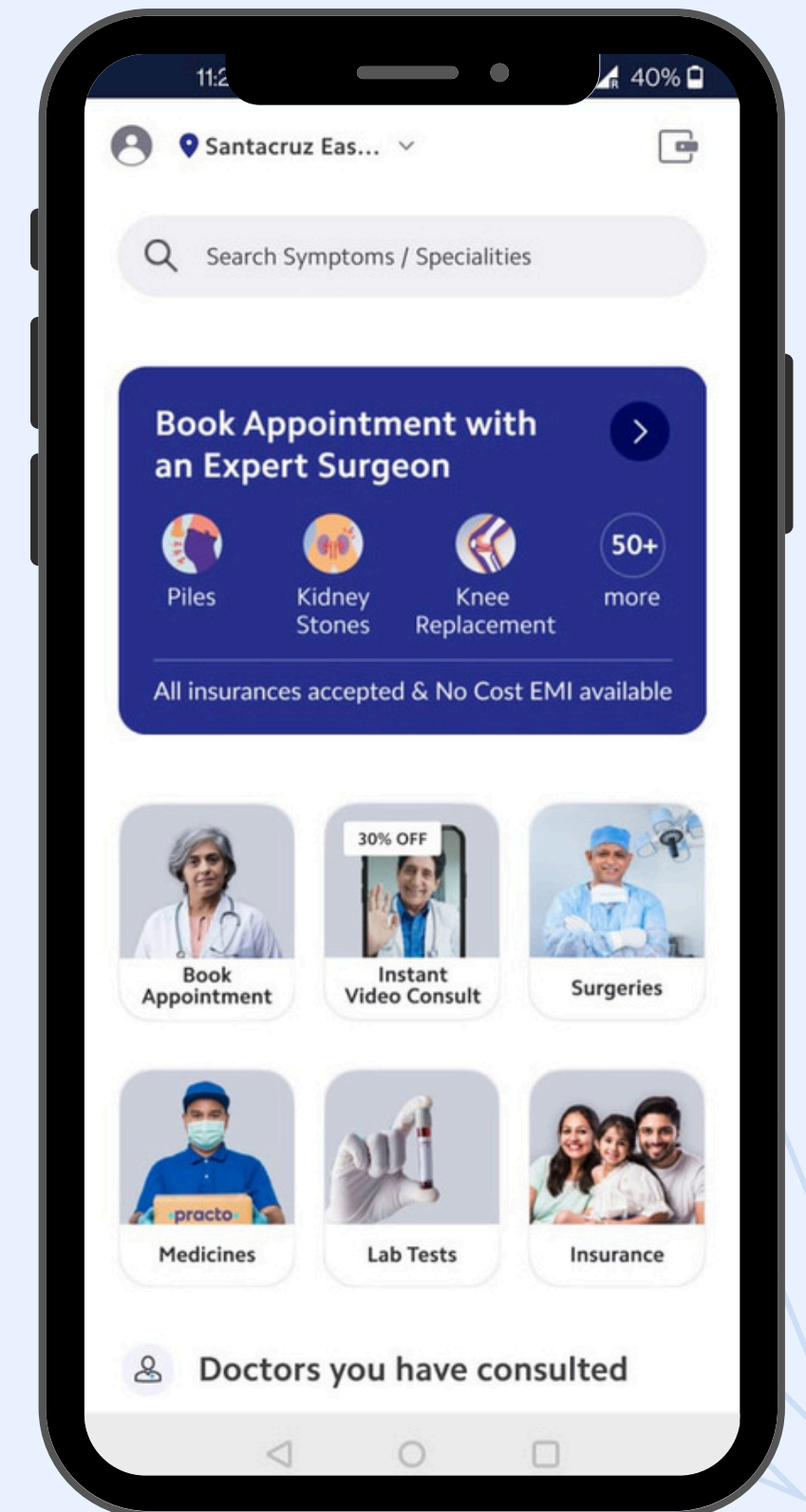
