



A Teardown on Practo's 'Book Appointment' Feature

By

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5-6 minutes read

### Shriansh Srivastava

Male, 25



#### Demographics

Gen Z | MBA Student | Technology comfort | New Delhi | No time for hospitals and appointments

#### Needs and Goals

- Hassle-free booking
- To find a doctor whenever required
- Cheap and reliable health care provider
- Easy payment and booking

#### Pain Points

Gets frustrated by long waiting lines in the clinic or lab. Additionally, he faces a lot of issues while having to see a doctor for minor problems that occur infrequently.

### Problem Addressed by 'Book Appointment'

- Allows users to take care of end-to-end group expenses by allowing users to notify other members of the group who were a part of that transaction
- Makes splitting the common expenses among flatmates, or friends easy by allowing the payment app to do so, thereby reducing the complexity of the process



### Sunita Singh

Female, 52



#### Demographics

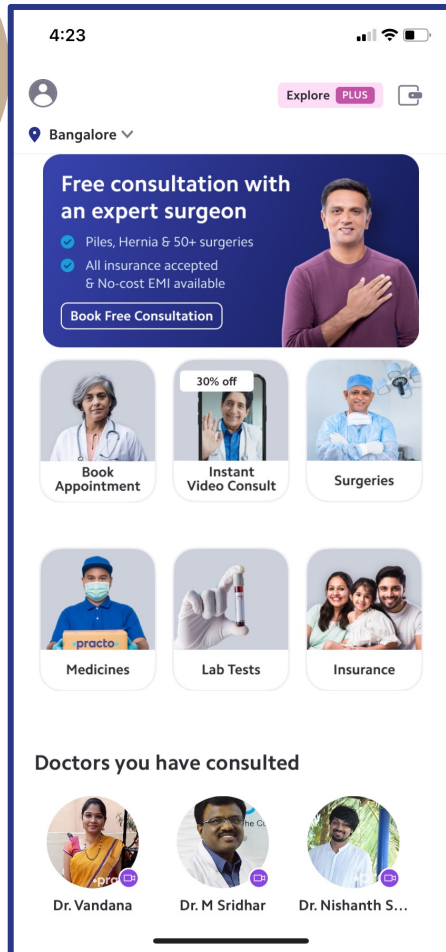
Gen X | Homemaker | Technology discomfort | Ranchi | A big fan of digitalization

#### Needs and Goals

- Reliable health care provider
- Finding good doctors to refer to
- Knowledge on how other Arthritis patients live
- Consulting doctors regularly at fixed intervals

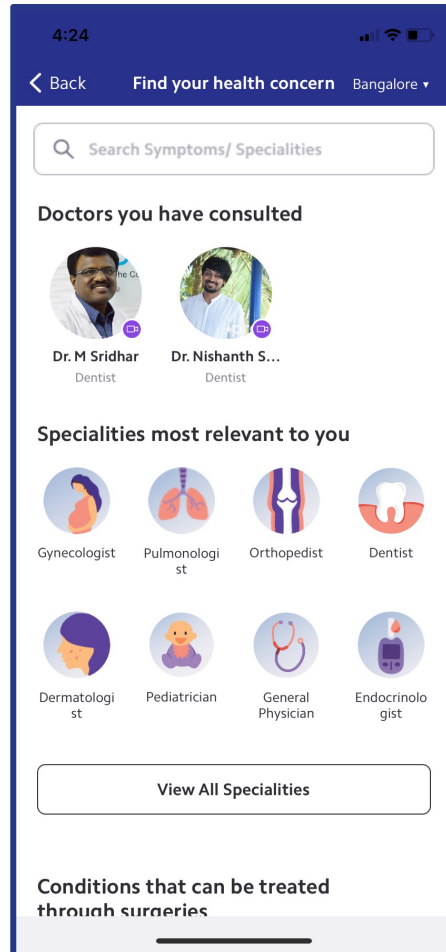
#### Pain Points

She does not have a lot of good doctors in her town and the ones that are noteworthy have a long queue of patients. She faces a lot of problem in remote consulting.



