



BookMyLab

Your Health Checkup at One-Tap

Simplifying Lab Test Bookings for Tier-2 Cities

Building Trust and Awareness in Healthcare

Team: The Productivists

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About Problem Statement

Context

While platforms like 1mg, Practo, and Healthians dominate urban lab test bookings, their UX assumes:

- High digital literacy
- Comfort with medical jargon
- Trust in prepaid online transactions

Data Point: 68% of Tier-2 users abandon bookings mid-flow (Primary Research)

Core Problem

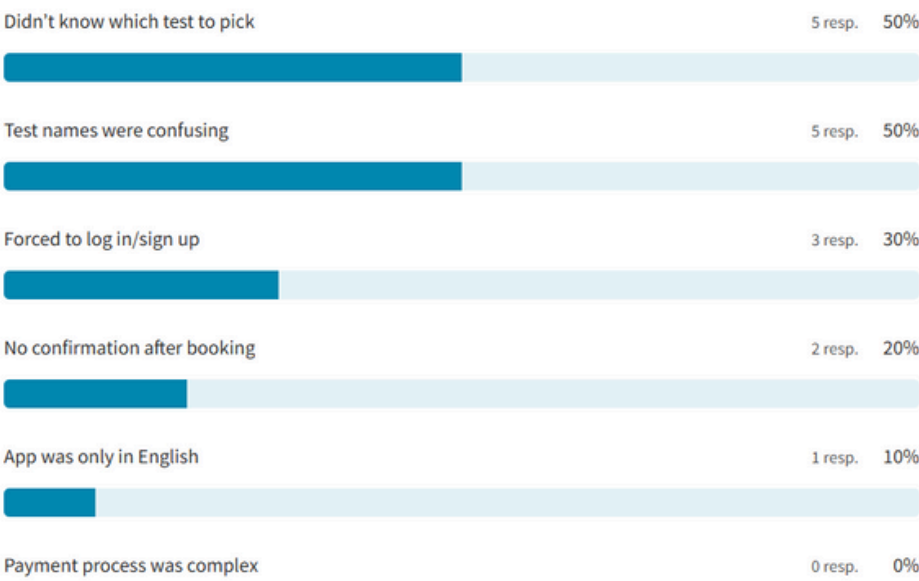
Tier-2 users struggle with:

- ◆ Test Discovery: “Which test should I take?”
- ◆ Trust Barriers: “Will the technician come if I pay online?”
- ◆ UX Friction: Small English buttons, app crashes on low-end phones

User Quote: "I tried 1mg, but it showed ‘CBC’—I didn’t understand, so I walked to the lab instead." (User, Bhopal)

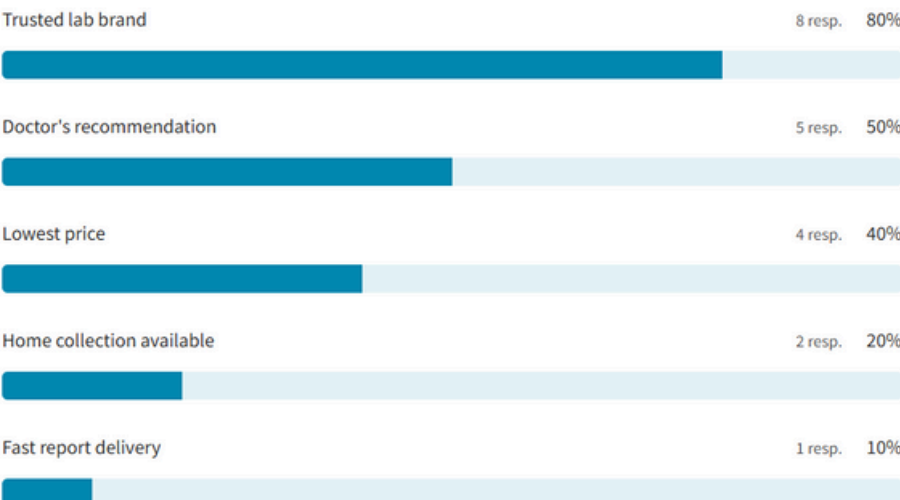
Where did you get stuck or confused while using the app?