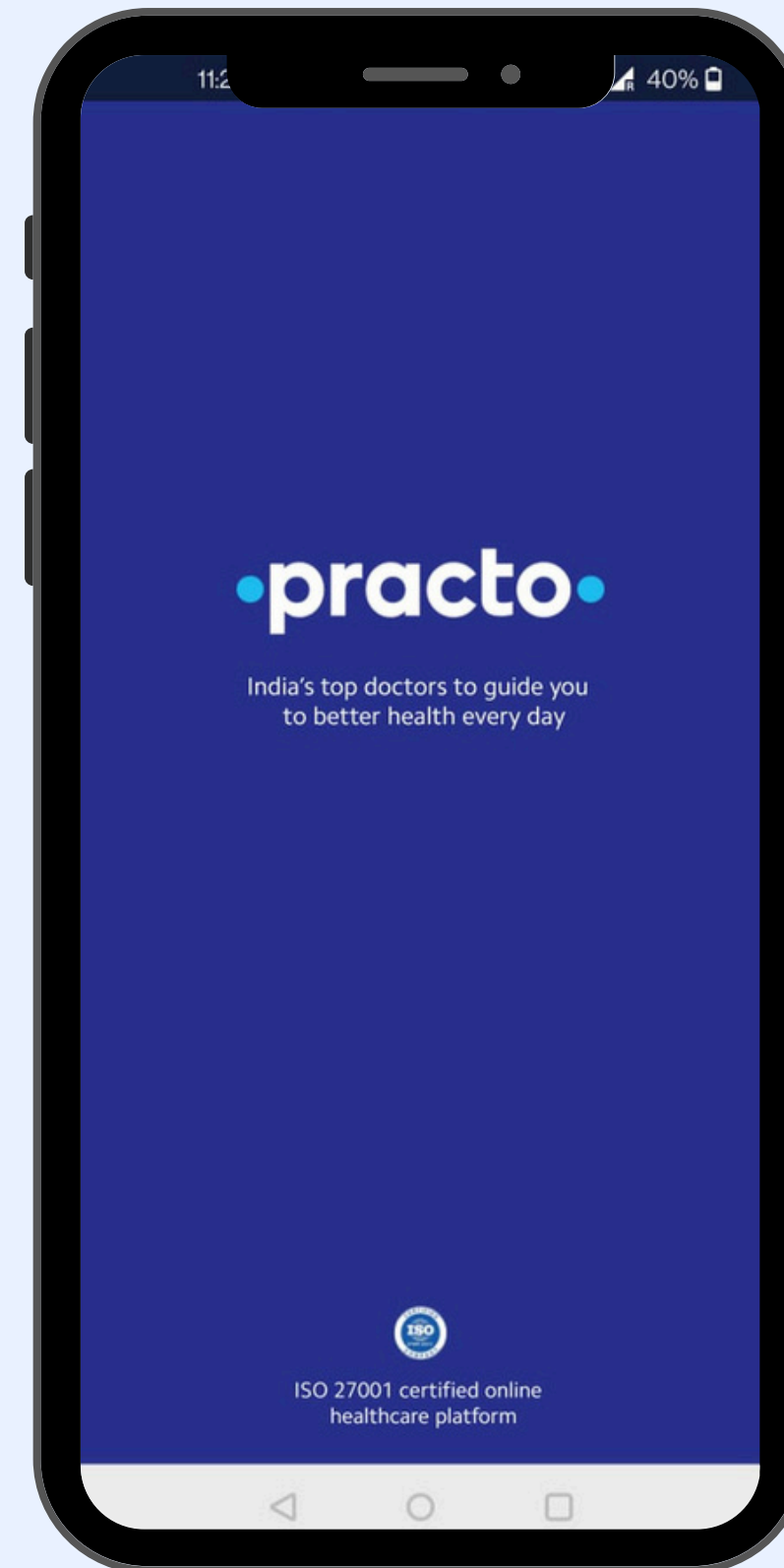