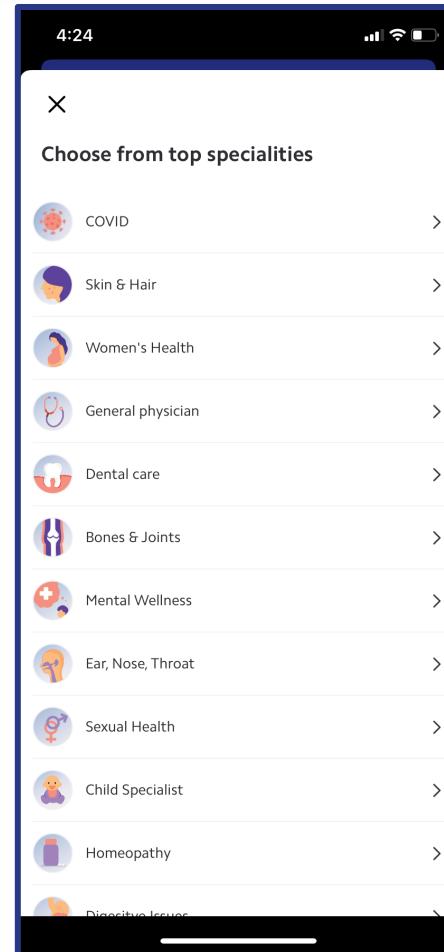
### Step 1

User opens the Practo app to book an appointment and selects “**Book Appointment**”.



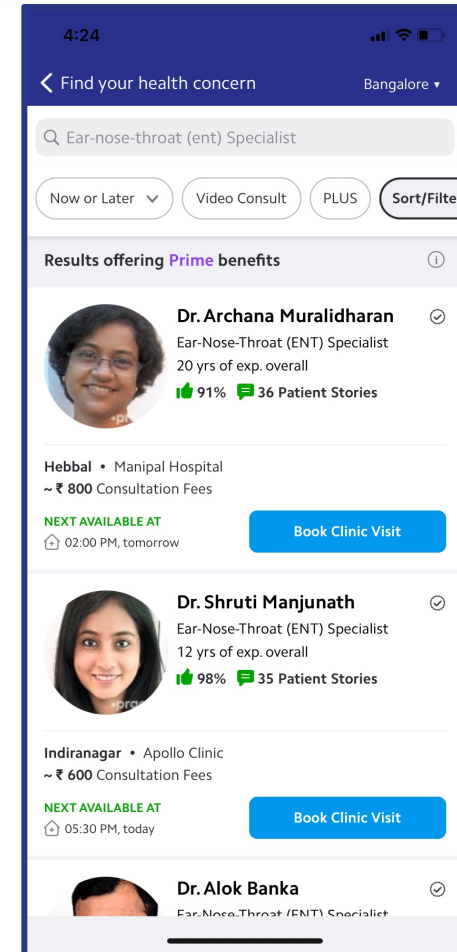
### Step 2

User is provided with plenty of specialties and an option to view the previously consulted doctors again.



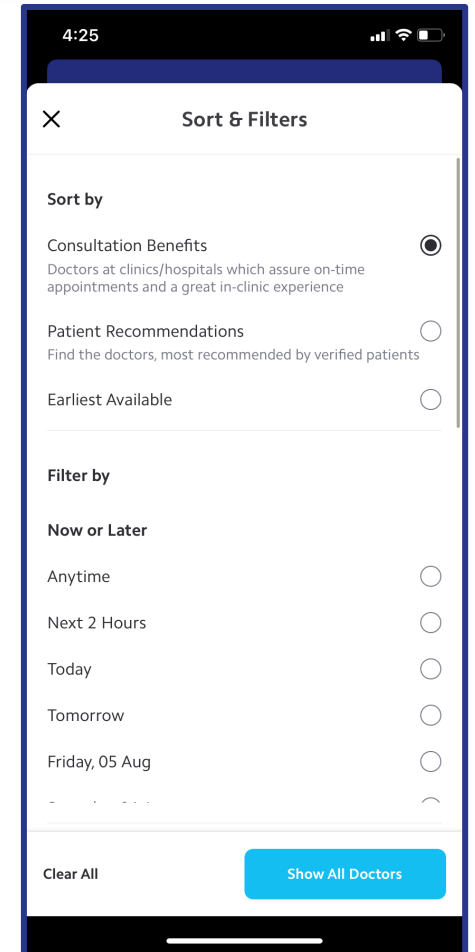
### Step 3

User **selects the issue** for which she/he wishes to consult the doctor.