10 out of 10 answered



What matters most when choosing a lab?

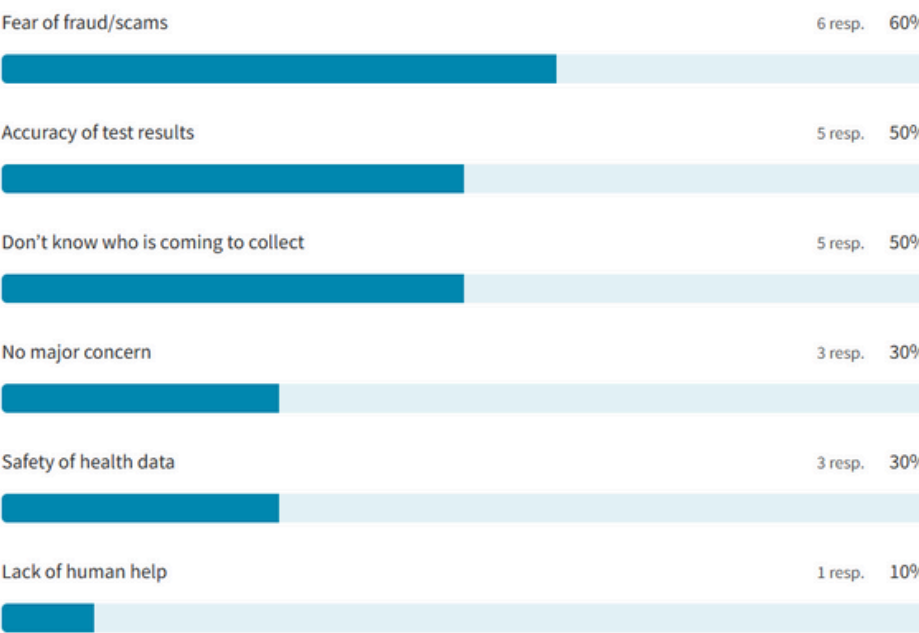
10 out of 10 answered



User Research

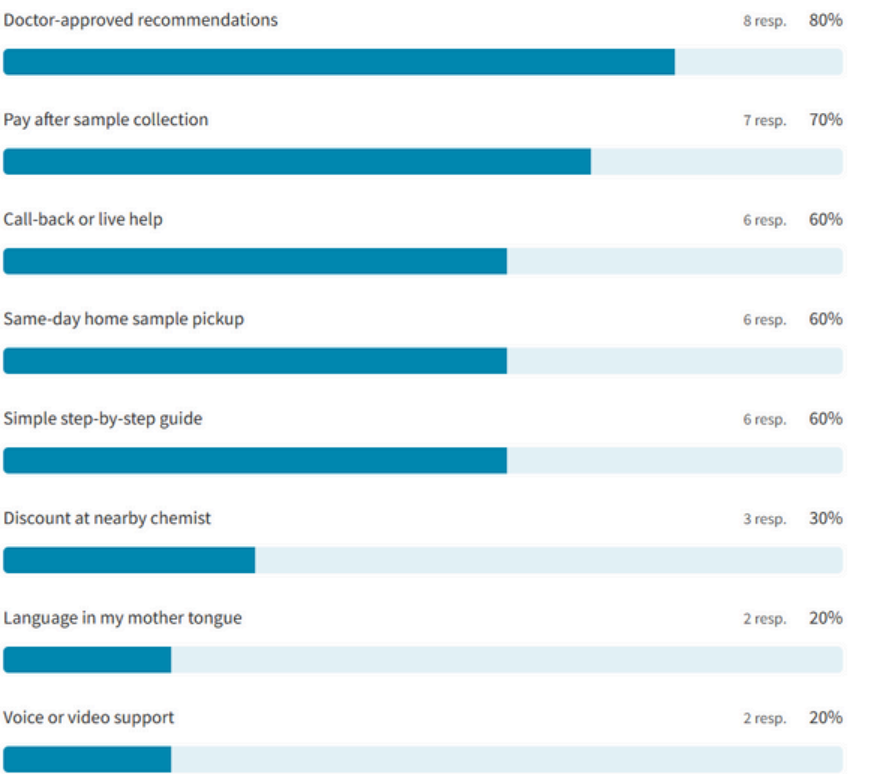
What concerns do you have about online lab testing apps?