Health Tech SaaS company

Product Teardown :

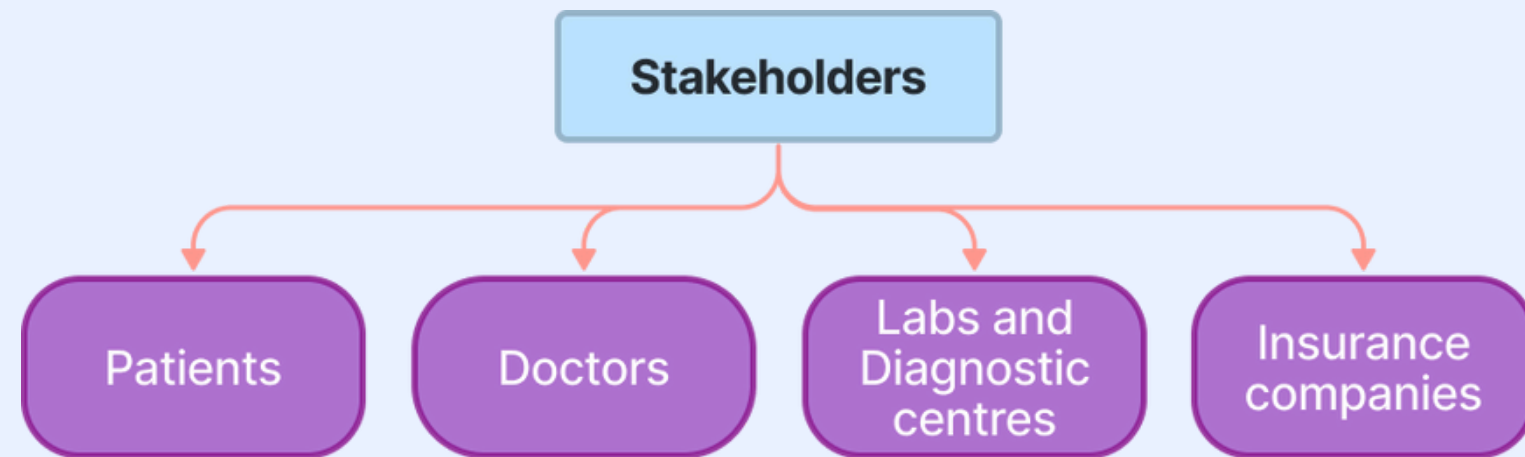
Searching and Booking for a
Lab Test



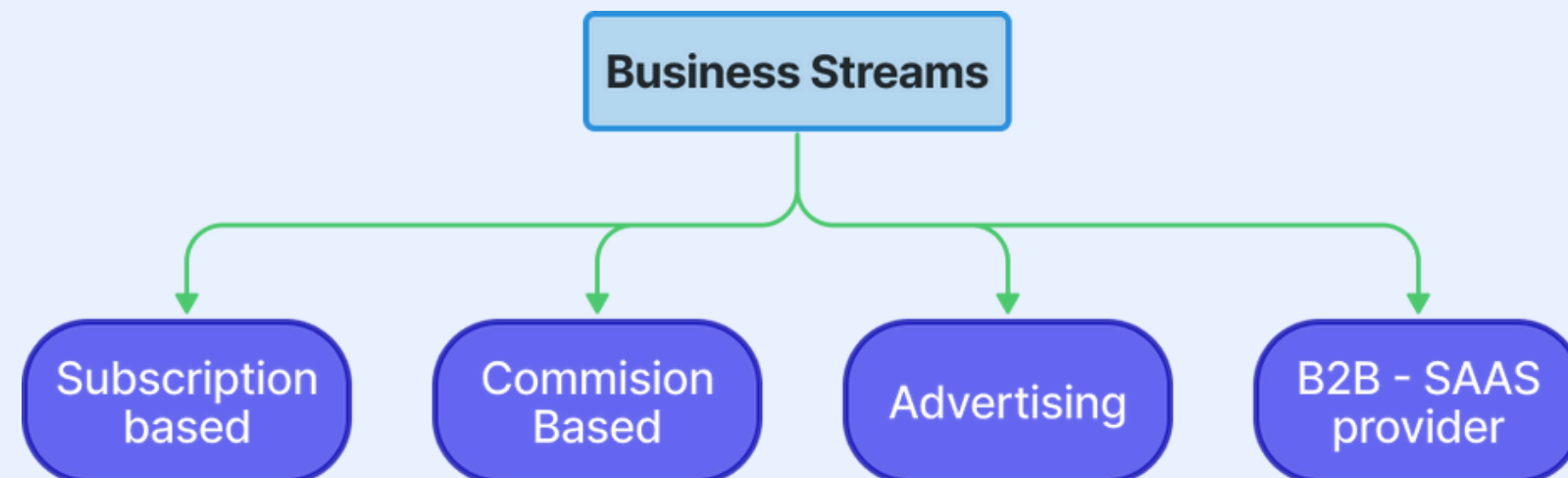
About Practo

Practo is an Online Healthcare consultation platform that serves as an integrated service for all healthcare needs. It provides its customers the ease of booking doctor appointments online for a video consultation, booking Lab Tests in the comfort of their home, buy medicines online. One for all of your medical needs.

