

Profitability

Case Study

Date: / /

Client - Pharma Company

Launched - new hand held device

Problem :- The Sales for this device is not been picking up since launch. Identify the reasons

So to reiterate. the problem . . .

is there any other objective ?

" Can you tell me how long it has been ?

↳ Last 6 months

Always ask you did they arrive
at this estimate?

Date: / /

Q And How behind is the
sales from your target.

↳ 60% lower than
expected

Q Little about the hand-held
device?

↳ Blood pressure measuring
device.

Q So coming to your Company
how long it has
been since you are
operating the Pharma Company
and the present

→ Established 10 years back
→ Pan India

Date: / /

(P) What are your core competencies as pharma company?

L

Has similar products
(Devices)

Q Are you well known in the market?

Yes we are.

Q Can you tell me, Is this one of kind product or are you facing some competition recently?

→ No direct competition in home - held Segment

→ Competing against regular machines

Date: / /

Q What is the customer segment you are targeting with this product.

'People above the age of 40 years'

Q Through what channel you are targeting them?

Sold through hospitals & pharmacies

Q So ~~the~~ both these channels are not meeting the target

Pharmacies are meeting closely, but hospitals lagging behind.

Q Is there any supply side issue I need to look into, are your products reaching the market

Date: / /

Ques is it a demand side problem.

{ So I will take 30 sec to lay down by Structuring }

Problem :- Devise launched 6 months back, Sales 60% lower than expected

Product :- Blood pressure measuring
Price: 2700 device, one of a kind
Life: 3 years innovation,

Company :- Established 10 years back
Pan - India presence
has similar products.

Competition :- No direct competition in hand-held Segment
competing against regular
Machines

Customers & Channels :- People above the age of
40 years, through hospitals
& Pharmacies

Date: / /

Detailed Approach

Need

Awareness

- Organic promotion
- Inorganic promotion

Affordability

Accessibility

Experience

accuracy?

- Purchase
- Use expires
- After Sale

function of the product
design

Product design

Physical or IT

Date: / /

Q Product Development Case Study

Q Design UI/UX for elderly.

Objective Clarification

Q Design for India (Geography)

→ Extension or new App
of Existing app

Customer Personas

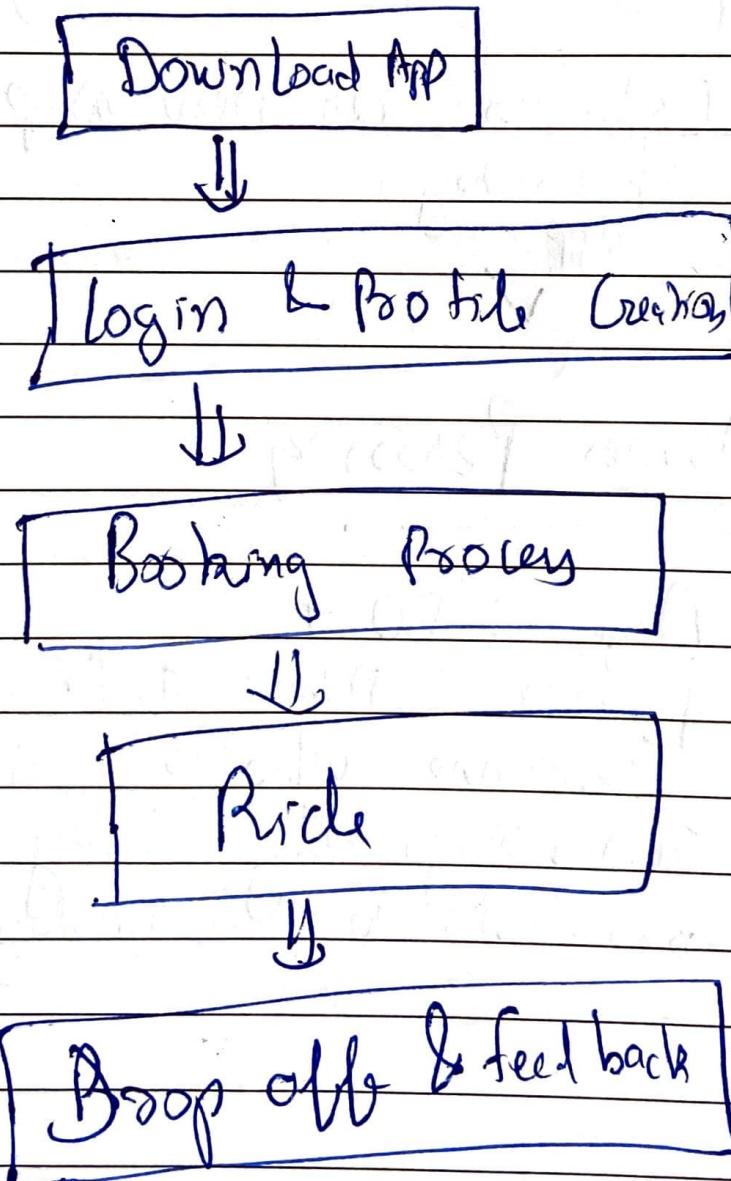
- Age : 50 +
- Gender : Male & Female
- Some one who is neither
Technologically Savvy nor
resistant to Technology.

Date : / /

Customer needs

- Easy to use Uber app
- Suited for age boy

Customer Journey



Date: / /

① Download app

Additional Methods

→ Preinstalled app through
mobile manufacturers

→ SMS with links to
download app.

→ Referral programme targeting
youngsters to get them
to install app on their
grandparent phones

② Login & Profile creation.

→ Login via Mobile numbers
& OTP

→ Addition Age range info
via Radio Buttons

↳ Link to google account

Date: / /

→ Standard route
option.

- ↳ frequently visited places via Google Map
- ↳ Manually entry
- ↳ Uber database (long run)

→ Payment
Option

- Cash option
- Transfer to relative
- Credit

③ Booking process

Pickup :- Increased GPS accuracy

Destination → Text input option

- ↳ voice to text option
- ↳ cross check via
voice response.

Calculated risk + Valid tradeoff

Date: / /

④ Ride.

Doers :-

- High rated drivers
- Confirmation only
- Call seg.

⑤

Drop-off & feed back

- Payment
- Additional feed back.

Prioritization of features

factors →

- (1) Ease of Implementation
- (2) Customer satisfaction
- (3) Possible revenue growth

Must have →

- Pre-installed Uber app
- Standard route option
- Least time vs
Lowest price options

Tree Swing

Date: / /

Client → Project lead



analyst



Programmer

Suggestion measures

→ Communication

→ Cross-functional Collaboration

+ Interdepartment

→ daily meet (stand up)

8

+

Bi-weekly goal defining
and defining

→ Proper documentation
(Detailed)

Date:
Growth/opportunities

Problems

Product

Company

Competition

Customers & channels

Need

Awareness

Affordability

Accessibility

Expense

Objective classification → Geographic | Demographic

Customer persona

Customer needs

Customer Journey

Market analysis

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