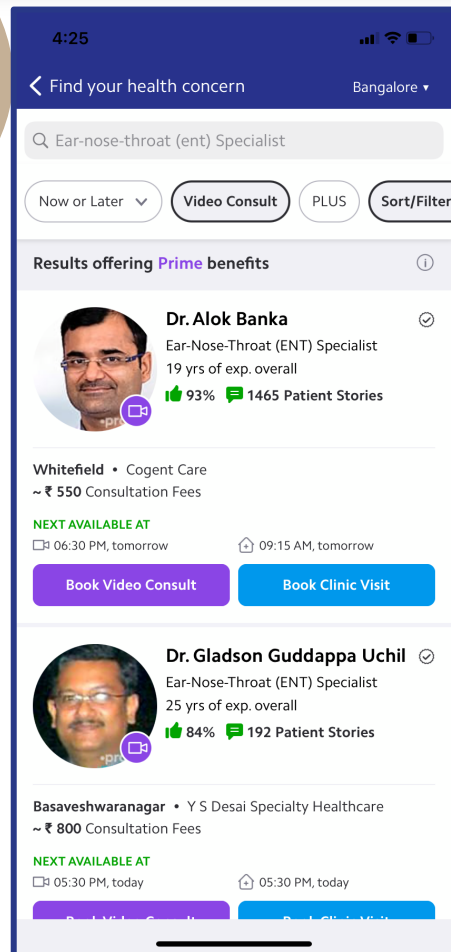
### Step 4

User is given with **basic details** of all the doctors for the chosen specialties.



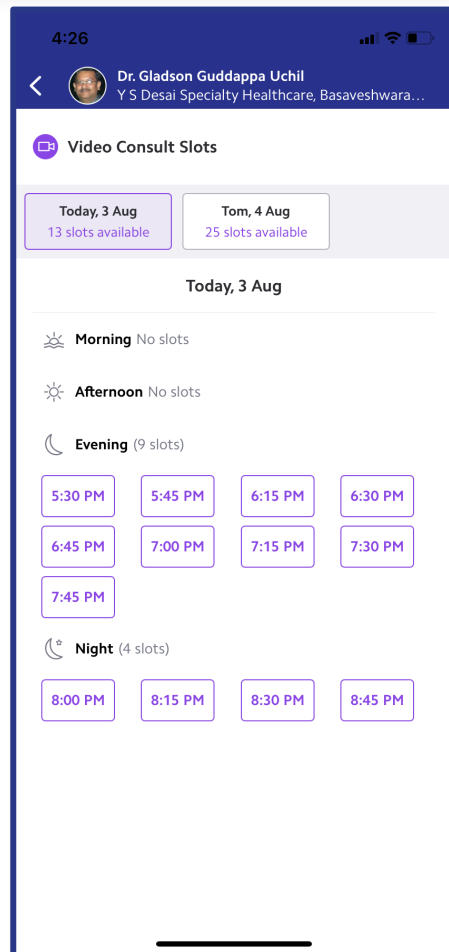
### Step 5

She/he can **apply the filters** as per the requirements and then see the list of doctors as per the filter.



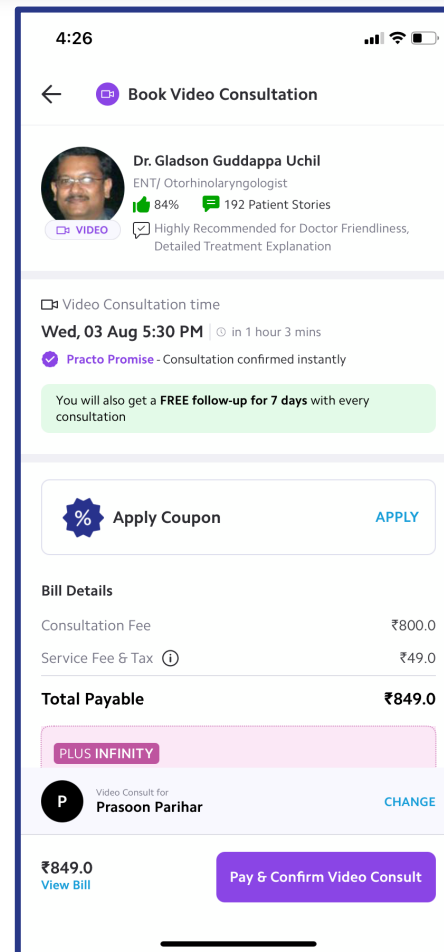
### Step 6

User can view the doctors and choose one for consultation based on **experience and fees**.



