customers seek other treatment or medicine for hair loss? If yes, what is the estimate price range of the treatment? Are your patients/customers satisfied with the treatment you provide? **The average that our patients spend on treating hair loss specifically before choosing our practice is probably over $500. Our practice does have a good reputation.**
6. Our high technology of platelet-rich plasma has produced outstanding results in the past. If each treatment is between $300-$500, would that be an affordable range for your patients/customers? If not, how much do your patients/customers think they are willing to receive the treatment? **Given that our typical patient has already shelled out at least $500 before considering us now, I think they would welcome a cheaper option such as yours.**
7. How often would your patients/customers be willing to come back for another session? **They already come twice a year, more than that would most likely seem excessive.**
8. Our company has 4-6 months maintenance session with effective results, do you think that your patients/customers would subscribe to our first session if it was half the market cost? **Absolutely, we would love to save our customers precious dollars wherever they can.**
9. What PRP kits are you currently using if you offer PRP already? **We currently do not offer PRP injections.**
10. Are you satisfied with our PRP kits? If not, why? **N/A**
11. If we were to offer the payment plan and subscription plan, how often would your patients like to pay? (3 months, 6 months, 9 months). **It’s likely that the 9 month payment plan would be the most popular.**