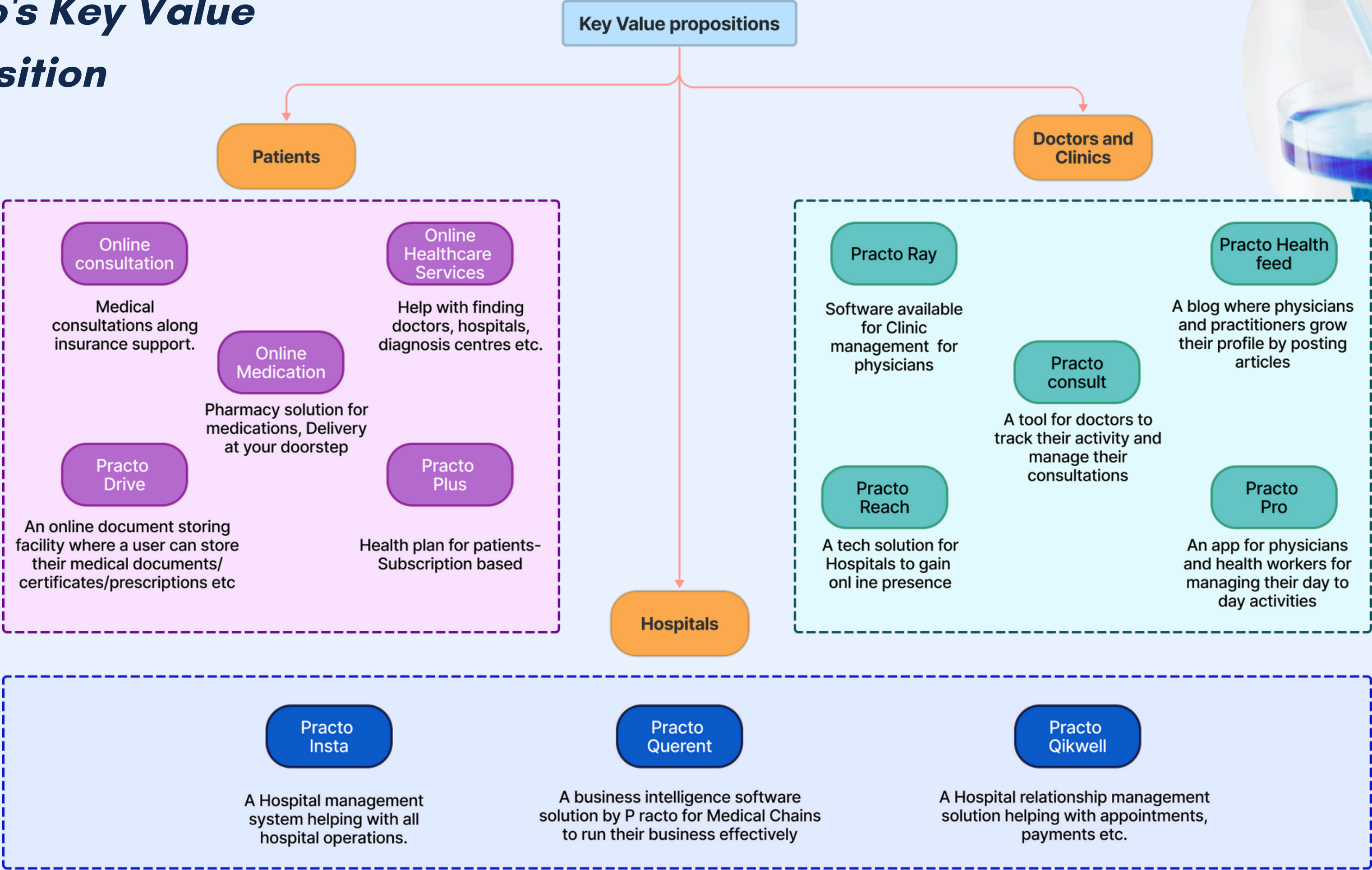
Practo Ecosystem



Practo Business Model



Practo's Key Value Proposition



User Persona

Vinod Patel



Age: 63

Occupation: Retired Bank Manager

Location: Bangalore, India

"Want to be independent when it comes to their health decisions and care"

Bio

Mr. Vinod is a retired Bank Manager from a very reputed Bank. Has worked for almost 45 years. He is a Sugar Patient and requires to take medications on time and get weekly and monthly checkups. His proficiency in using smart phones is moderate.