10 out of 10 answered



What features would make your app experience better? (Pick up to 4)

10 out of 10 answered



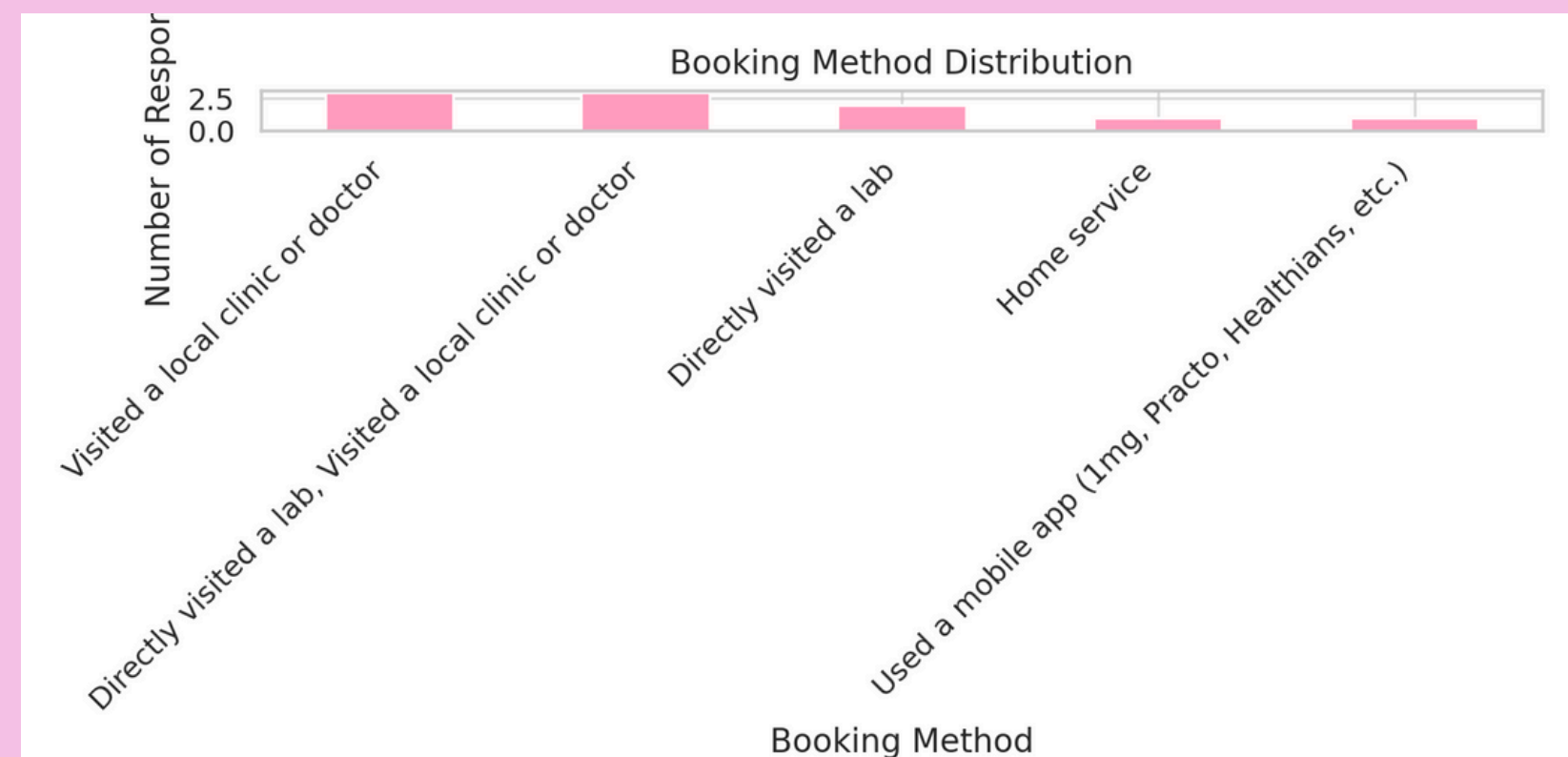
User Research

Insights

- Most respondents booked their recent lab test by visiting a local clinic or doctor.
- "Test names were confusing" and "No confirmation after booking" are the most common issues.
- Other issues include not knowing which test to pick, forced login/signup, and app language being only in English.
- Top features requested are doctor-approved recommendations, pay after sample collection, same-day home sample pickup, call-back or live help, and a simple step-by-step guide.

Core Issue

- Low digital literacy (confusion with app navigation).
- Unfamiliarity with medical terminology (e.g., "Lipid Profile" vs. "Cholesterol Test").
- Distrust in online payments and fear of incorrect test selection.
- Limited vernacular support on existing platforms.



Market Research

Primary Research Insights

- 68% users rely on doctors for test selection
- Medical jargon confusion (72%)
- Account creation hurdles (65%)
- Technician reliability concerns (58%)
- 82% prefer cash payment options
- 60% want vernacular language support

Competitor Research

Tier-2 Specific Insights

Top Complaints:

- 1mg: "App crashes when network is weak" (Common in Tier-2)
- Practo: "Customer care doesn't understand my city's lab issues"
- Healthians: "Technicians refuse to come to my area (no 'remote' tag)"

Secondary Research Insights




- Tier-2 healthtech growing at 28% CAGR (RedSeer 2023)
- 43% users abandon bookings after seeing test names (NHSO India Report)
- Home collection demand up 137% post-COVID (ICRI)
