General Feedback

- No red colour in headings and other places
- No boxes around our vision, technology, team members or video next to carousal
- Remove the mountain like underline on the headline everywhere
- We need to fix that mobile phone image, currently it looks ugly. Something between a phone and tablet. The image quality is also not good. [please refer to revolut website, they have used a white mobile frame. It looks great. Can you use that pattern?]
- The carousel is not used correctly. We cannot take a paragraph and split into 3 carousel. The objective of the carousel should be to showcase 3 different aspects of the story
- It looks better on desktop browser than mobile version
- Refer to the V4 version for the updated text
- Please look at revolut, cred, uber, Klarna, https://dotpe.in/ (they are like us, but not operating in pharmacy), https://snoop.app/?gclid=Cj0KCQjwvr6EBhDOARIsAPpqUPEg1nF5IqyaOLU9o3PfHtoVsphQmO4UkHe8BVgsASqppn0S76cvCqMaAhMCEALw_wcB

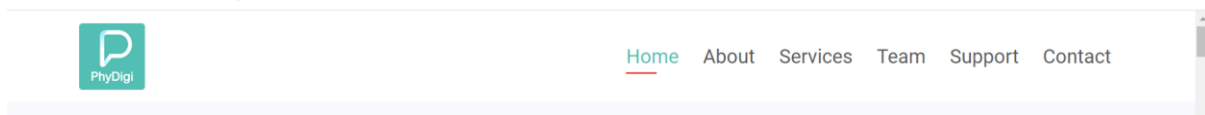PhyDigi   Home About Services Team Support Contact

Image 1.a

- Can you replace 'Services' to 'Products'
- Drop down on Products and navigate to relevant section as per selection
    - Pharmacy – Order Ahead
    - Consumers - ItsMyPharma
- Need to add a tag on website name + around the PhyDigi logo here : "**Your Digital Pharmacy is now in your Pocket**"
- Web version : Top most Header with logo , home , about us, etc. should be fixed, it goes away when we scroll down and reappears after few seconds but with a reduced logo size, its should not disappear and should be consistent.
- Mobile version : same comment for header, the entire message fitment should in in single page, instead we have to scroll to read the para.
- The green colour box for video is not looking good. May be for the first section the entire background could be green and the texts could be white and dark blue. See above other company links as example for background colours
- Fonts needs to change, not consistent at all, using of bold also should be considered for fitment, for e.g. first three carousal the font is bold and under pharmacy section the sentences is normal, under 'here's how it works become ' become bold again.
- Refer 1.b for the sample site below.
    - On the left it clearly shows Personal or Business (for us Pharmacy & Consumer)
    - On the right hand side – we should have a box like [Get Pharmacy App], [Consumer]
    - On Pharmacy App [re-direct to https://www.phydigi.com/campaign]
    - On Consumer [re-direct to https://www.itsmypharma.com/]
    - On mobile view, it's a slide window below for sign-in & get the app – in revolut
    - Look at the mobile image here, lets add the mobile image instead of video. Infact if you can give our green border for the phone instead of white, it will be great
    - The text here is plain 'Get more from your money' – we also need to keep it simple

o The background can be plain white here – just like revolut or our corporate color
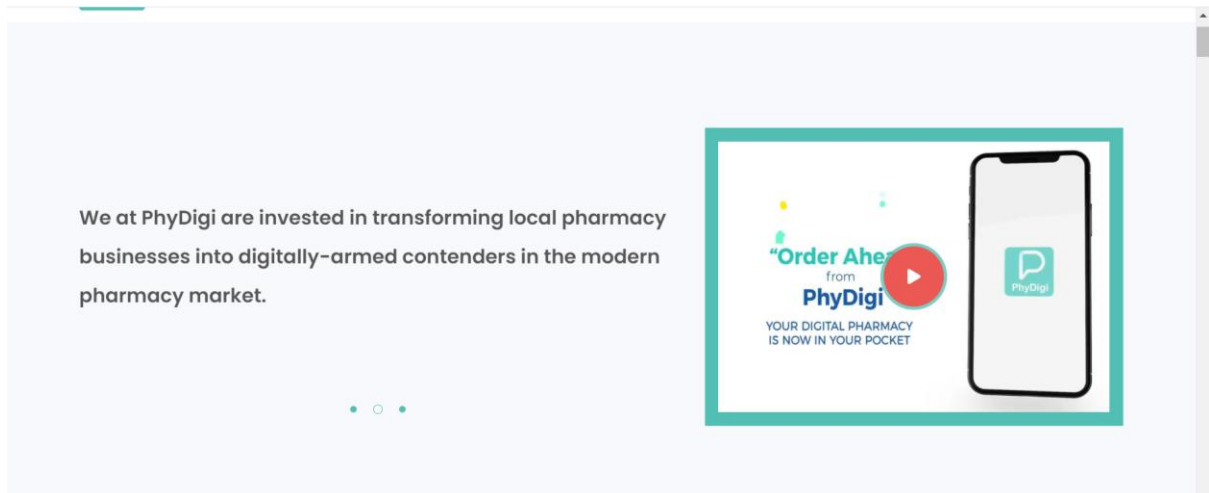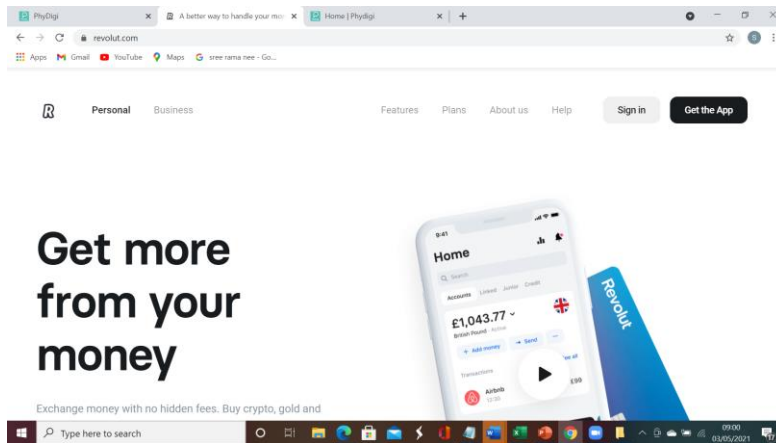

