

Assignment 4

PillPack is a pharmacy startup acquired by Amazon. It is the largest e-commerce pharmacy in the US. The company delivers a better, simpler experience through convenient packaging, modern technology, and personalized service. PillPack uses PharmacyOS, a software platform created entirely in-house, to help manage each customer's medications, coordinate refills and renewals, and make sure each shipment is sent on time.

The main goal of this website is to avoid customers standing in line for medicines at the pharmacy, filling prescriptions and then sorting the medicines.

The strategy of any website comprises of two components:

Product Objectives

User Needs

Let's discuss PillPack's Product Objectives and User Needs below.

§ Product Objectives:

There are some explicitly mentioned product objectives that the website has to provide:

- Door to Door delivery.
- No delivery charges
- Sorting your medication by date and time.
- PillPack works with most insurance plans.
- The team of PillPack works with the doctors to get the customer's medication done.
- Refilling medicines automatically when they're empty.
- Adjusting the dosage of the medication as per the changes in the prescription.
- Questions and Updates can be made by contacting the pharmacists and, also, they are available 24x7.
- PillPack is a full pharmacy that can deliver medicines and pharmacy related items.

§ **Business Goal:**

PillPack's mission is to make it easier to manage chronic health conditions. Their primary goal is to remove complications, so customers can take the right medication at the right time, every time and develop a more customer-centric pharmacy in the future. One where the customer doesn't have to worry about anything else except taking their medication on time.

§ **Brand Identity:**

It's your medication, sorted and delivered. The website has been designed in such a way keeping in mind the age groups of the users. Sharing videos on the website regarding the objective of the organization, along with the services offered by the website and experiences of an existing customer will increase the chances of a new customer to sign up for the subscription. Owing to the large group of people using this service would be on the higher side of the age spectrum, the website is made in such a way that it is easily understandable, and all the details are aligned properly along with the images and contact details.

§ **Success Metrics:**

Success metrics are necessary to check if the website meets both the product objectives and the user needs. In the case of PillPack, success metrics can be determined as follows:

- Existing customers continue with their subscription. This actually indicates that the website is being accepted in the market.
- New customers sign up for subscription.
- The number of visitors checking the page has increased. This indicates that the website is gaining popularity within the market.
- There has been a reduction in the volume of calls attended by the customer service, meaning the number of issues faced by customers have decreased
- As licensed pharmacists are available 24/7, the time taken to clear a query and sign up a new customer is reduced. This also guarantees increased revenue.

§ **User Needs:**

PillPack may conduct questions to the users of considered age groups, conduct research and observe the behavior of the users. This process is used to define and prioritize user needs.

User Needs consists of three components:

Usability and User Research

User Segmentation

Creating Personas

§ Usability and User Research:

- Market Research methods like interviews, surveys can be conducted for better understanding of the user needs.
- PillPack can consider asking feedback from existing users, so that they can further make the website more user friendly.
- PillPack can perform task analysis which means closely examining what different users go through by conducting interviews, or through direct observation by studying the user in their natural habitat.

Pill Pack can consider user testing in the following ways:

- Pick users from different user groups to use the website and understand their experience. In some cases, the picked users are paid for testing the website.
- Another efficient method is to test the prototypes, because the found changes can be implemented in the final product.

§ User Segmentation:

The main purpose of user segmentation is to determine the target audience.

While considering Pill Pack's case:

- Demographic segmentation might include users of age group 30 and above who opt for regular subscriptions.
- Another demographic segmentation can be done with the help of income and insurance. User group can be formed based on the income. (Ex: Income greater than 30k)

Psychographic segmentation includes the following:

Website should be simple and understandable to the following user groups:

- Users of age group above 55
- User group that is not familiar with web technology.

Creating Personas:



ROBERT DOWNEY JR

"I am a movie star with health conditions I don't want people to know about, I need a website that keeps my info private"

Robert is trying to quit smoking and needs his nicotine patches delivered home.

Age: 43

Occupation: Actor

Income: 1 million - 40 million

Marital Status: Divorced

Tech Savvy: 75%

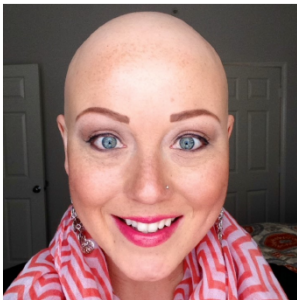
Internet Usage: Medium, uses twitter to share his thoughts and IMDb to check movie ratings

Most Visited Sites:

Twitter

IMDb

Instagram



Samantha

"I am recovering from chemotherapy and need a reliable source that sorts my countless number of medications for me "

Samantha just got done with her last chemo and is now cancer free, but a little weak from therapy.

Age: 32

Occupation: Sales Manager

Income: 120 k

Marital Status: Married

Tech Savvy: 85%

Internet Usage: Heavy, checks for stock and sales all day and does a lot of online shopping too.

Most Visited Sites:

Robinhood

Amazon

SHEIN

Zara



Most Visited Sites:

Netflix
Coursera
DogVideos.com

JENNA

"I have chronic anxiety and hence I worry about my medication expiring all the time"

Jenna is afraid of taking medications at the wrong time and in the wrong way.

Age: 19

Occupation: Student

Income: 9k

Marital Status: Not married

Tech Savvy: 90%

Internet Usage: Heavy, streams on OTT platforms and online courses for college.



Most Visited Sites:

CNN
BBC
Cartoon Network

BOB

"I have Alzheimer Disease so I forget to refill my prescriptions and need someone to do it for me "

Bob has help to remind him of taking his medication but needs someone to refill it for him.

Age: 68

Occupation: Retired

Income: 80k

Marital Status: Married

Tech Savvy: 20%

Internet Usage: Rare, checks news, watches cartoons with his grandchildren.