**1-Unique Idea**

Docpedia is a medical assistance app, which is one of its kind in Pakistan providing freelancing opportunities to doctors. It is the first verified community of doctors in Pakistan. With a motive to make people aware with the health issues. The idea popped up on seeing the increasing demand of medical awareness. There are many apps, which provide the relevant functionalities, but all of them are unable to get the user base attention and retention. To bridge the gap between the doctors and the patients using medical students as a middleware to coup up the demands.

Our industrial analysis includes the survey of both the doctors and the patients, which dictates the reason behind the failure of doctor-patient interaction startups. What we found from a brief analysis is that the major reason was that there was not a common element of motivation among both, the doctors and the patients. Therefore, we found the element of the motivation to compile the interest of our audience. Customers want a verified source and they want free ridding. Doctors wants it to be a good source of income.

Therefore, for patients it is going to be both a verified source and a partial free ride. To motivate the doctor, we have introduced premium session which can be a good source of income in short time. If online session gets a good response, we can categorize the doctors in various ranking so the patients may be able to get the doctor who is more skillful and keen to his observation. Along with that, we will generate enough traffic to convince a medical company to place their gadgets on discounted prices on our app. However, this revenue generation will be added after we have generated enough traffic from our minimal viable product, which only includes the discussion forum and premium sessions with doctors along with the interaction of medical students with doctors.

**2-Total Market Audience**

We can break down our market segmentation in 3 categories. Doctors, Student doctors and others.

**Doctor:** Doctor can answer the questions of other users and discuss the case studies being provided by fellow doctors. Doctors can also mentor the medical students and help them get out of students. Doctors can also attend to the booked sessions and get payed for it.

**Student:** Medical Students can register on their Medical School mail address or can be verified on the bases of their college id. The role of young doctor is the most critical one here. They can rate the doctors answer to the medical question asked by the patient. Students will be given a separate tab for the case studies in which they can discuss the case studies with the doctors. They can also get the medical advice on advance topics and future career opportunities like USMLE

**Patient:** All the users other than doctors or med Students will fall into this category. They can ask a medical question or book a live session with verified doctor. A list of verified doctors will be shown to the users on the basis of the ranking they hold.

**3-Tech Stack**

**IDE:** Android Studio.

**Third Party Plugins:** For now, we have not used any API. But on advance stages Google maps API can be if we introduce a new features e.g. Online appointments booking for our doctors.

**Programing Languages:** XML and Java. Kotlin is another option. But Java is largely used and have more API integration

**Target OS:** Any android smartphone with API level greater then 24. So, a huge range of android smartphones having lollipop or above android can support our app.

**4-Design(UI)**

To design the logo and some of the buttons, some online resources were used to design the logo. Apart from that, most of the User interface was being made dynamically(programmatically). Remaining part was designed through android studio default design builder.

**5-User Experience**

**Consistency of the design layout:** Our different sections are coherent in designe. A consistent layout is ensured throughout the app.

**Unambiguous Interactive Elements:** we have a bar on top. A swipe layout, which switches the tab on a simple swipe and every user category has its own design and tabs of the features they are told about.

**Layered User Experience:** Our UX is layered. Layered here refers that all the features of our app are not exposed at once. It has surface out as the users delve deeper into the app and discover new things. This helps in keeping the users’ interest intact for a longer time.

**Single Trial Learning Experience:** The term ‘Intuitive’ is often used to describe mobile apps when suggesting that they are very user-friendly. Options are placed in a manner where users can infer what the next step would be. After log in, user can easily navigate through app without any hurdle.

**Accessibility to the color blind:** We have picked up a color scheme which not only is fine for our normal users but also for the color-blind users.

