



PharmEasy

Product Teardown
- Anmol Tuli



Overview

Overview

Founded in 2015, Pharmeasy is an e-pharmacy that provides Medicine & Diagnostics delivery and provides tele-health services.

It is a leading online aggregator of pharmacy and diagnostics related items

Key Services Offered

Online Medicine
Marketplace

Online Healthcare
Products Marketplace

Home Sample Collection
for Diagnostics

Surgicare: Tele-
consultation for Surgeries
(Second Opinions)

Competitors (India)



TATA 1mg



Apollo 24/7



MedPlus

Statistics

10M+

Google Playstore
Downloads

25M+

Registered Users

8.8M+

Pharmeasy Orders

100k+

Products

~50%

Market Share

★ 4.5

Google Playstore
Rating



User Persona

Overview



User Persona



User Journey



Key Metrics & Comments

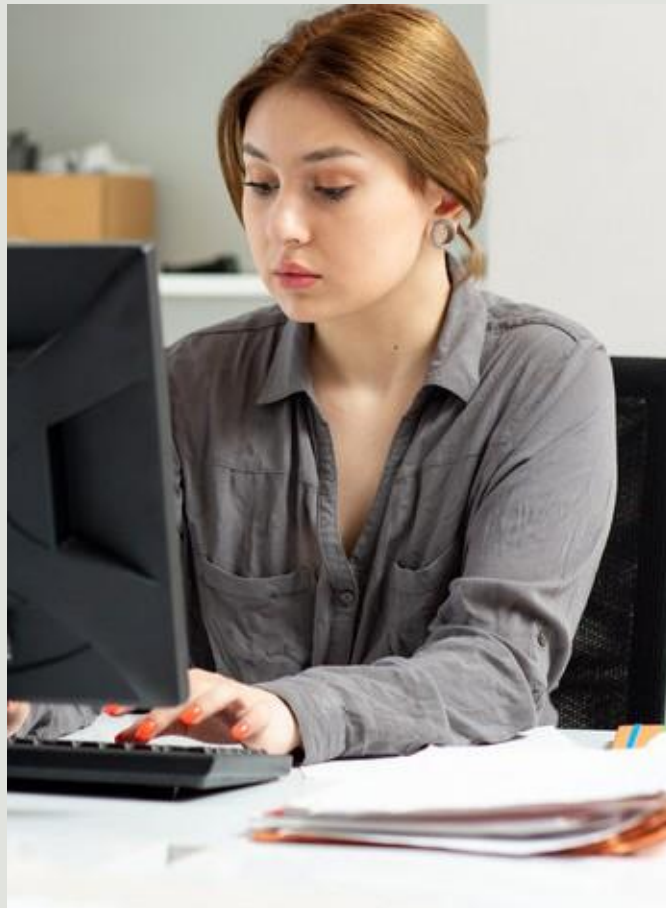
Kavya, 27, Female

About

Occupation: Data Analyst

Location : Cuttack, Odisha

"I need to renew my Parents' medications monthly, but some Medicines are so hard to find at local shops"



Core Needs & Goals

Kavya lives with her parents. They are on certain medications and Kavya needs to take care of them. She wants a reliable medicine delivery platform & a reliable platform for taking samples from home and delivering test results on time.

Pain Points

- Crowded medical shops
- Needs to regularly renew medicines for her parents
- Needs to regularly do various lab tests for her parents
- Worried about expiry dates while ordering online
- Difficult to find some medicines at local shops