- The diagnostic laboratories market will reach ₹2.98 trillion by 2030, with home sample collection growing at 18% annually.

Behavioral Patterns:

- Price Sensitivity: 62% Tier-2 users compare prices with local labs before booking.
- Offline Dependence: 78% consult chemists after app booking for reassurance.

[<div></div> <div></div> <div></div> <div></div> <div></div>]	Healthians (4.0/5) - Cash payment & SMS reminders praised
[<div></div> <div></div> <div></div> <div></div> <div></div>]	1mg (3.8/5) - Coverage good, but reliability issues
[<div></div> <div></div> <div></div> <div></div> <div></div>]	Practo (3.2/5) - Language & pricing transparency pain points

Competitor Research

Platform	Strengths	Weaknesses	User Reviews (Google Play)	Tier-2 Sentiment
	<ul style="list-style-type: none">Widest Tier-2 lab coverage"Test Guide" in Hindi	<ul style="list-style-type: none">Heavy app size (slows on low-end phones)Technician delays in non-metros	<i>"In Lucknow, labs cancel bookings last minute"</i> <i>"HbA1c test meaning not explained in Hindi"</i>	<div></div> Mixed (3.8/5)
	<ul style="list-style-type: none">Doctor-search works well	<ul style="list-style-type: none">Test prices vary by city (confuses users)No regional language support	<i>"In Jaipur, my CBC test cost ₹200 more than app shows"</i> <i>"Why no Gujarati option?"</i>	<div></div> Negative (3.2/5)
	<ul style="list-style-type: none">Cash payment availableSMS reminders in local languages	<ul style="list-style-type: none">Limited labs in Eastern UP/BiharHard to cancel tests	<i>"In Patna, only 1 lab partner – reports take 3 days"</i> <i>"No Bhojpuri voice support"</i>	<div></div> Positive (4.0/5)