**6-Ease of Market**

If you want to book an appointment with a specialized doctor, you will have to pay in thousands and have to wait for the time slots. There are many medical assistance apps which help the patients to get to know what they want or need. But when we conducted our survey the major reason behind the failure of such startups. We got to know that people don't believe what they see from internet. This leads to question the authenticity of the doctor and the fake users answering the questions. Apart from that the doctors are not paid well for what they are asked for. So, we are introducing a platform which will provide **Freelancing** portal to the doctors one of its kind. Which will enable the patients to get the advice of specialized doctors within a fractional amount. Doctor can earn more in short time.

Addition of Medical student is another demanding feature. Which we found out while conducting survey. Medical students seek the advice of the professional doctors on complex topics. Due to lack of IT exposure there is no such website which connects the medical students with their alumnis. So, using our app doctors can mentor the medical students and discuss various case studies with students and fellow doctors.

7-**Business Model**

**Executive Summary:**

Docpedia is a mobile app to be built for taking the doctor-patient relationship to the online platform. Through this mobile platform, patients will be able to interact remotely with medical professionals and it will allow both parties to surpass the restrictions of time and place for interacting in a public/private capacity. Moreover, it will allow medical students to connect with practicing doctors and seek their help and advice on concerning matters of study or practice.

Therefore, the basic operation of the app would around a public forum. Patients will be able to sign up through the app and get access to the forum. On this forum, patients can post their queries/problems and seek a public consultation on these matters of health and medicine. The most important feature in this public forum is that of anonymity. Patients when making a post can choose to disclose/reveal their identity. This will ensure that patient privacy and integrity is preserved. Once a post is made, other patients can view and rate the post as they like. Only the doctors can reply to the post made by a patient and this will be a form of public consultation. After receiving the consultation, the patient can flag the post as solved or unsolved.

The next feature is of private consultation. Patients can book premium sessions with doctors of their choice through this feature. In this private consultation, patients can choose to disclose their medical history and profile. This is totally up to the patient’s discretion. The doctor will be able to advise and give prescriptions to the patients through this feature.

Profiling of the doctors would be maintained in this application. A doctor can be rated after each private session with a patient, as the feedback is an optional practice for the patient to do. Moreover, after answering a public query/question in the forum, the doctor will be awarded points according to the solved/unsolved response by the patient who posted the question. This rating and response by the patients in both the public and private capacity will allow ranking and grading the doctors. The grading/ranks will allow the patients to have both exclusivity and selectivity in context to the interaction with the medical professionals.

Medical students will be able to view the questions and case studies posted on the public forums. This will give them a practical exposure to the patients’ problems and help them understand how doctors actually advise their patients and take on specific case studies. Other than that, the application will allow the medical students to connect with the doctors who are doing research or are professionals in a certain field of medicine and this in turn will facilitate the students’ research/study in that specific field.

**SWOT Analysis**

**Strengths**:

* We are able to give good customer care, as the current small amount of work means we have plenty of time to devote to customers.
* Our idea is new and hopefully it will spread like a fire in woods.
* We can pivot if we find that our marketing is not working.
* We have little overhead, so can offer good value to customers.
* As our idea is encouraged by our research results, so we may be able to create a good business around it.
* The main strength of our idea is we have no competitors in our country, which makes its market much bigger.
* We required a digital platform in the form of mobile application, which we could make our self, as we are developers, with a minimal investment.
* The primary segment of our business are the highly educated people (doctors) and high-end medical companies. Which would help us more in order to advertise our business.
* Medical department is among those departments, which could not be downsized in the future. Therefore, there is no risk of losing customer retention once we gain it.