User Journey

Overview



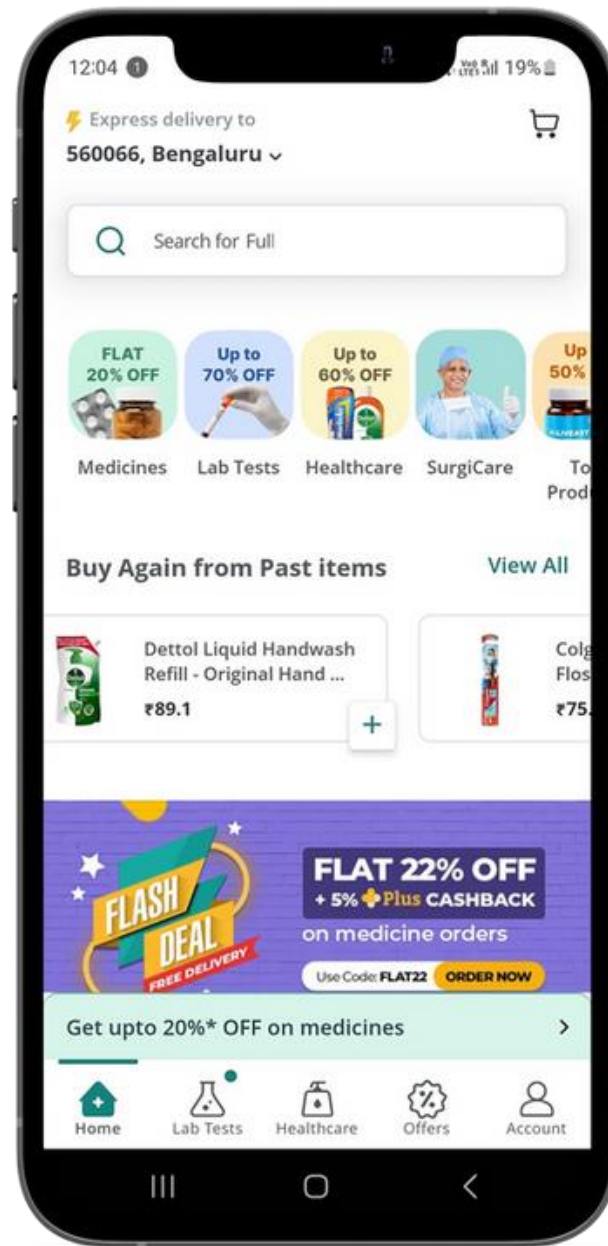
User Persona



User Journey

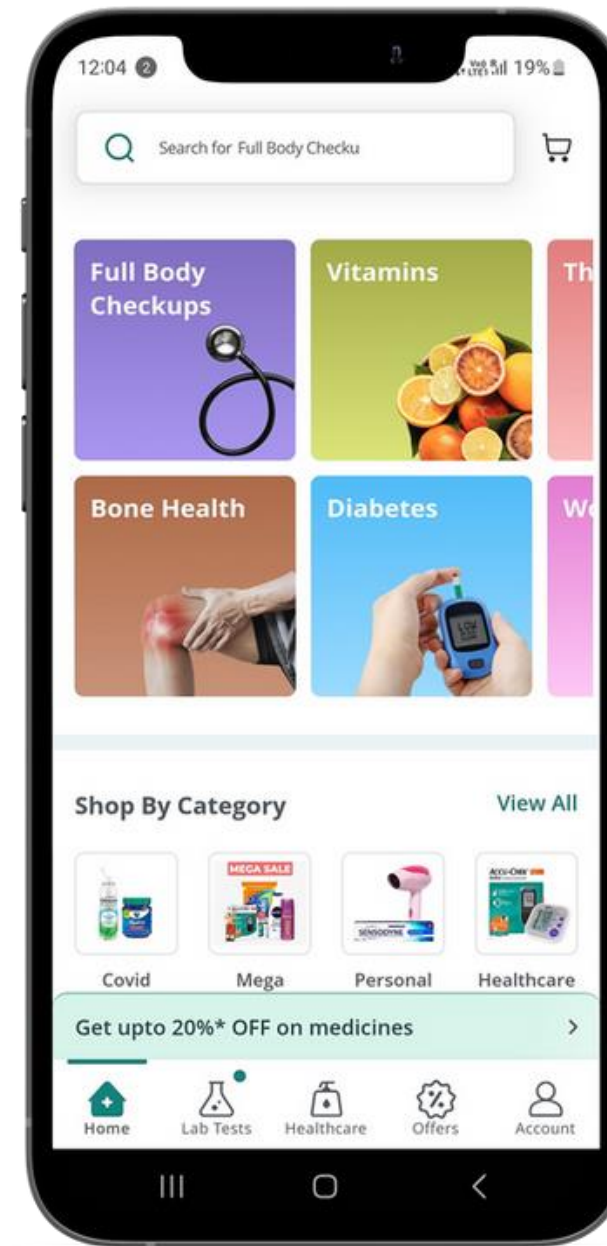


Key Metrics & Comments



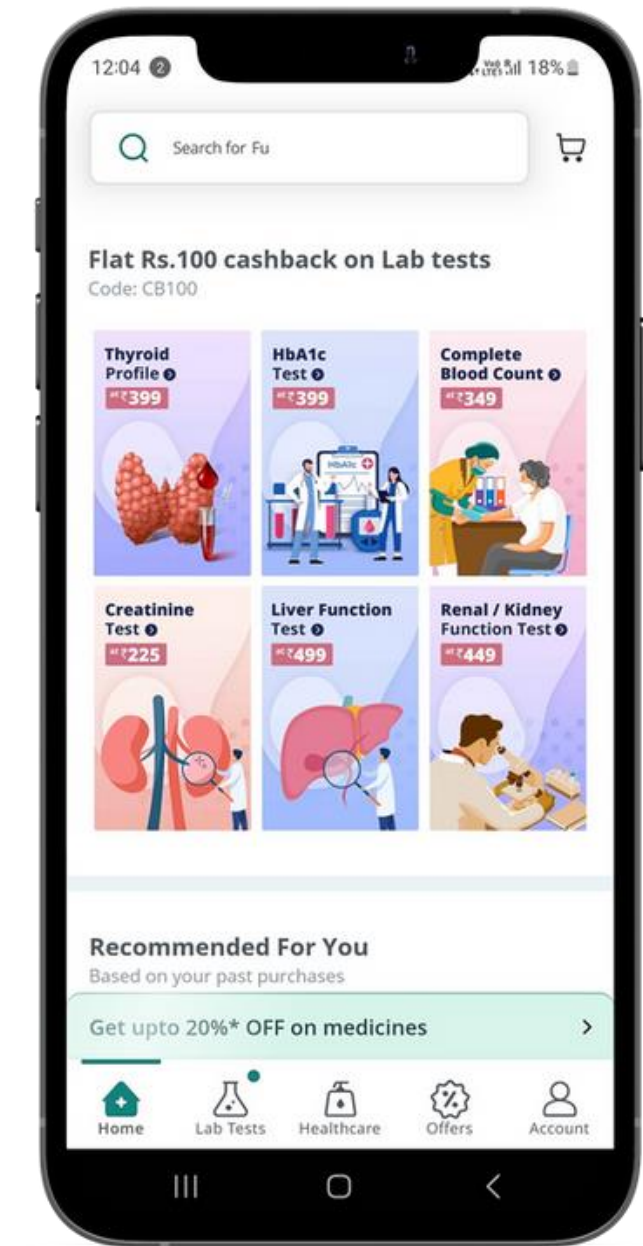
Home Page

Prominent Call to action for distinct Services Past orders Shown upfront for repeating Prescription



Home Page

All Services further sub-categorized for Users to choose conveniently
Discounts & Promotional Codes Displayed for interest