Image 2

- remove borders in the video here. It doesn't look good.
- I would actually add the mobile image instead of a video here
- The message needs to stay at least for 5 seconds. Its moving pretty quickly
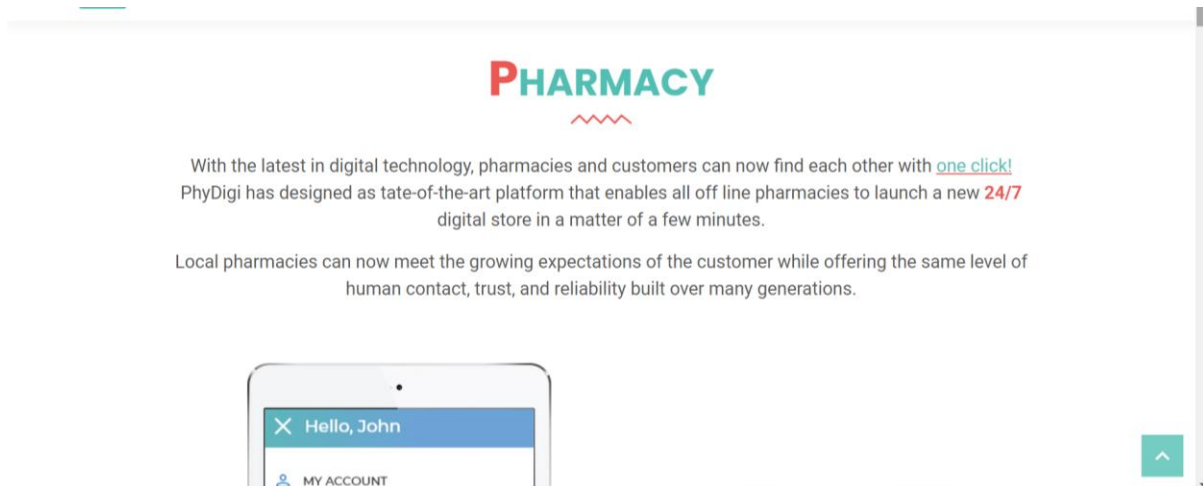
PHARMACY

With the latest in digital technology, pharmacies and customers can now find each other with one click!
PhyDigi has designed as tate-of-the-art platform that enables all off line pharmacies to launch a new **24/7**
digital store in a matter of a few minutes.

Local pharmacies can now meet the growing expectations of the customer while offering the same level of
human contact, trust, and reliability built over many generations.