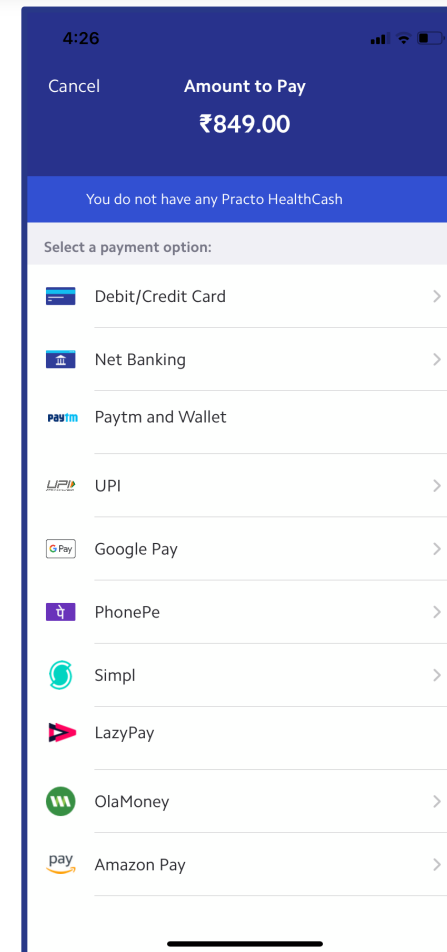
### Step 7

User can **select and book the available slots** for the doctor she/he wishes to consult with.



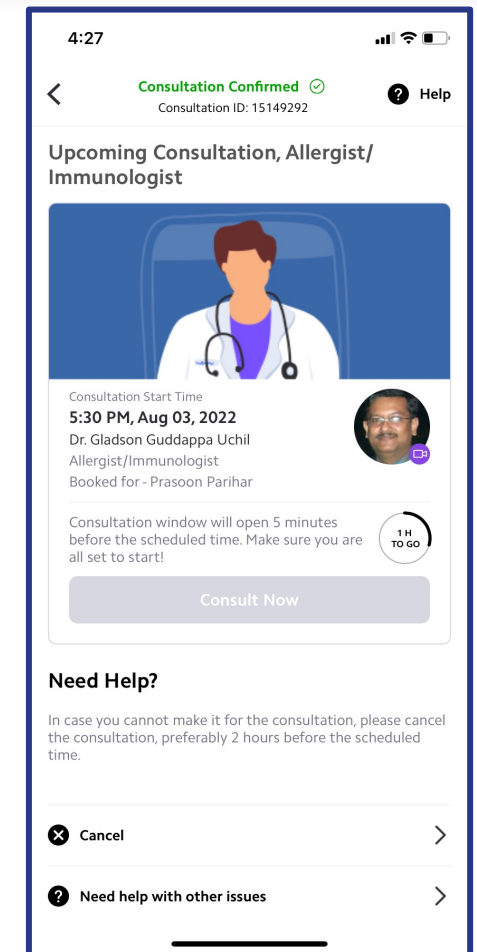
### Step 8

User then is taken to the **payment page** where he is shown the payment breakdown.