User Persona

Anjali Mehta

(39, Homemaker, Jaipur)

Demographics

- Education: High school
- Language: Hindi primary, basic English
- Tech Use: WhatsApp/YouTube on son's smartphone

Needs

- Book thyroid tests for elderly mother
- Avoid complex medical terms
- Cash payment with post-booking confirmation call

Pain Points

- Confused by test names like "TSH vs T3/T4"
- Fear of wrong test selection wasting ₹800
- No regional language support in apps



Ramesh Gupta

(32, Small Business Owner, Coimbatore)

Demographics

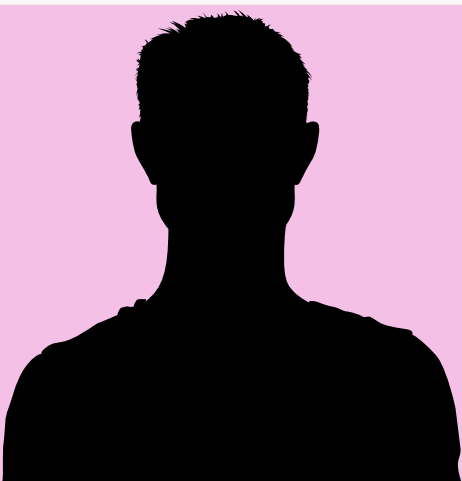
- Education: College dropout
- Language: Tamil primary
- Tech Use: Uses PhonePe, watches YouTube Shorts

Needs

- Book diabetes tests in available time slot
- Quick home sample collection before 9 AM
- Simple and clear UI/UX, regional language access

Pain Points

- 4-step booking forms cause 70% drop-offs
- UPI failures during peak hours
- No GPS tracking for phlebotomist