X Hello, John

👤 MY ACCOUNT

Image 3

- We can have a different bright colour background here. Refer to cred.club
- Typo – state of the art….general feedback on text is to refer to V4.
- Link this to the product section (Pharmacy)
- The mobile image carousal showing Hello John in the mobile version the header where the cursor should click is cut or not shown
- The design below each heading '/\/\/\' doesn't go well. Check snoop.app in mobile
- Lets start with this line –
    - At a time when e-pharmacies are dominating the industry with heavy discounts and digital offerings, local pharmacies have to be more flexible and creative in how they retain their existing client base, add value to customers and grow their business.
    - Local pharmacies can now meet the growing expectations of the customer while offering the same level of human contact, trust, and reliability built over many generations.
    - With the latest in digital technology, ==local== pharmacies and customers can now find and engage with each other with just one click! . PhyDigi makes it possible.
    - PhyDigi has designed a state-of-the-art platform that enables local pharmacies to launch a **24/7** digital store in a matter of a few minutes and instantly connect them with their existing customers as well as acquire new customers.
    - Our platform puts all the benefits of digitized offerings at their fingertips, while retaining the warmth and friendliness that goes with being a local pharmacy.
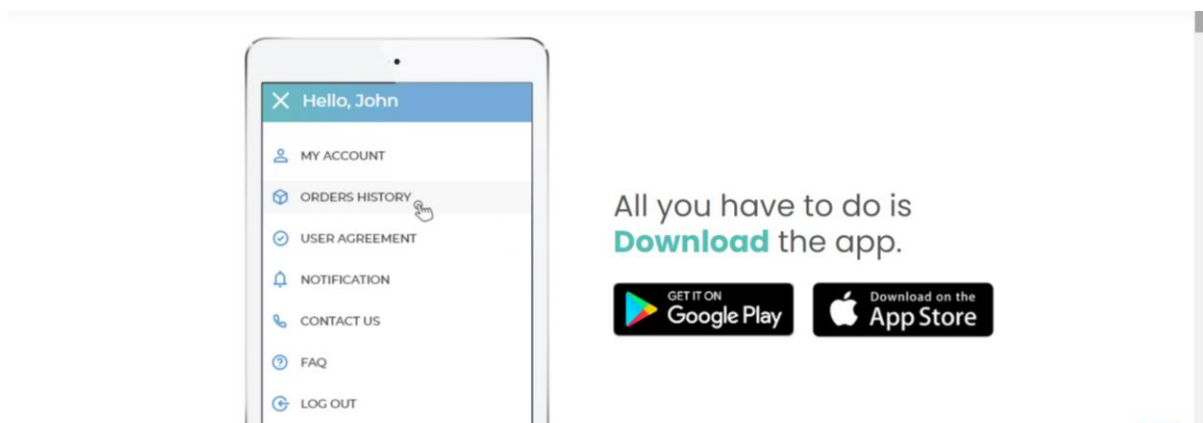

X Hello, John

👤 MY ACCOUNT

🔷 ORDERS HISTORY

✓ USER AGREEMENT

🔔 NOTIFICATION

📞 CONTACT US

❓ FAQ

↪ LOG OUT

All you have to do is
Download the app.

GET IT ON Google Play   Download on the App Store

Image 4

- This needs to be a mobile image and not a tablet – output like the revolut images with our corporate colour border
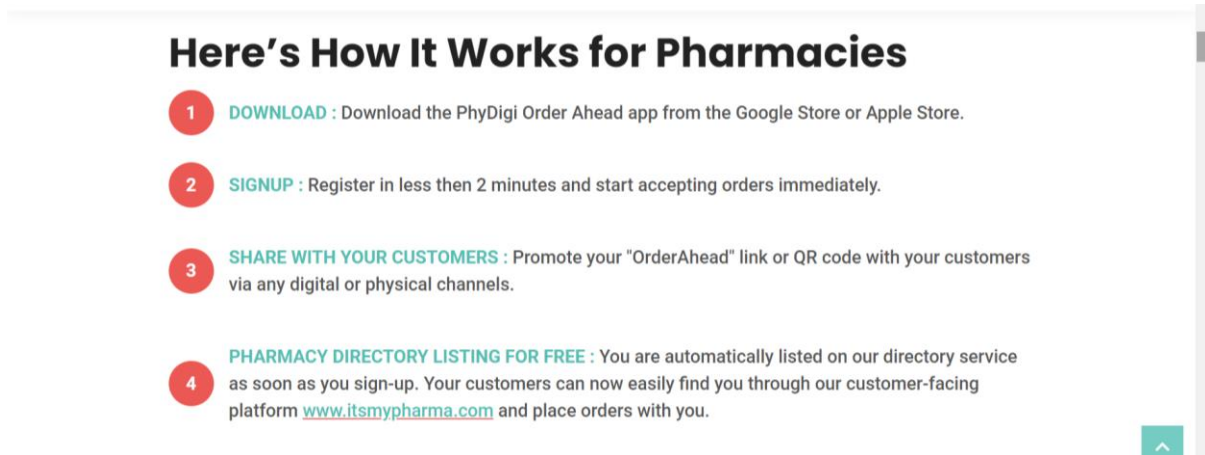- The images are moving very quickly here too

Here's How It Works for Pharmacies

1 DOWNLOAD : Download the PhyDigi Order Ahead app from the Google Store or Apple Store.

2 SIGNUP : Register in less then 2 minutes and start accepting orders immediately.

3 SHARE WITH YOUR CUSTOMERS : Promote your "OrderAhead" link or QR code with your customers via any digital or physical channels.

4 PHARMACY DIRECTORY LISTING FOR FREE : You are automatically listed on our directory service as soon as you sign-up. Your customers can now easily find you through our customer-facing platform www.itsmypharma.com and place orders with you.