Home Page



User Journey

Overview



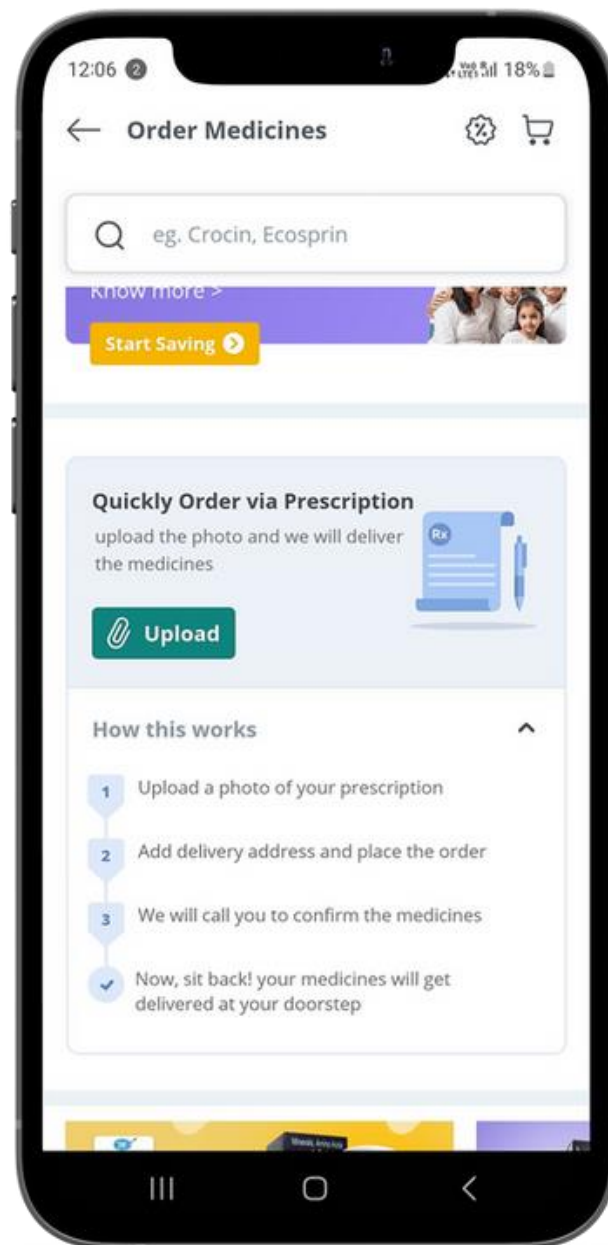
User Persona



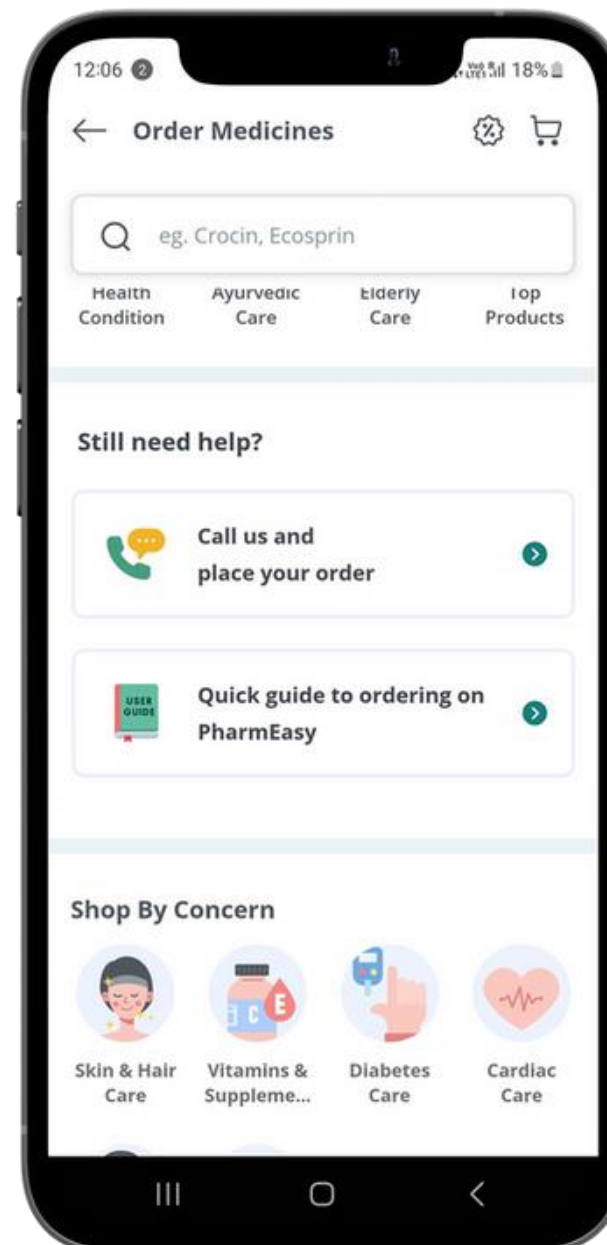
User Journey



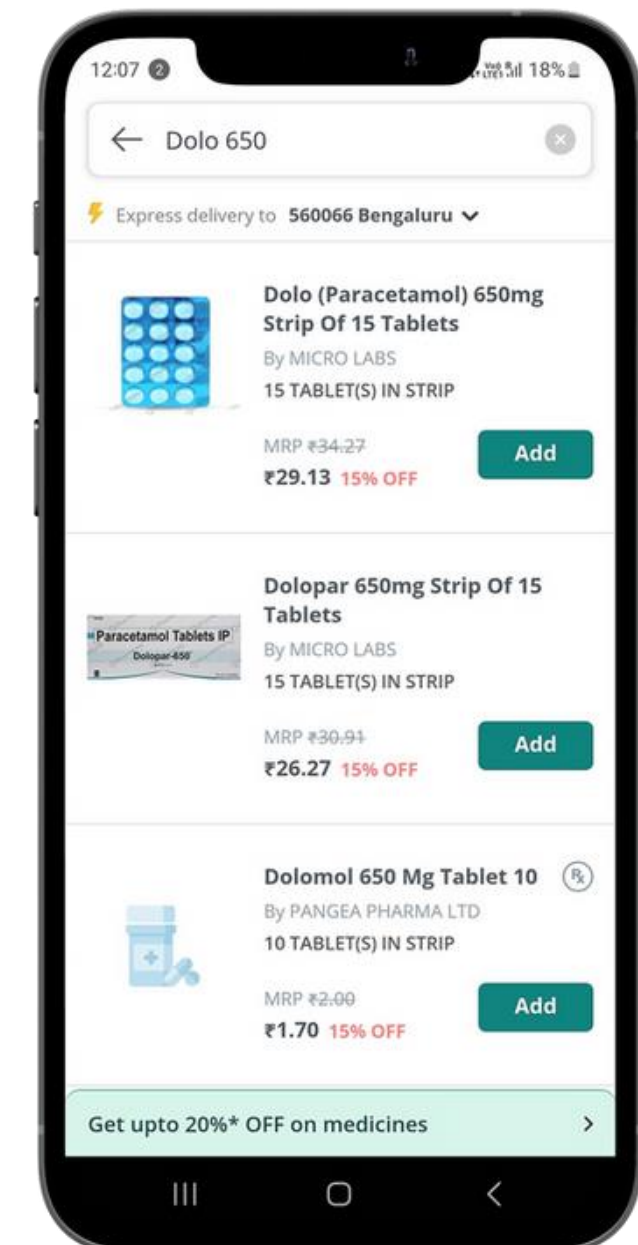
Key Metrics
& Comments



Order Medicines Page



Order Medicines Page



Medicine Search Result

Option to directly search for medicines
Order Medicines by uploading Prescriptions
Option to place order over a call