Needs

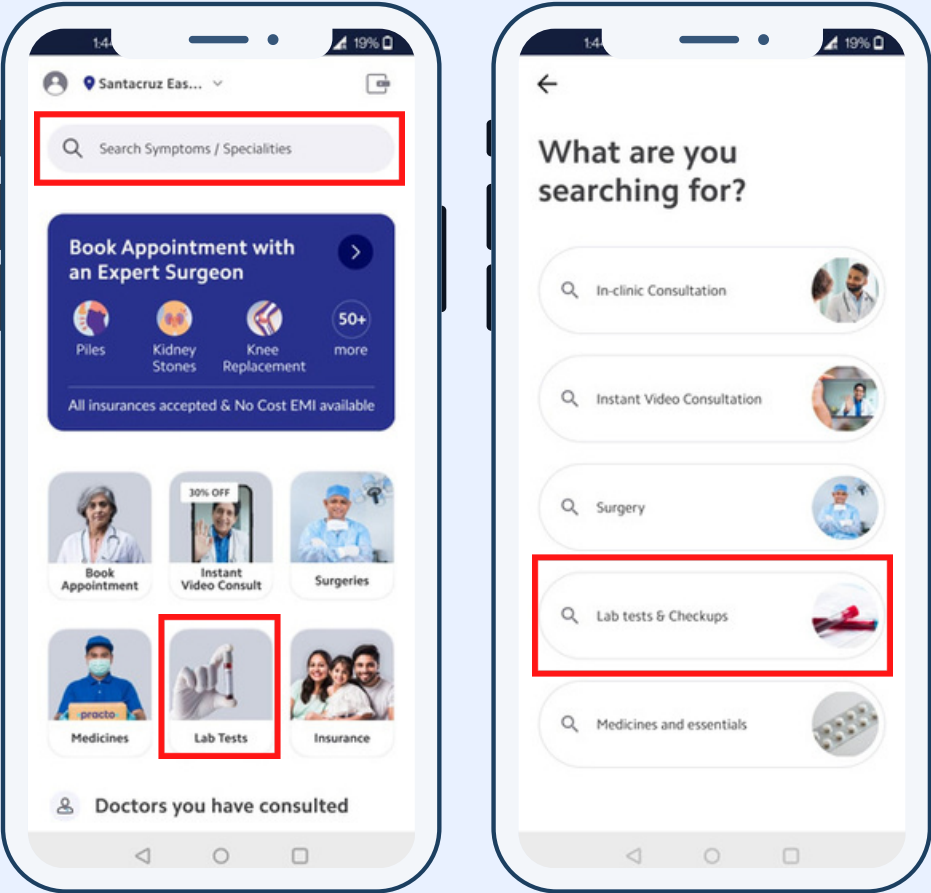
- Want to be able to book his tests at the ease of home.
- Is very keen on the organization. Always keeps his medical reports in a file.
- To be able to provide samples at home. Will pay extra if needed, comfort before cost.

Pain Points

- There are a lot of apps for all activities which confuse him.
- Forgets about the weekly checkups sometimes.
- Doesn't like to interact with the Insurance customer services, finds it annoying.

User Journey

User searching for Lab Test

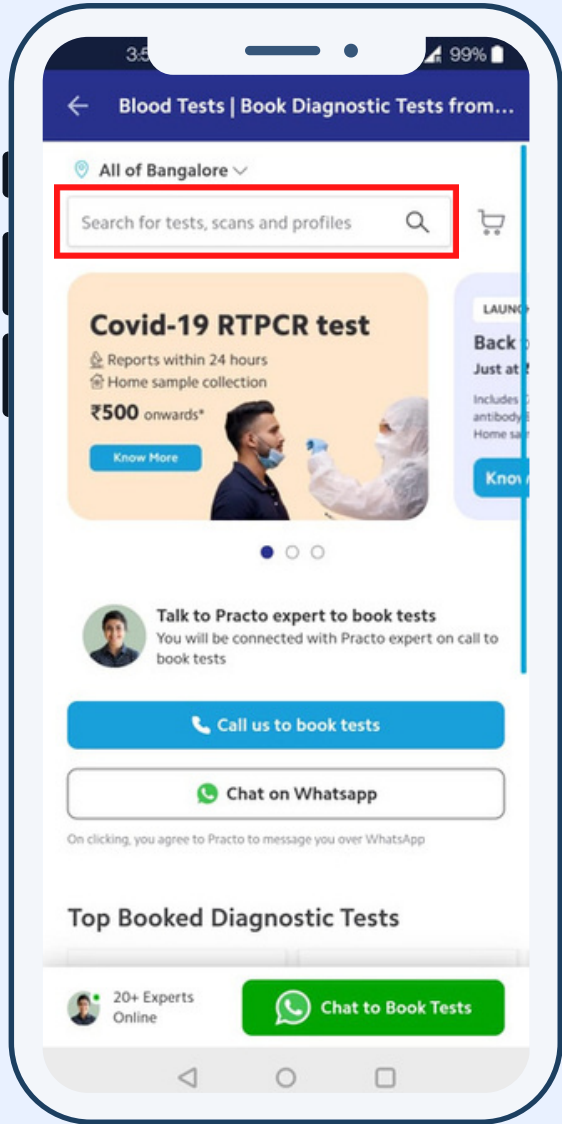


[A] The user comes on the screen. There are two options to go to the Lab test screen.