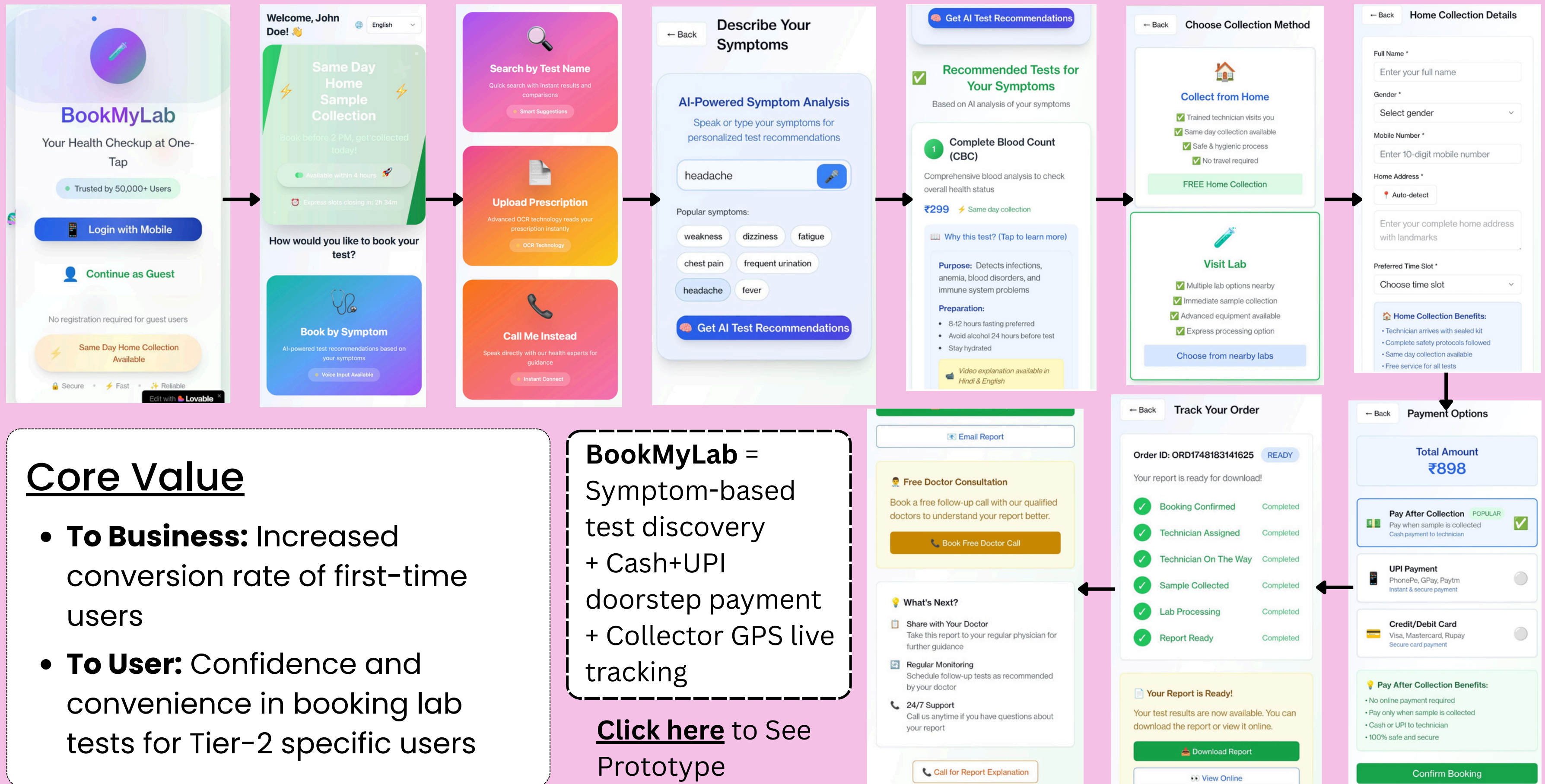
Pain Points

Priority	Pain Point	User Impact	Business Risk
1	Medical terminology confusion	82%	High
2	Multi-step forms	70%	Critical
3	Cash payment distrust	89%	High
4	Vernacular comprehension gaps	75%	Medium
5	No collector tracking	68%	Medium

Solutions

Solution	Reach (%)	Impact (1-3)	Confidence (%)	Effort (1-10)	RICE Score
Symptom-based test discovery	85	3	90	6	3825
Cash+UPI doorstep payment	90	2.8	85	6	3570
Collector GPS live tracking	60	2	85	3	3400
Single-screen booking	75	2	85	4	3187.5
Vernacular voice search	90	2.5	85	8	2390.625

Prototype



Metrics

North Star Metric(NSM)

- Weekly Active Users Completing First Booking: Combines adoption (active users) and core value delivery (completed booking).

Primary Metric

- First-Time User Conversion Rate: Completed bookings / Total visitors
- Cash Payment Adoption Rate: Validate trust-building mechanism

Secondary Metric

- Test Explanation Video Completion Rate: Measure educational effectiveness
- Average Booking Time: Track UX simplicity

Guardrail Metric

- Technician On-Time Arrival Rate: Measures service reliability impact
- Payment Failure Rate: Technical trust erosion risk

Cannabalization Metric

- Offline User Conversion Rate: % of users who previously visited labs directly but now use the app



GTM Strategy

Phase 1:
Pre-Launch

- Build trust through local partnerships
- Train ASHA workers as "Health Ambassadors"
- Launch WhatsApp chatbot for test explanations

Phase 2:
Launch

- Drive adoption via hybrid digital-physical campaigns
- YouTube Shorts with local influencers demonstrating booking flow
- Auto-rickshaw ads with IVR number

Phase 3:
Scale

- Expand through vernacular content & loyalty
- SMS-based "Test Prep" reminders
- Cashback after 3 bookings (redeemable at partner pharmacies)



Thank You!!!

APPENDIX:

- Primary User Survey Response Sheet
- ChatGPT
- DeepSeek
- Perplexity
- AppBolt Ai
- Lovable.dev