Details like Expiry date, Delivery date can be Displayed upfront



User Journey

Overview



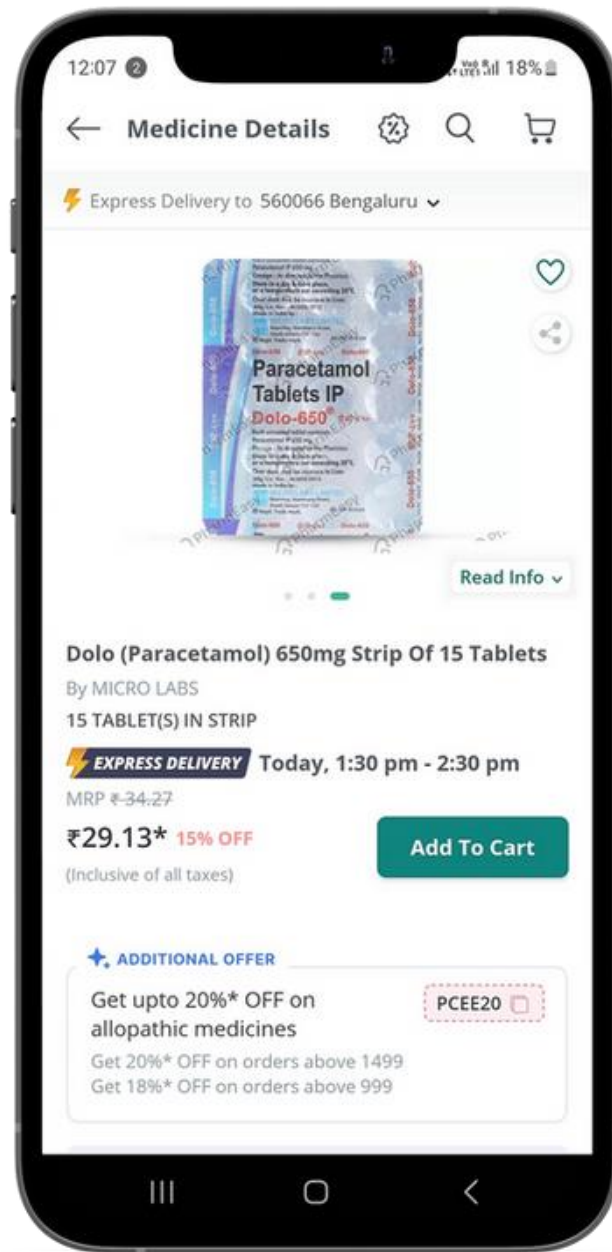
User Persona



User Journey



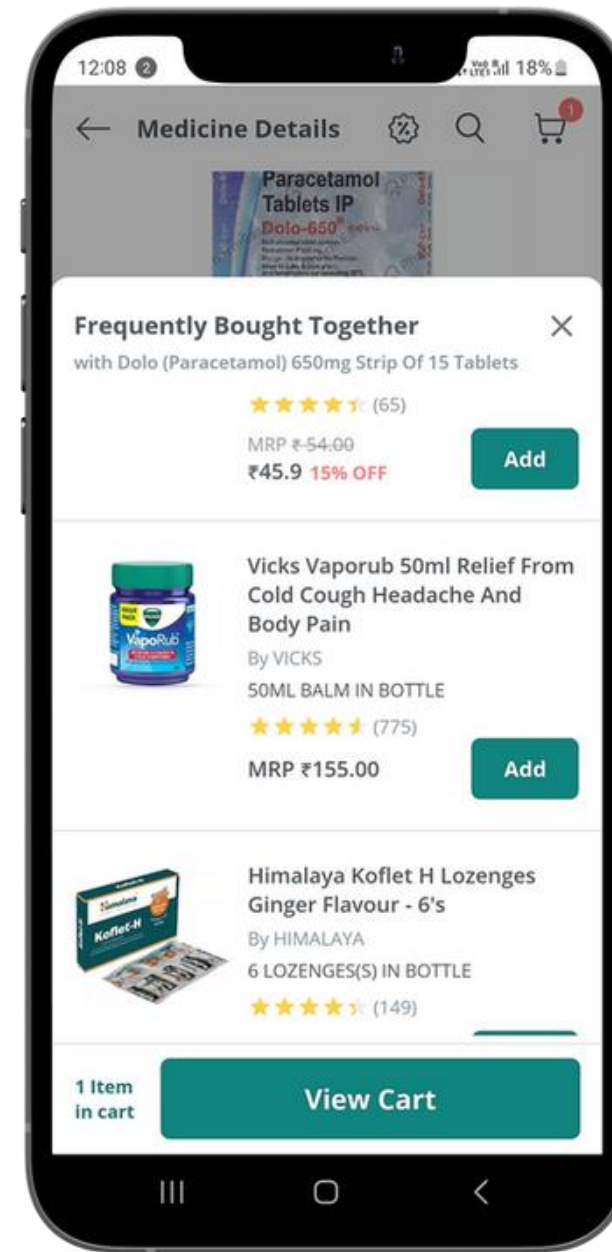
Key Metrics & Comments



Adding Medicine to Cart

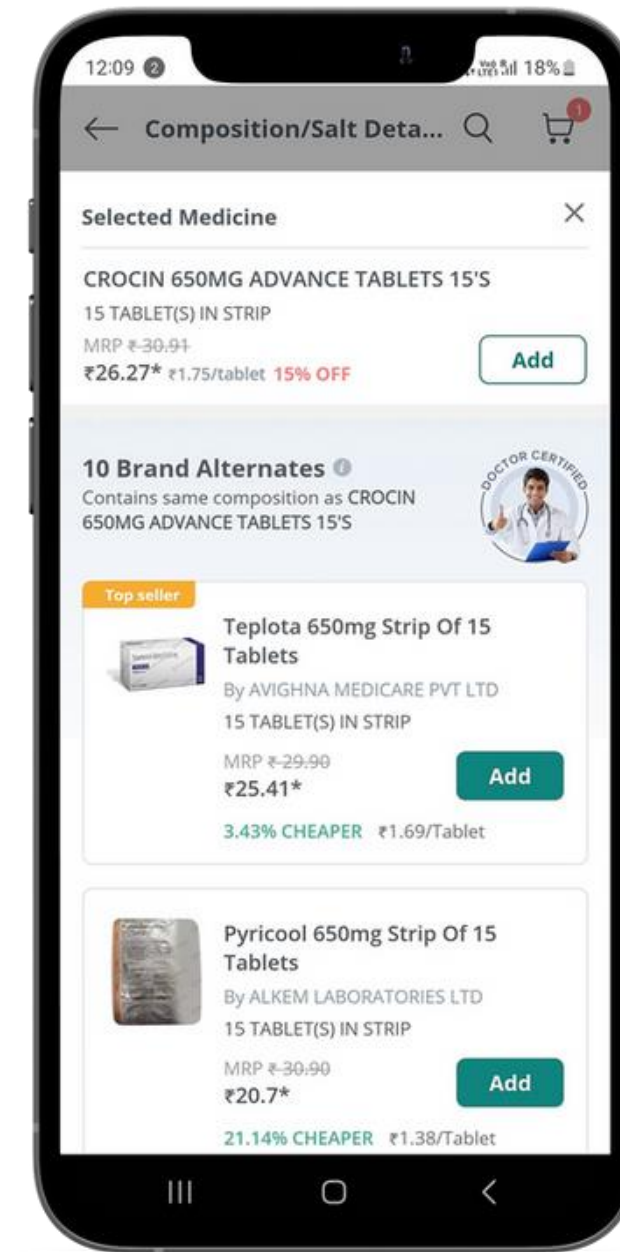
Expected Delivery Time Mentioned

Expiry Date not mentioned here as well



Frequently Bought Together

Frequently Bought together recommends possible medicines missing out



Alternate Brands

Alternate Brands Feature helps user to select the best Deal