Image 5

- For web version - The points starts right after the heading with less spacing and more spaces between points, the font of the letter doesn't semes better, the numbering and point alignment is also not looking good. In the mobile version the numbering and the way points are displayed looks very awkward, needs design thinking mindset, also in mobile version the space it more and the points looks scattered in a page.
- Download the PhyDigi "Order Ahead" app from Google Playstore or Apple Store
- Maybe a different background color here too
- We can just hyperlink Customer-facing platform (www.itsmypharma.com) or just hyper link (ItsMyPharma). We don't need to write www & .com
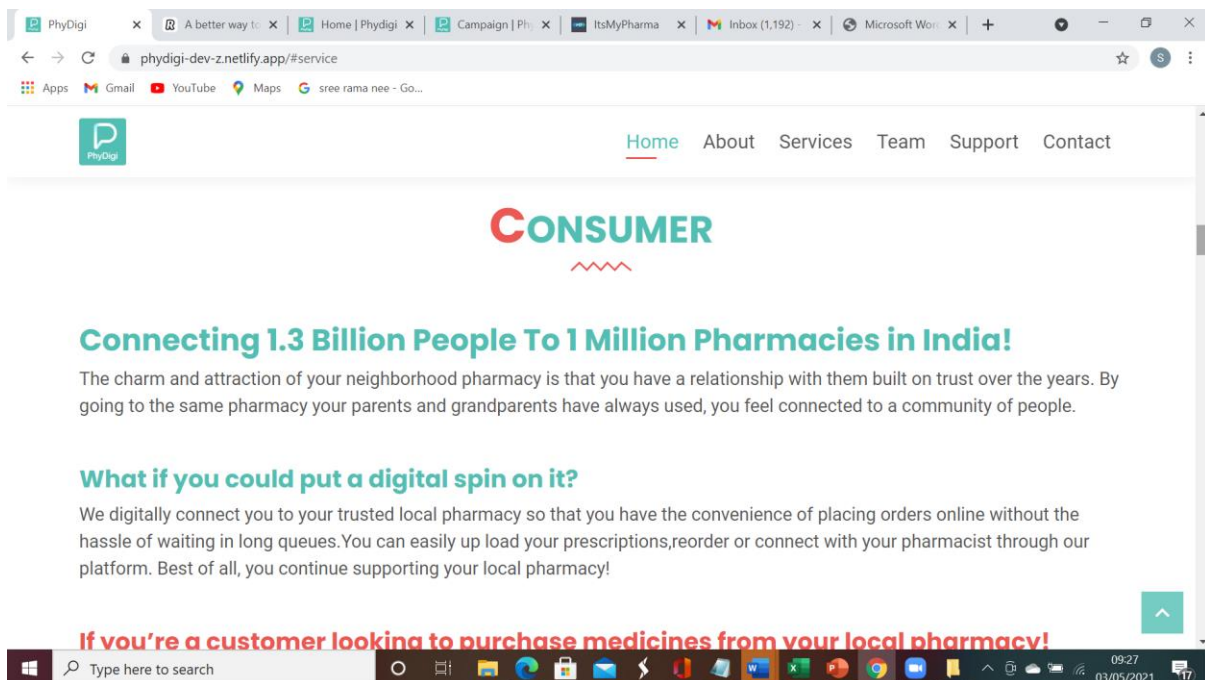

Home About Services Team Support Contact

CONSUMER

Connecting 1.3 Billion People To 1 Million Pharmacies in India!

The charm and attraction of your neighborhood pharmacy is that you have a relationship with them built on trust over the years. By going to the same pharmacy your parents and grandparents have always used, you feel connected to a community of people.

What if you could put a digital spin on it?

We digitally connect you to your trusted local pharmacy so that you have the convenience of placing orders online without the hassle of waiting in long queues.You can easily up load your prescriptions,reorder or connect with your pharmacist through our platform. Best of all, you continue supporting your local pharmacy!

If you're a customer looking to purchase medicines from your local pharmacy!

Image 6

- <mark>Connecting India to over 1 million pharmacies</mark>
- <mark>Link this to Consumer section under products</mark>
- Consumer section : three para with three headings no consistent heading sizes used, its not a word document where you will show section and subsection in different sizes, again lot of spacing issue, in mobile version the first para heading is centred while the other two are left cornered alignment done, feels like too much of wording in mobile version over all, font correction may help resolve this
- Refer to version 4 of the text
- Different background colour (bright color). The idea is the website viewer should clearly see a segregation of product types. Pharmacy product is different to consumer product
- Can you call Customer instead of Consumer – looks like we have interchangbly used Consumer and Customer – to be consistent, please use Customer wherever you can spot it

If you're a customer looking to purchase medicines from your local pharmacy!you can ✔

All you have to do is goto our customer-facing portal ItsMyPharmahere: www.itsmypharma.com

