**ASSIGNMENT-3**

PillPack is a pharmacy startup that has been acquired by Amazon. PillPack 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](http://pharmacyos.com/), 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:

1. **Product Objectives**
2. **User Needs**

* **Product Objectives:**

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

* Sort your medication by date and time.
* Deliver it door.
* Zero delivery charges.
* PillPack works with most insurance plans.
* The team of PillPack works with the doctors to get the customer’s medication done.
* Adjust the medication as per the prescription changes.
* Automatic refill of medicines.
* 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 customer can take right medication at the right time, every time and develop a more customer-centric pharmacy in the future.

* **Brand Identity:**

It’s your medication that’s made easy. The website has been designed in such a way keeping in mind the age of the user groups. 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. 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 actually 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 volume of calls attended by the customer service.
* As licensed pharmacists are available 24/7, the time taken to clear a query and signup a new customer is reduced. This also guarantees increased revenue.
* **User Needs:**

PillPack may conduct ask 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:

1. **User Segmentation**
2. **Usability and User Research**
3. **Creating Personas**

* **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.
* **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.

The concept of usability comes in user testing.

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.
* **Personas:**

**A person wearing a suit and tie smiling at the camera

Description automatically generated**

**TOM**

*“I don’t have the time to sort medications and keep checking for refill. I need a website that can do this for me”.*

Tom is a Chief Information Officer at one of the top leading companies, who is most of the time occupied with work and needs a reminder to refill his medicines.

Age:37

Occupation: CIO

Income:185k

Marital Status: Not Married

Technical Profile: Comfortable with technology

Internet Use: 90% at office, work related browsing

25% at home, shopping and entertainment

**Favorite websites:**

A drawing of a face

Description automatically generated A drawing of a face

Description automatically generated

**A person wearing a suit and tie

Description automatically generatedROBERT**

*“I cannot take the stress of updating medications as per the new prescription and cannot remember the time prescribed to the medication. I need something to help me follow-up with the medication”.*

Robert is a retired professor, who is old and cannot take the stress of changing medications and needs something that helps him follow up with the medication.

Age:62

Occupation: Professor (Retired)

Income:60k

Marital Status: Divorced

Technical profile: Familiar with technology

Internet use:75% at home, entertainment

**Favorite websites:**

A screenshot of a cell phone

Description automatically generatedA picture containing object, indoor, wall

Description automatically generated

**A person riding on the back of a bicycle

Description automatically generatedROBIN**

*“I have the fear of running out of medications and taking them on the wrong part of the time or day. I need an ecommerce pharmacy that can solve this without being dependent on someone”*

Robin requires assistance and has the fear of running out of medication or taking them in a wrong way.

Age:26

Occupation: Student

Income:25k

Marital Status: Not Married

Technical profile: Comfortable with technology

Internet use:85% at home, studying and entertainment.

**Favorite websites:**

A picture containing object, indoor, wall

Description automatically generatedA picture containing indoor

Description automatically generated

**A person in a white shirt

Description automatically generatedCRISTIN**

*“I have been suffering from hyperthyroidism since I was 20.I need some ecommerce site that can refill my medicines periodically”*

Cristin has to refill her medications continuously and for her ailment that requires lifelong medication, she need something that can deliver medication on time and periodically.

Age:29

Occupation: Software Engineer

Income:80k

Marital Status: Married and has a kid

Technical Profile: Comfortable with technology

Internet use: 85% at home, for work related browsing

20% at home, shopping

**Favorite websites:**