User Journey

Overview



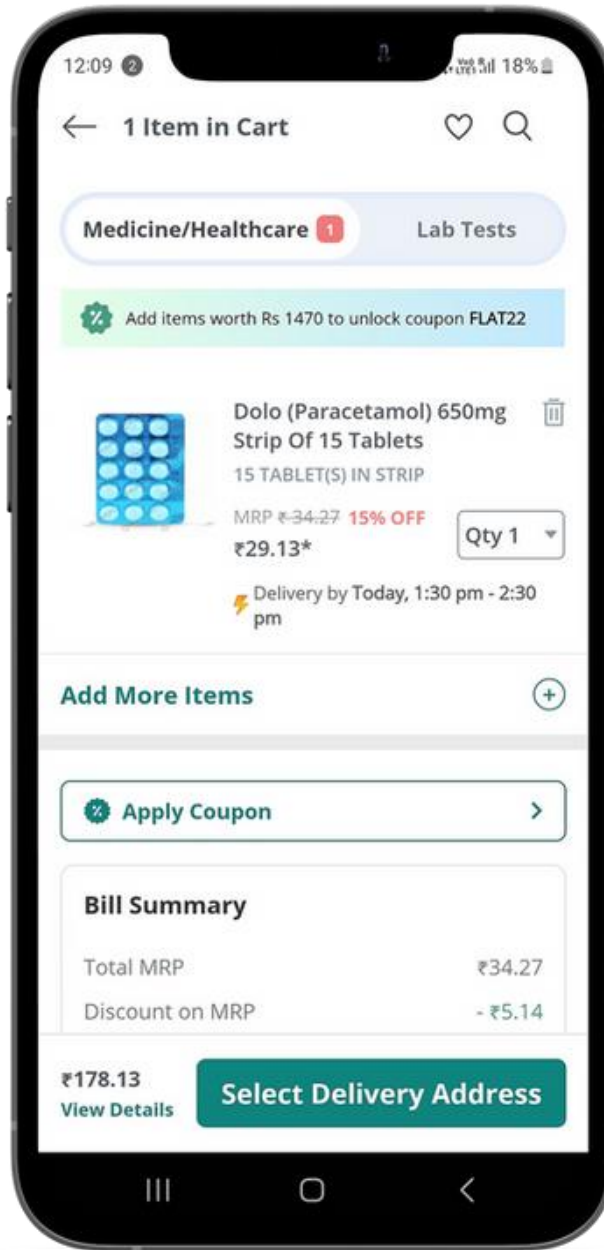
User Persona



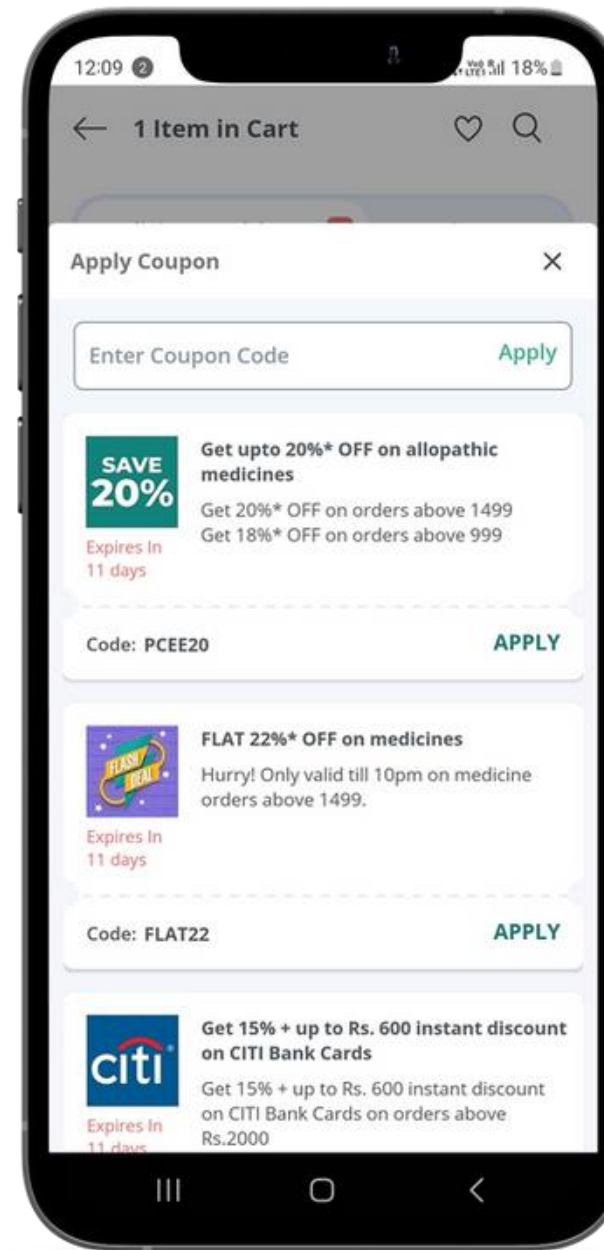
User Journey



Key Metrics & Comments

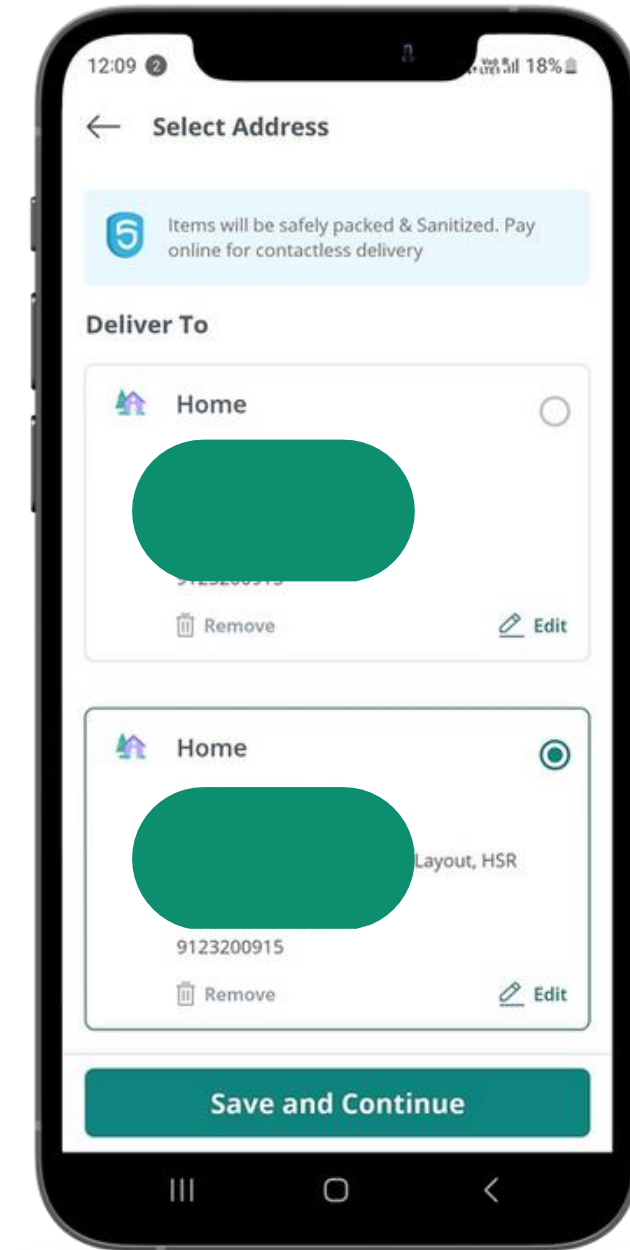


Cart



Apply Coupons

**Automatically Finds available
coupons for the order**



Select Delivery Address

**Saves & Displays all the past
addresses upfront**



User Journey

Overview



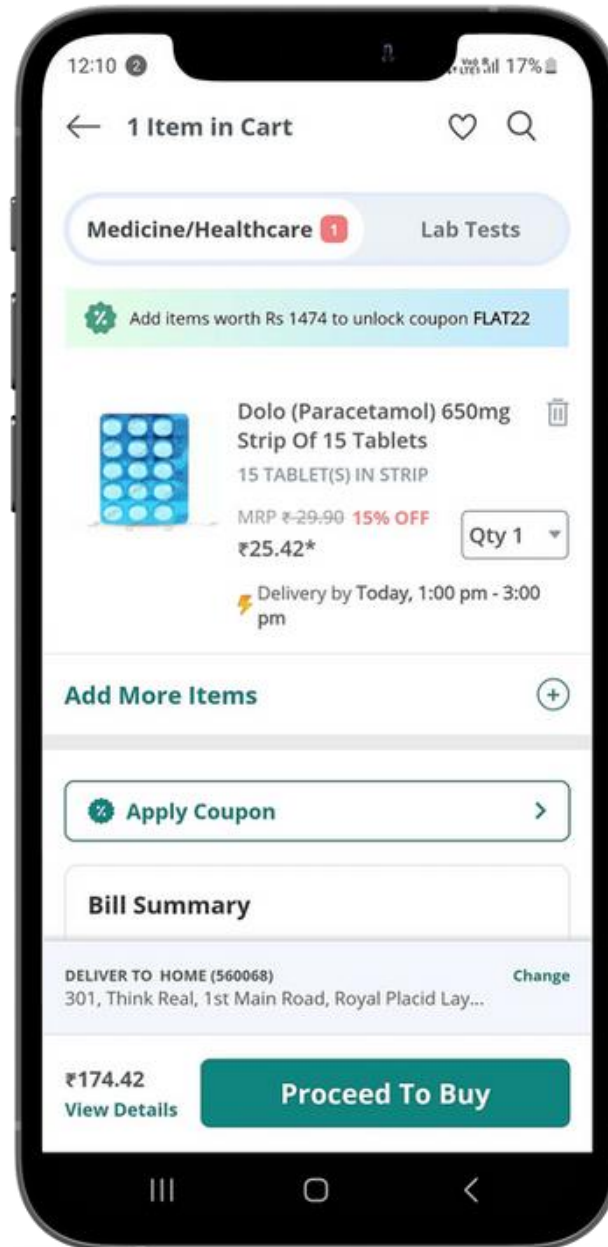
User Persona



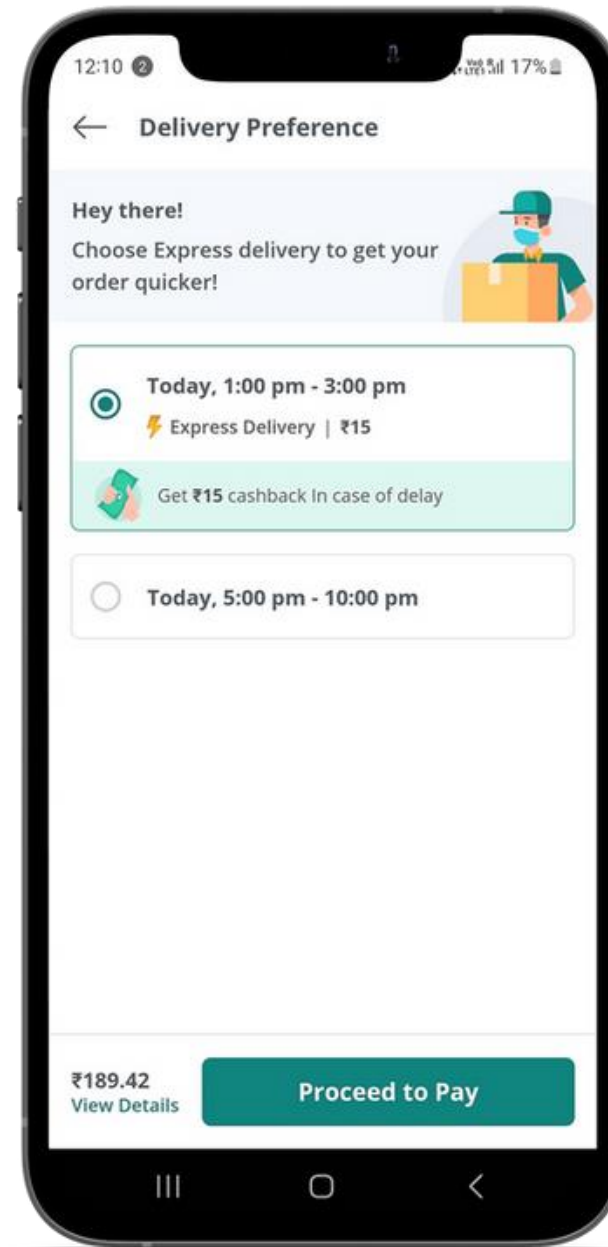
User Journey



Key Metrics & Comments