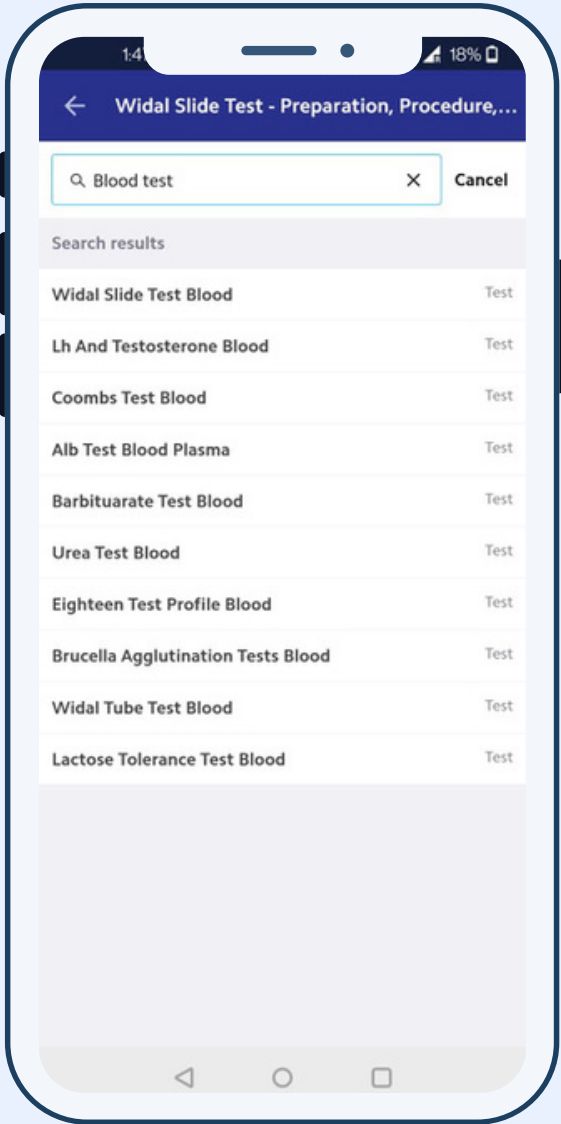
- Search bar - Clicking on the search bar gives five pre-defined paths for the user to go into. One is Lab tests and checkups. Lab Test
- button

[B] Both ways take the user to the same screen

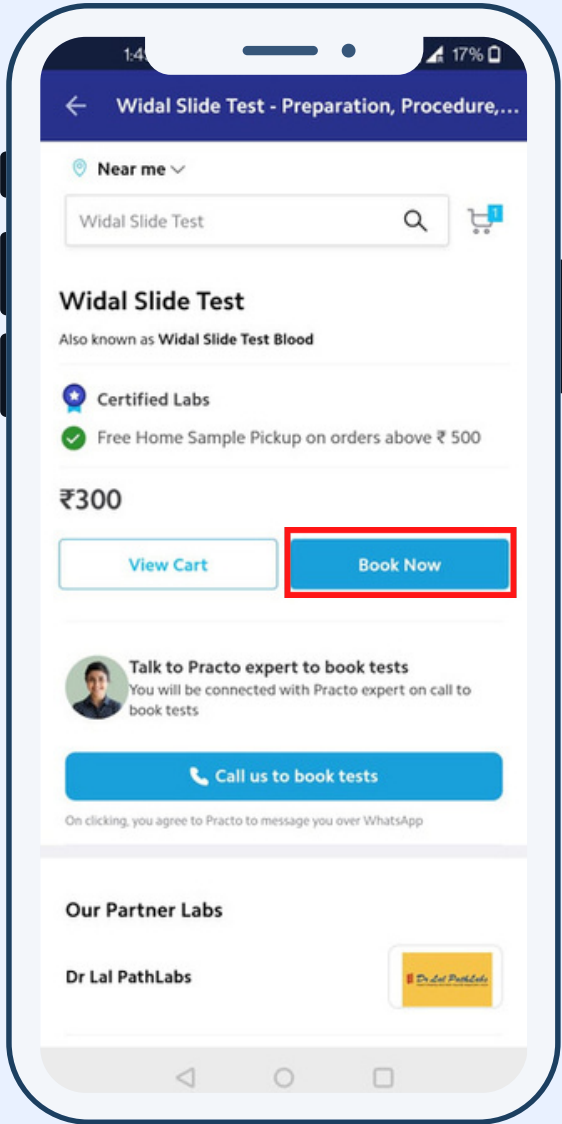
Finding the required test



The Lab test page provides information about the most booked tests. User can contact the experts for assistance in booking a test in nearby diagnosis centres



By searching on the bar, it shows a list of the related test. It opens the topmost result suggested by the app. User has to write the exact test name for it to search.



The test information screen has detailed info on the test like the price of the test, Partner labs, and general FAQ s related to the test.

Our Partner Labs

Dr Lal PathLabs



Your tests will be conducted in one of our partner labs to ensure highest accuracy of your reports.



Home sample collection for FREE

A certified professional will collect your sample from your preferred location



Get digital report within a day

Our labs ensure turn-around-time of 24 hours from specimen pickup



Offers and affordable prices

Get great discounts and offers on tests and packages.

What is this test?

This test helps to diagnose enteric fever or typhoid fever caused by microorganisms like Salmonella typhi, Salmonella paratyphi A, B, C. In this test, the blood of an individual reacts with the Salmonella antigens on slide and forms agglutination (clumping) or not.

What are Antibodies?