### Step 9

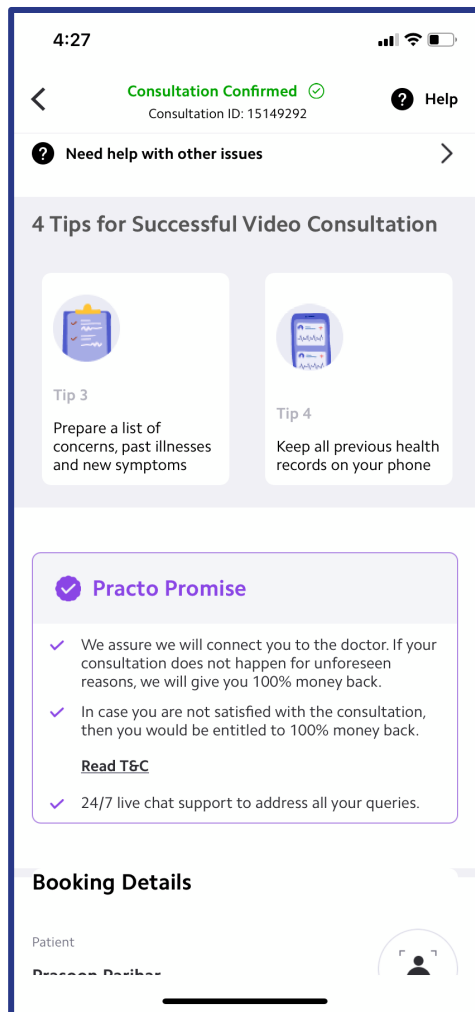
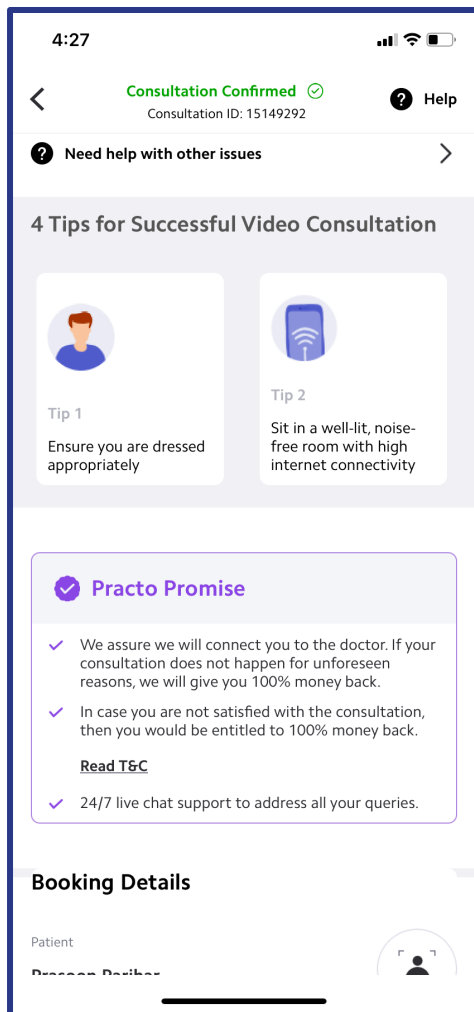
User when proceeds for payment, is given **multiple payment options** based on their convenience.



### Step 10

A **confirmation page** appears when the payment is successful and shows the appointment summary.

STAGES	Opens App	Selects Health Concerns	Selects Doctors	Books slot	Consults Doctor
USER GOAL	<ul style="list-style-type: none"> <li>➤ Find a reliable doctor</li> <li>➤ Book an appointment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Choose the health issue for which consultation is needed</li> </ul>	<ul style="list-style-type: none"> <li>➤ Select the doctor based on experience and fees</li> </ul>	<ul style="list-style-type: none"> <li>➤ Book slots as per availability</li> </ul>	<ul style="list-style-type: none"> <li>➤ Know the causes</li> <li>➤ Look for remedies</li> </ul>
USER ACTION	<ul style="list-style-type: none"> <li>➤ Launches the website or app</li> </ul>	<ul style="list-style-type: none"> <li>➤ Chooses from top specialties</li> </ul>	<ul style="list-style-type: none"> <li>➤ Applies filter on experience, fees, and availability</li> </ul>	<ul style="list-style-type: none"> <li>➤ Selects from the available slots of the doctor selected</li> </ul>	<ul style="list-style-type: none"> <li>➤ Visits clinic for offline consultation</li> <li>➤ Sets up for online consultation</li> </ul>
USER EXPERIENCE					
PAIN POINTS	<ul style="list-style-type: none"> <li>➤ Ad pops up right after launching the app</li> </ul>	<ul style="list-style-type: none"> <li>➤ Common concerns like COVID absent in the home page</li> </ul>	<ul style="list-style-type: none"> <li>➤ Does not update the location of the user automatically</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sometimes slots are incorrectly shown when booked "under 2 hours"</li> </ul>	<ul style="list-style-type: none"> <li>➤ No option to consult the doctor again under the fees paid for the first consultation</li> </ul>
IDEAS	<ul style="list-style-type: none"> <li>➤ Might be useful to show the ad after the user action is completed</li> </ul>	<ul style="list-style-type: none"> <li>➤ Can include most common health concerns in the home page</li> </ul>	<ul style="list-style-type: none"> <li>➤ Can ask users to share the location so that they can find the doctors easily at their locality</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improve the slot availability system</li> </ul>	<ul style="list-style-type: none"> <li>➤ Might give an option for users to connect for 5-10 mins after the first consultation</li> </ul>