**Weaknesses:**

* Our firm has no prior experience.
* It is just like a gamble, it could prove helpful just like Stack overflow or could flop too.
* Our cash flow will be unreliable in the early stages
* We have to gain trust of patients for the online appointments.
* It is a risky move to stand in a market having target audience with doubts about e-market.
* If we don’t use a proper strategy channel to advertise we might fail achieve our goals in this market.
* Most of our target audience want free riding, which may not lead us to useless effort if a perfect pivot is not executed on time

**Opportunities:**

* Our business sector is expanding, with many future opportunities for success
* Our local doctors want to encourage such type of ideas.
* We have no competitors.
* Mobile trend is growing day by day and this is big opportunities for our business for its retention rate.
* Medical department is full of opportunities in this regard we have full edge of it.
* Medical department has a lot branches, many of them already switched to digital market for example psychiatrist, nutritionist trend is growing increasingly on the digital platform like web and mobile and this is very appropriate for our business.
* Digital market has ability to grow rapidly, so there is a bright chance of success
* This app has so much features which may lead to zoom in/zoom out pivot if any of them get particular attention.

**Threats:**

* We may face issue to gain trust of our customers.
* Doctors must be getting good amount out of it or it will result in their denial to proceed with us.
* Some greedy doctors may demand Capital from us.
* Doctors might not give time to our site.
* Patient’s Queries might not have been answered on time.
* Bad experience of patients could be a threat but, in this regard, we will have a proper system of authentication of doctor’s expertise.
* In the beginning, we have to compromise in regards to the economy because we have to establish our market with the passage of time as our retention increases we will generate revenue.

**Service Plan**

Our business consists of a medical app. Where there is an opportunity for patients to describe their problem, and share their reports online where different doctors are there to analyze them and give their own opinion according to that. If some patients want some online session, they will have to pay for. Moreover, doctors may share the prescription publicly too. Along with that young medical students will be able to interact with doctors and see their way of interaction and method of diagnosing different cases.

Our strategy is based on serving every individual living in this country and outside. The world is full of doctors who do not get patients more often, medical students who do not get mentors, patients who do not get doctors. This website is a platform for everyone.

**Also:**

* What begins as a customized version of a mobile app that have all the necessary option as we described.
* We are building our marketing infrastructure so that we can eventually reach specific kinds of clients across borderline.
* We focus on follow-on technology that we can take to the masses, not leading-edge technology that aims at the experts and volume leaders.
* Our Service plan consists of a demo at first than we make our mobile app paid to earn and slowly it is all paid for doctors and patients as it gains its traffic but some packages would still be unpaid. Certain payment methods are included in financial plan. After generating traffic, we will advertise to get a sponsor to display their medical gadgets and get profit in their sales. Our services are composed of a mobile app because they are easy to reach and easy to use. Our best service is Doctor-Patient chat room, Doctor-Student chat room, and free wall.
* People do not use these services for the app itself. They use them for the benefit they get, the systematic solution to a problem. They buy them for the reassurance that they have covered all the bases that the job is done right, that they do not have to travel to doctor or to take his time it is within their bedroom. They do not want the services, they want to cure themselves. They want it done and done well.

**Marketing**

Our Marketing Plan is composed of some of the unique ideas. Which include different things described below.

**Market Analysis**

Our market includes millions of people in this country and around the globe, who wants to be cured or get prescription. The trends only favor our business with growing needs for people performing these tasks. The hidden target audience is not exactly the one in our country but the whole community of doctors around the globe. The more users Docpedia get the more traffic we will be able to produce. So, In that way we will be able to get more advertisement.

**Financial Plan:**

**Sources of Revenue:**

There will be there major sources of revenue generation.

**1-Patients sessions with doctors:**

There will be 100 PKR costper session. We set the average 100 patient’s sessions per day target after six month, which will generate 10,000 PKR per day overall. We are charging 15 % on every session, which will make 1,500 PKR per day, and 45,000 per month for our revenue.

**2-Ads by Medicine Companies:**

We set the average 150 clicks on ads of gadgets and the cost per click is 10 PKR in first 6 month. According to that, assumption there will be 60,000 PKR revenue per month and 360,000 in the six month.

**3-From Gadgets Sale:**

There are many medical gadgets like digital blood pressure monitors, body slimming massager and micro ear hearing. The medicine companies, which are producing it, will give ads. We will charge 10 % on every gadget total price, which will produce average 45,000 per month and 270,000 in six month.