- The above doesn't look good. Alignment issues, typos (go to), no space between ItsMyPharma and here etc….
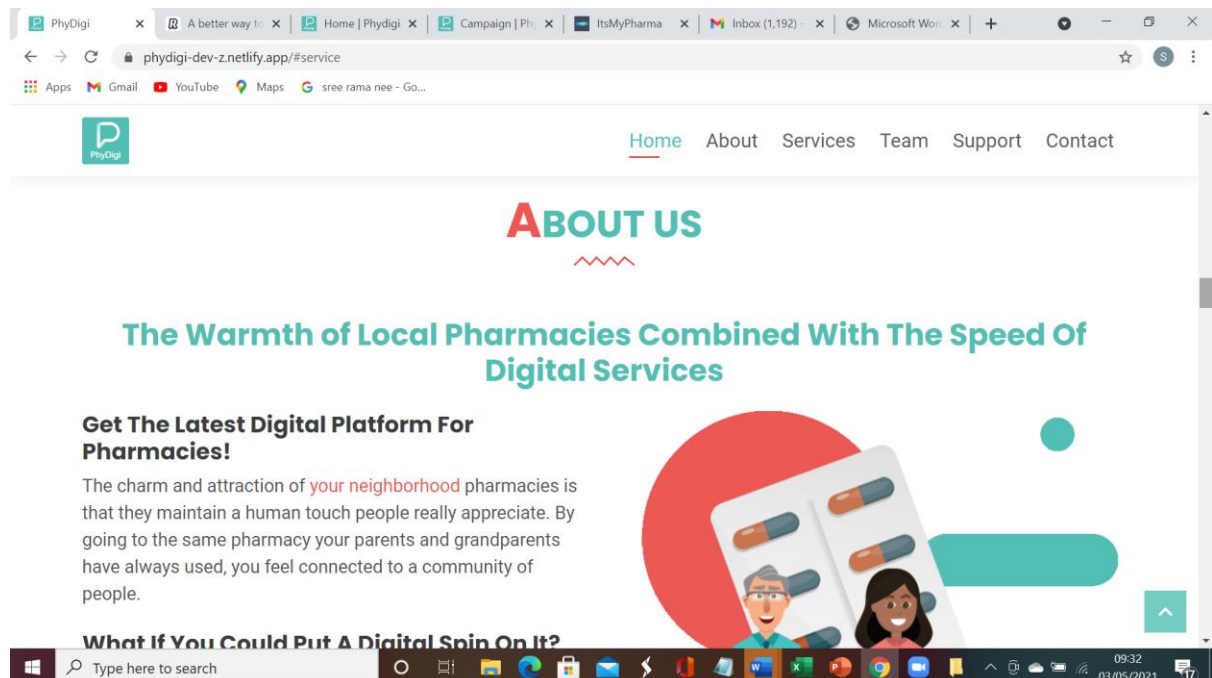

Image 7

- Different background bright colour
- Remove red fonts from the text

- in the mobile version the image can be used between the main heading (the warmth of local…..)and next sub sections (get the latest…..), by doing so it may look better rather showing the image at the very last just like that not corelating to the section.
- Refer to V4 of the script for the updates on About US (btw on the top we are saying About and here it is About US. Can we make it consistent)
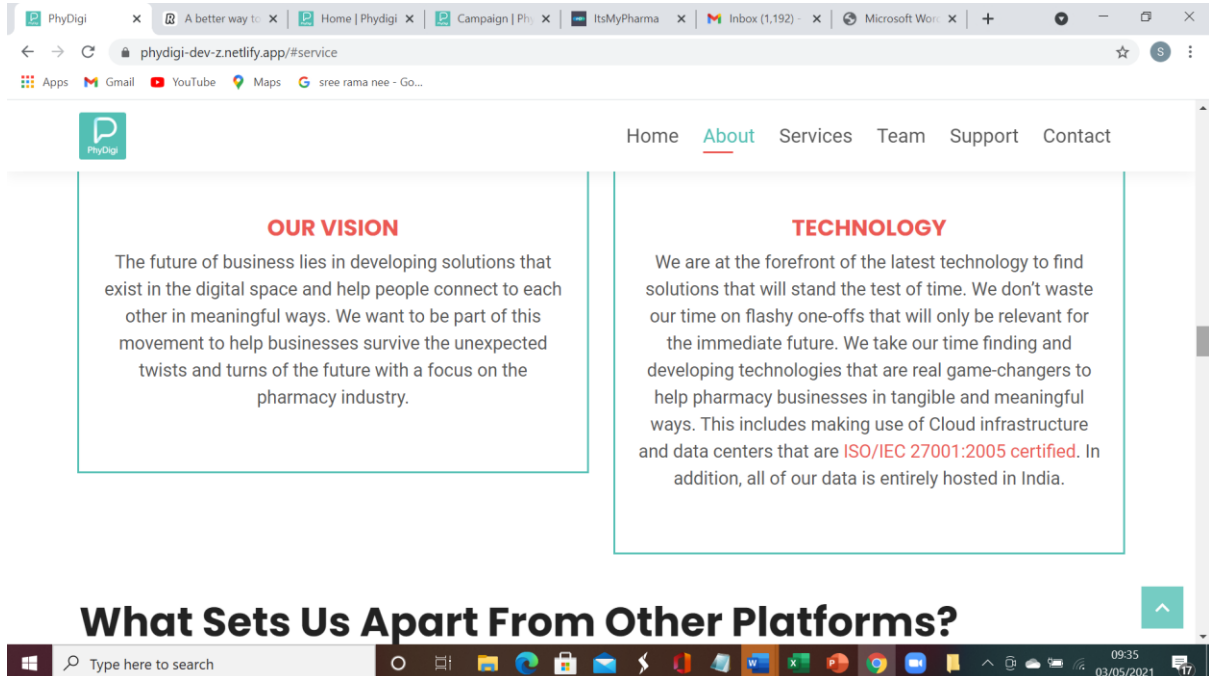