Antibodies are the protective proteins produced by the immune system and also known as immunoglobulins. Antibodies are produced when any foreign substance or virus or bacteria enters into the body. These foreign substances are known as antigens. Antibodies recognize and attach to the antigens in order to remove them from the body.

Typhoid fever is a bacterial infection caused by Salmonella typhi and grows in the intestine and blood. During infection, patients body produces antibodies against Salmonella typhi O and H and Salmonella paratyphi AH and BH antigens.

Why this test is performed?

This test is performed to check the presence of Salmonella species antibodies in the blood. It also helps to diagnose enteric fever or typhoid fever caused by microorganisms like Salmonella typhi, Salmonella

User Journey

Booking Test

Payment

Book Tests & Packages Online, View Price...

Step 1/4

Add Patient Details

Report will be generated with this name

Patient Name

Aasiya Mansoori

Date of Birth

7 Jan 1998

Gender*

☐ Male ☒ Female ☐ Other

Mobile Number*

9876543210

Your report will be sent on this email address

Email

akaaashiy@gmail.com

Continue

Step 1:
Fill in personal details.

Book Tests & Packages Online, View Price...

Step 2/4

Select patient address

Home

Antacruz East, Mumbai - 400055

Work

Sona tower, Vasanth Nagar, Bengaluru - 560052

Add New Address

Step 2:
Select the address.

Book Tests & Packages Online, View Price...

Step 3/4

Select your time slot for home sample pick up

Home sample pickup is FREE with your booking.

5th Dec 6th Dec 7th Dec

Mon, 5th December

Morning

06:00 AM - 07:00 AM

07:00 AM - 08:00 AM

08:00 AM - 09:00 AM

09:00 AM - 10:00 AM

10:00 AM - 11:00 AM

11:00 AM - 12:00 PM

Afternoon

12:00 PM - 01:00 PM

01:00 PM - 02:00 PM

Step 3:
Select a suitable slot for the sample collection

Book Tests & Packages Online, View Price...

Review tests

Step 4/4

Sample pick up time 5 Dec, 9:00 AM Edit Slot

1. COVID RT-PCR

₹ 750

Read Test Preparation

practo By Practo Labs

E-Reports on next day

Apply Coupon

Bill Details

Item Total ₹750

Pick up charges ₹0

TOTAL PRICE ₹750.00

By placing order you are agreeing to Practo T&C

Pay Now

Step 4:
Test details and payment information.