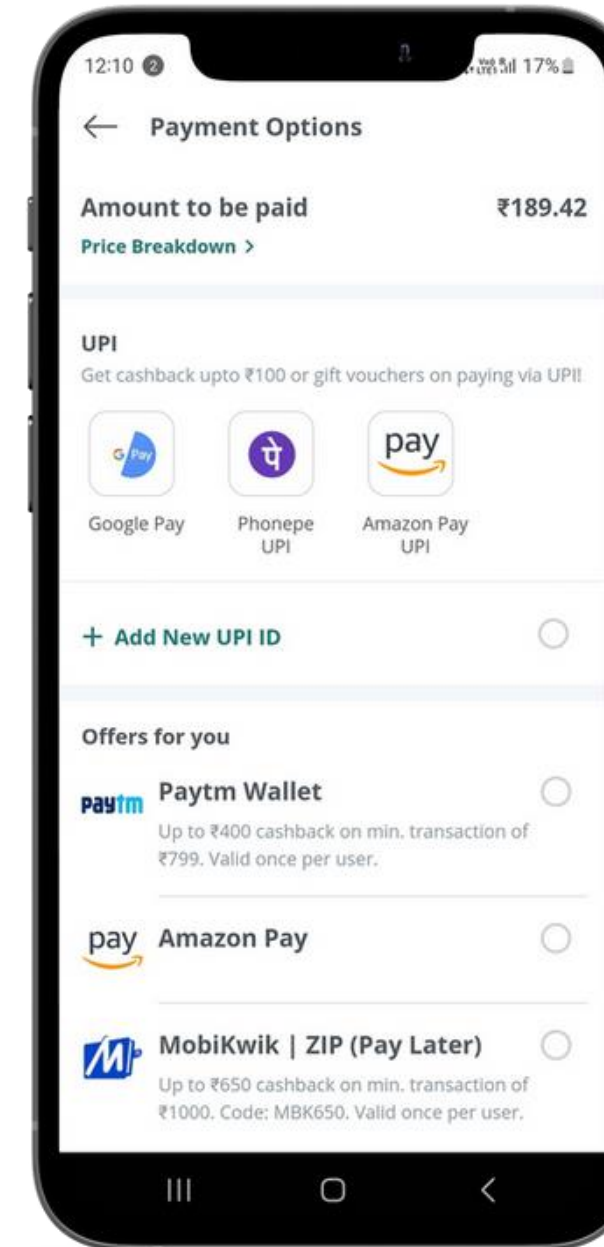


Proceed to Buy



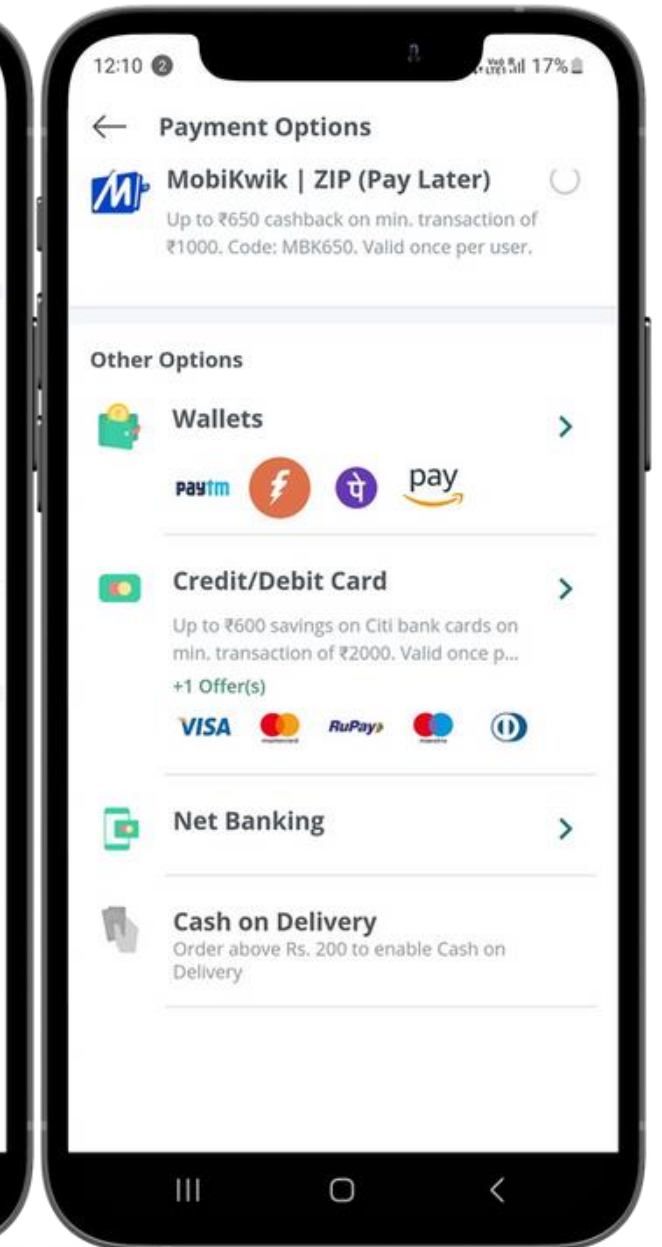
Choose Delivery Option

Can Choose between express delivery or Normal Delivery



Paments Options

Exhaustive List of Payment Options available



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Strengths

- Increasing usage of the internet.
- Increase use of online health care
- Digital globalisation
- Increasing usage of e-services.
- Social distancing due to COVID outbreak.
- Less costly.
- Variety of offers.
- Ease of use.
- Digital marketing
- Notifications

W

Weakness

- Increasing competition.
- Lack of trust
- Availability of equipment for conducting lab tests at tier 2/3 cities.
- Damage caused to medicines during delivery.
- Safe packing of samples.
- Accuracy in the quality of reports/medicines

O

Opportunities

- Increase the reach in tier 2/3 cities through advertising.
- Internet Marketing strategy.
- Increase concern in health due to COVID.
- Solving multiple needs at a single place.
- Alerting/urging users about missing offers through notifications.

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Threats

- Raising false allegations about the product.
- Competition from both online and offline sources.
- Government policies.
- Increase in prices due to recession.



Overview



User Persona



User Journey



Key Metrics & Swot Analysis

Key Metrics

Positives

- **Nice UX & intuitive UI**
- **Nice offers & Discounts**
- **Exhaustive Payments options**

Negatives & Recommendations

- **Expiry date not provided**
- **Review of Seller should be added**
- **Some Medicines appear out-of-stocks**