## 4 TIPS FOR SUCCESSFUL CONSULTATION

### X-Factor

Practo provides users with 4 simple tips when the consultation is confirmed to make sure the consultation is hassle-free for them. In cases where a user is following up on her/his previous consultation, having the previous record is important as this ensures minimum wastage of time for both the user and the doctor.

### Possible Hypothesis For Building

- Doctors do not just provide the medical consultation through the Practo app. They have their own clinic or a chamber to go to and might be available only during their free time. There would have been repetitive instances of time being wasted on setting up the camera, connectivity issues, or that the previous records were absent due to which the doctor could not provide her/his expertise in the given time slot. As a result, Practo team might have thought of making a list of tips that are easy to follow in order to provide seamless experience to the users and the doctors.

4:28

< Cancel Consultation

**Please select your reason for cancellation**

This will help us in improving our services.

Abusive doctor ☐

Not satisfied with treatment ☐

Busy at the moment ☐

Not required anymore ☐

Want to reschedule ☒

Incorrect speciality doctor booked ☐

Want an in-clinic appointment instead ☐

Doctor denied video consultation ☐

Doctor denied prescription ☐

Cancel Consultation

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Want an in-clinic appointment instead ☐

Doctor denied video consultation ☐

Doctor denied prescription ☐

Cancel Consultation

**No cancellation charges**

Free cancellation. No charges for your Video Consultation

Okay

## FREE CANCELLATION

### X-Factor

Practo provides users with free cancellation for all the users. When being asked the reason for cancellation, a list produces relevant reasons based on which a user might cancel the consultation. For improving the customer satisfaction, Practo does not charge any fees for cancelling the appointment.

### Possible Hypothesis For Building

- We see the fees breakdown as Rs. X charged by the doctor and Rs. 49 charged by the app as a platform fee in the form of service fee and taxes. Users always have the tendency to compare the online services with the traditional offline ones. For the later, the payment is usually paid post the consultation. Hence, Practo finds it helpful to not charge any cancellation fee to satisfy the users and help build the stickiness of the app – something which is easy to book, but easier to cancel.



4:25

✕ Sort & Filters

Video Consult ☐

Gender

Male ☐

Female ☐

PLUS ☐

Years of Experience  
0 years - 75 years

Consultation Fee  
Below ₹5000

Clear All Show All Doctors

4:25

✕ Sort & Filters

Gender  
Female ☒

PLUS ☐

Years of Experience  
0 years - 75 years

Consultation Fee  
Below ₹5000

Meet the doctor at

Clinic ☐

Hospital ☐

Clear All Show All Doctors

## SORT AND FILTER

### X-Factor

Practo provides users with a lot of relevant filters that come in handy for a user while selecting the doctor to consult with. It has the option to consult to male/female doctors along with choosing them based on their years of experience, the budget and the venue for consultation. This is handy for users who want to be sure that they get nothing less than the best (subject to user's criteria).

### Possible Hypothesis For Building

- People often relate years of experience of the doctor with the expertise she/he has. So, therefore for those who want an experienced doctor to consult to (in cases of chronic diseases) finds the years of experience filter a relevant one.
- The general public might also want to spend little in case of minor illness and more in case of something serious. The consultation fee filter takes care of this and makes it easy for customers to consult to the doctors as per her/his needs





## North Star



### # Appointments Booked

- Is this feature the perfect replication of offline bookings?

## L1 Metric

### Successful Consultations



- Percentage of consultations that ended successfully

## L2 Metric

### Retention Rate



- Percentage of users who come back after using this once

## Guardrail Metric

### Cancellation Rate



- Percentage of users cancelling the appointment before the designated time slot