Consumer Payments

To Pay: ₹750.00

PAYMENT MODES

Debit / Credit Card

Enter Card Details

Paytm

Paytm Postpaid and Wallet

Link Account

UPI

Add New UPI ID

You need to have a registered UPI ID

Pay BHIM PhonePe pockets

Google Pay

Pay

PhonePe / BHIM UPI

Net Banking

HDFC

SBI

ICICI

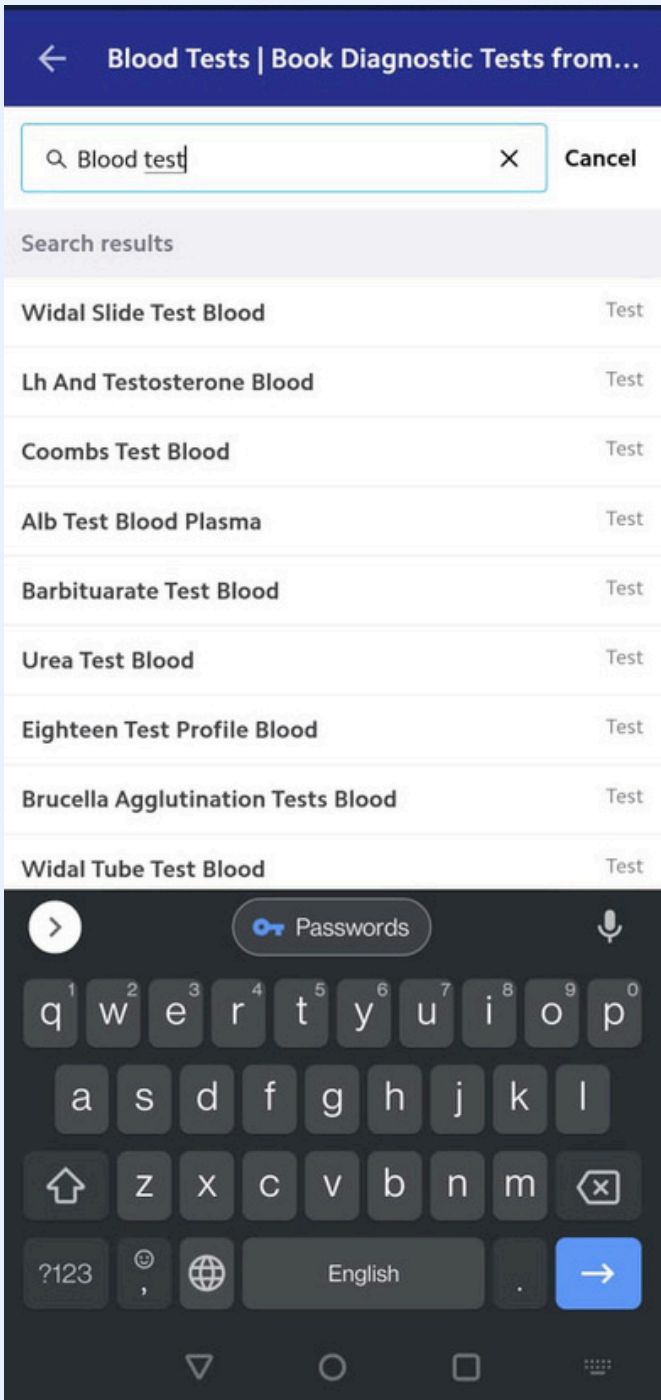
Axis

Other Banks

User selects the require payment gateway.
The user is then taken to the payment gateway.

Improvements

Searching can be improved by adding some screens to the flow



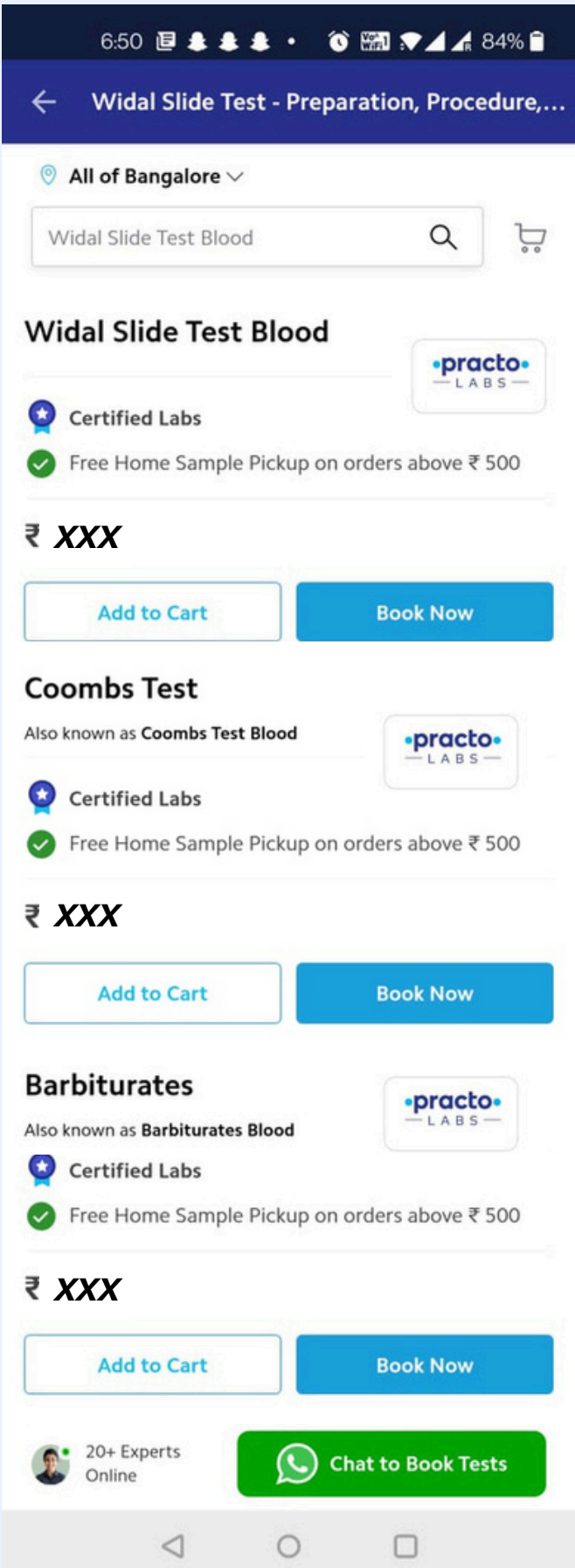
Problem

- When a user searches for a test, the results are shown according to the name of the test.
- When the user proceeds by clicking on the right arrow, they expect a list of all the related tests available. Instead the topmost test is opened.



Possible solution

Another screen can be added where the related tests to the query are mentioned. Gives the user a wider perspective of what is available to book.



Metrics

L2 Metric	Measures how many people are booking tests regularly.
% of users returning back to book a test weekly/ monthly	
L1 Metric	Measures the no. of tests being conducted successfully
Completion rate of the lab tests	
North Star Metric	Measure the increase in cart value
No. of Lab test order booked	



THANK YOU