**Domestic Factors**

**1-Inflation and escalation factor:**

There will be no major effect of these factors on our business. As we are required just laptops and furniture which will be purchased may be once a year.

**2- Salaries and Wages:**

Initially we require a four-member team, one for quality assurance, one for web maintenance, one for marketing, one for finance handing. In addition, we four business partners are handling these posts. Therefore, we will compensate salaries for first year of our business launch.

**3-Mark up:**

As we are not taking any loan, so there will be no mark-up rate in our business. We will charge for our service only. No extra charges will be taken which will be just 15 % for every patient premium session with doctors.

**8-Ease of Scale**

**Feature Updates:**

The idea behind Docpedia holds ultimate versatility which allows us to make it a big success. Because if any of its feature gets particular attention, we can apply zoom in pivot on it so that it may be our major functionality on the other hand if any of our feature fails to get the benchmarked feedback we will apply zoom out pivot which will buy us some more concentration to focus on our main functionalities so that we may be able to make it a big success. In initial stages we are just trying to compute the interest with a Minimal Viable product which will represent all of our functionalities. This means we are just conducting a market research for first six months. According to our initial feedback we will then make the changes in our final version. On the basis of result we can decide how to make the future updates in our functionalities on increasing/ decreasing demands.

**Resilient to Android Updates:**

We have developed our android app in such a way that it will support every android device having API level greater than 21. No such thing was being used which may cause any issue on the updating of android. Simple Firebase Libraries along with consistent design referred by android was being used to design the application.

**9-Team Soft Skills**

**Programming:** Suleman Uzair was the major person behind the coding and programming process of our application. He handled all the technicalities and the arduous process of getting the app built and running.

**UI/UX:** Farhan did the UI/UX part. He ensured that our color scheme was valid for the color blinds and others and made sure the whole layout was easy to understand and appealing at the same time. All the logos and widgets of the app are also to his credit.

**Market Research:** Market research was a pretty big task so Muaz and Nouman did that part. They both conducted surveys to get a better understanding on how they needed to build their product and devised the business plan for the app that would perform well according to the market needs.

**The Person Charge:** Muaz did the administration of the whole process. Interaction between the team was under his leadership and division of work was also done by him. Any kind of decision making was his responsibility.

**10-ROI**

The team itself worked on the development of the app. From start to finish, the design, features and technicalities of the app were handled by the team so there were no costs for development of the app. Furthermore, we did not require any domain for the application as we used Firebase platform to get the app running so there were no costs on that front too. So as far as the monetary investment is concerned, there was none made in the whole process of getting the app developed and running.

However, it was still an investment of time, effort and skill and there is a model which explains how well that investment turns out to be my taking in account our revenue model. So, basically signing up for the app is free of charge so and so is posting questions on the forum. The revenue is to be generated from the paid sessions with the medical professionals which will be around Rs 100/- per session. We can also make a good amount by ads if we are able to produce a good traffic. Another source can be by selling the medical gadgets. As far the maintenance of the app is concerned, that will be handled by the team for now and any scaling or additions are to be tackled by the team itself. But there may be very small maintenance costs for the app that too only if the traffic increases or the usage increases which of course will be balanced by the surpluses in the revenue.

So as far as the return on investment is concerned the free usage will not provide us with sort of profit or incentive but any paid sessions will be our revenue and directly become our profit as no initial monetary investment was made which needs to be balanced first. Furthermore, on getting some handful traffic we can earn by ads or by publicizing medical gadgets. There are no third-party investors in our product who need to be handled.

The future investments may be done if the scale and user base of the app increases to cater for re-development and acquiring external and third-party services. But the revenue model will be adjusted accordingly as we will pivot according to the market response we get from our MVP. With the updated revenue model and any possible extension and future investment, we are pretty confident the app will be able to generate revenue and eventually profit.