Image 8

- Please remove boxes here
- Remove red fonts
- Our Vision & Technology doesn't need to be side by side. It can be one after the other
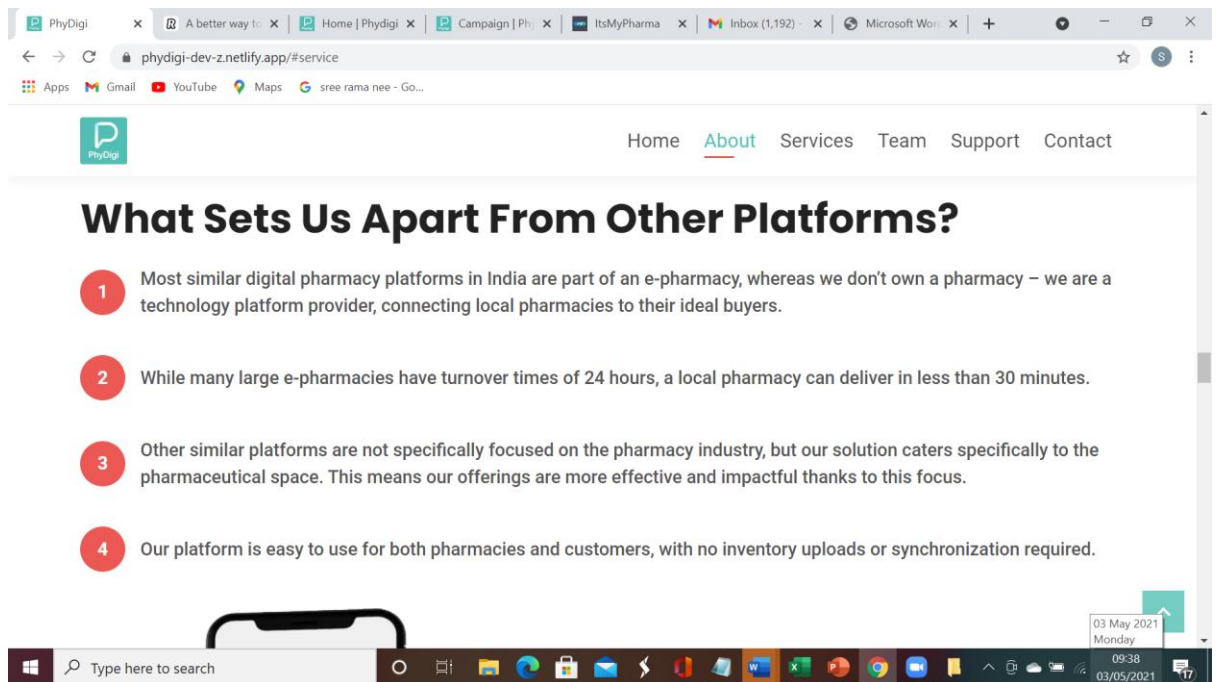
Image 9

- Different background colour
- Text 1 : We are a niche technology platform provider focused on developing innovative solutions for the pharmacy vertical. This means our offerings are more effective and impactful to pharmacy business. Thanks to this focus
- Text 2 : Most digital platforms in India are part of an e-pharmacy network, whereas we don't own a pharmacy – we are a technology platform provider, only connecting local pharmacies to their ideal buyers.
- Text 3: While many large e-pharmacies have turnaround times of 24 hours, a local pharmacy can deliver in less than 30 minutes.(remove the current point 3 – i.e. other similar platforms…)
- Our platform is easy to use for both pharmacies and customers, with no inventory uploads or synchronization required.
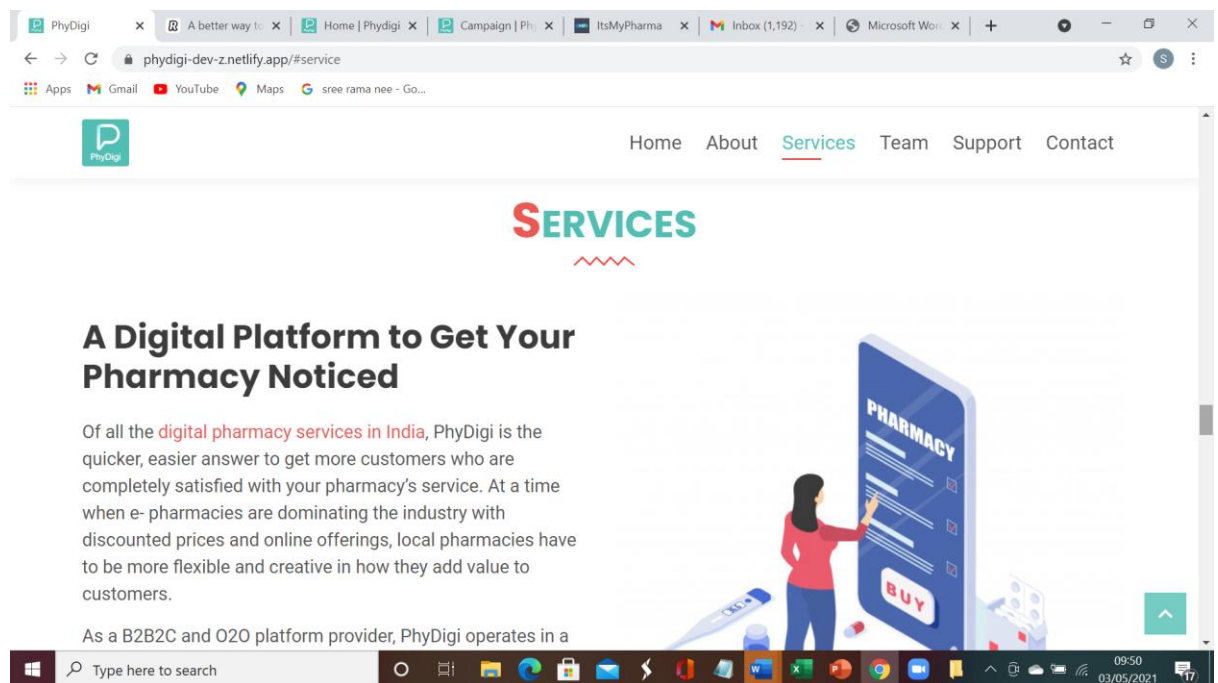

Image 10
- Replace Services with Product
- Drop this section – as indicated earlier in the document -link the pharmacy text and consumer section under products for pharmacy and consumer here

- in the mobile version the image can be used between the main heading, by doing so it may look better rather showing the image at the very last just like that not corelating to the section.
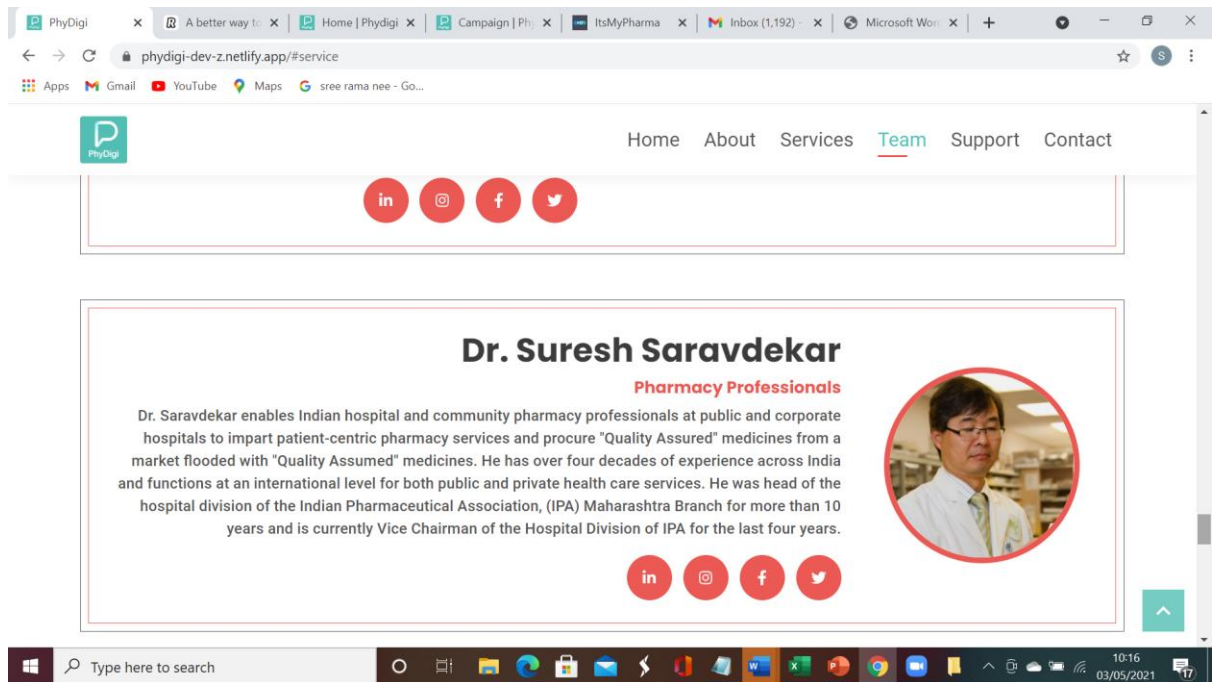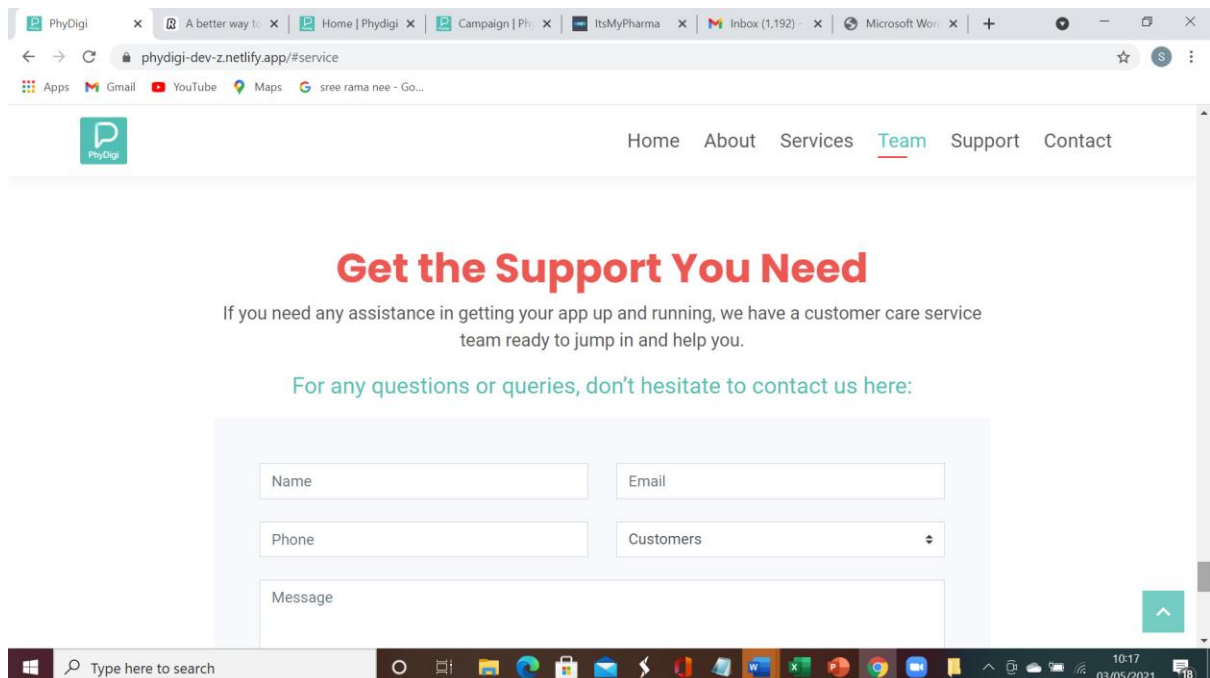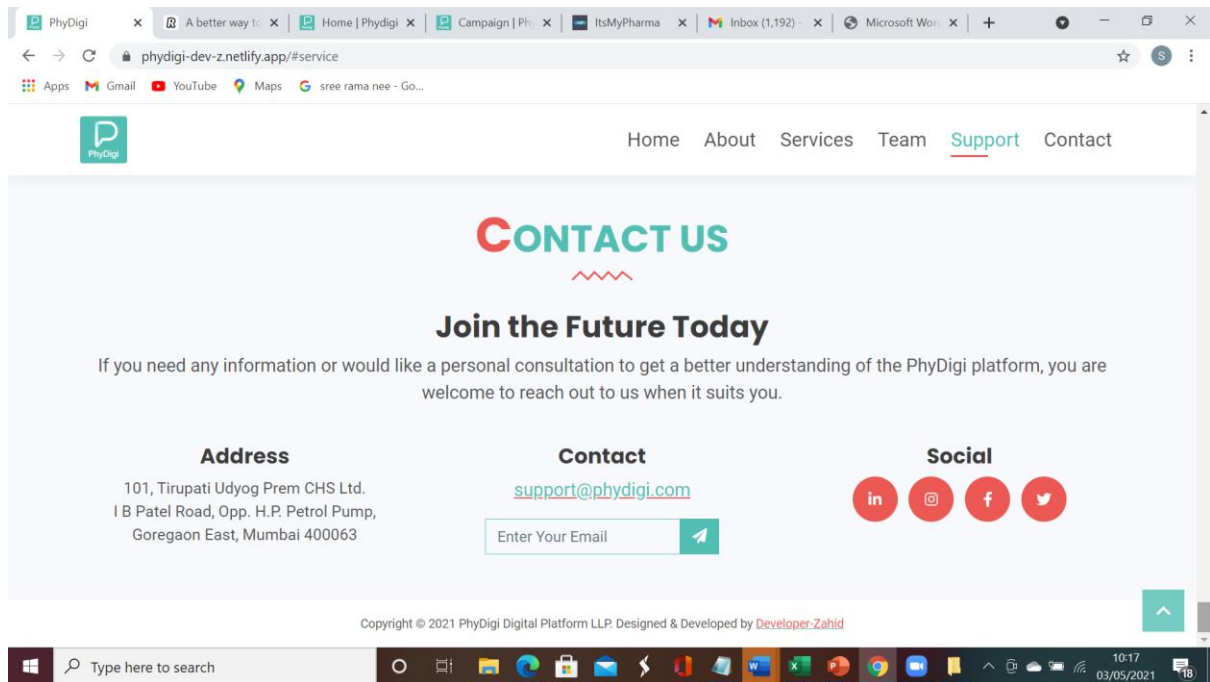
Image 11
- Remove the box
- I will give you the picture and social media link of profiles
- For Shree, I don't need to add my picture – so can we add some male icon instead

No feedback – all good here

No feedback here – all good. I will give you the social media links