



**TATA 1mg**

# IMPROVE THE USER RETENTION FOR TATA 1MG

LIVE CHALLENGE NO. 69 BY  
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# OBJECTIVE

- 1 ) To determine where drop-offs would occur in user journeys
- 2) Improve user retention for TATA 1mg
- 3) Suggest success metrics for potential improvements



Tata 1mg, previously 1mg, is a healthcare platform that provides services like :

- a) E-pharmacy – delivery of medicines and equipment
- b) Diagnostics
- c) E-consultation
- d) Health content

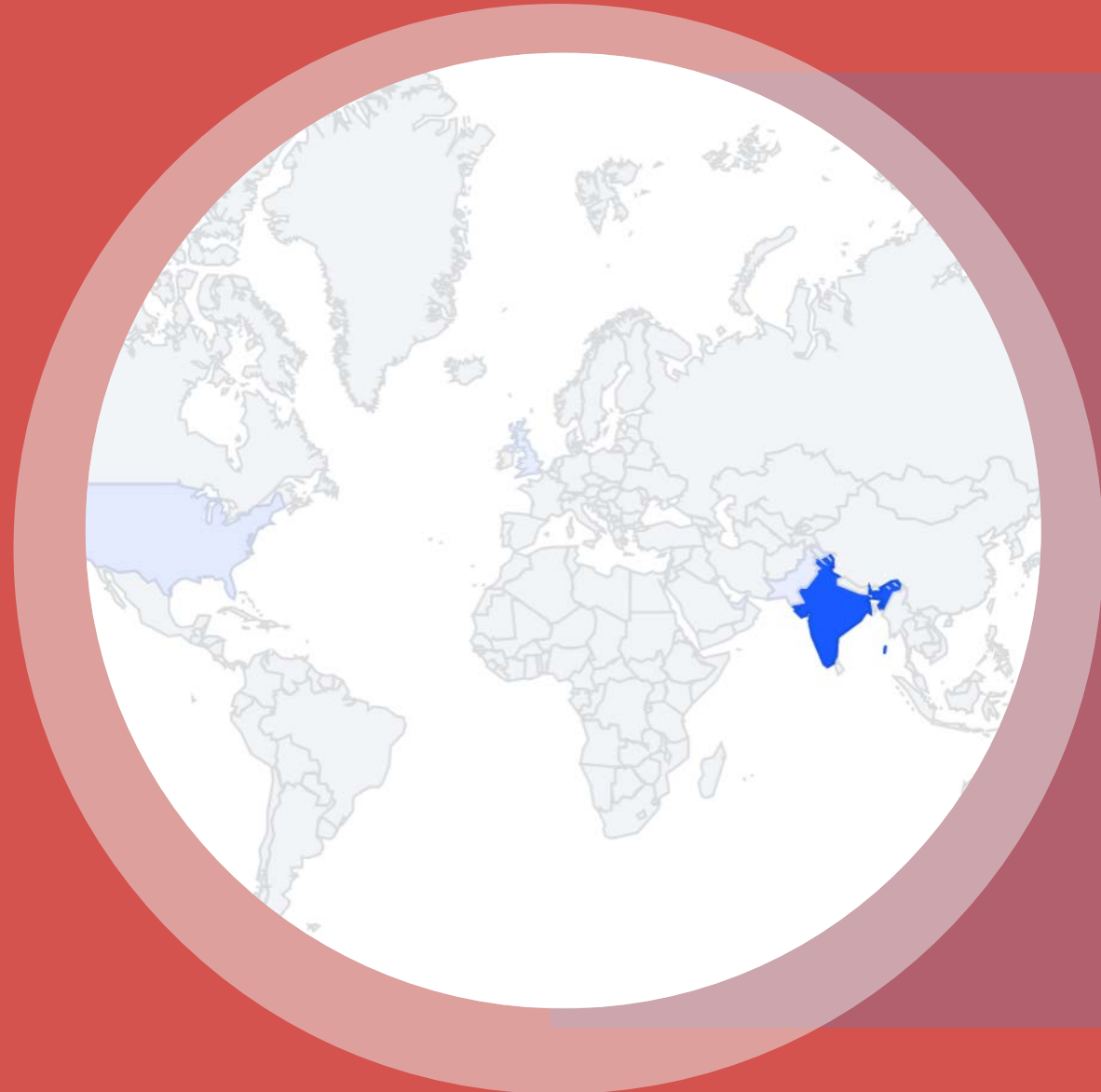


## MISSION :

It aspires to be the trusted health partner for all Indians & its mission is **to make healthcare accessible, understandable & affordable for a billion Indians.**

TRAFFIC : 88.12% of traffic on 1mg is driven by users residing in India. (Source)

## COMPETITORS :



# USER PERSONNAS



**SURESH**

**Demographics :**

70 years old, male

**Pain Points :**

Cannot track medicine cycle

Not very tech savvy



**TINA**

**Demographics :**

30 years old, differently abled

**Pain Points :**

Unable to take frequent trips to the market

Emergency care not available



**RAMESH**

**Demographics :**

20 years old, male

**Pain Points :**

Lack of knowledge on common medicines



**POOJA**

**Demographics :**

35 years old, female

**Pain Points :**

Need specific products with assured availability. Ex. Particular brand of product

# COMMON OBSTACLES FOR USERS



Below are some situations where users seemed to have **dropped-off from app while checkout**:

- Category Listing Screen : Lack of knowledge on medicines for common ailments, thus not able to navigate
- Delivery Option Screen : Longer and uncertain delivery timelines

## Reasons for poor retention :

- Lack of proper customer support
- Unclear policies on return & refund in case of wrong, expired or tampered product

(via user tweets on Twitter)

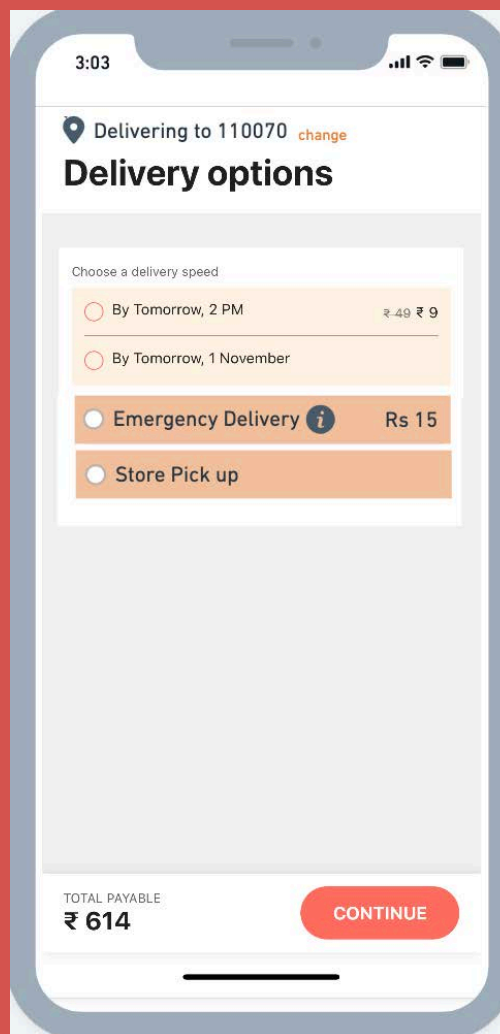
# SUGGESTED PRODUCT FEATURES



## EMERGENCY DELIVERY

This will be a prioritized delivery segment where :

- a) Users can choose to have the medicine **delivered within 1 hour by payment of a small fee.**
- b) Tata 1mg has the potential to become a trusted brand that can be relied upon during emergencies.



## STORE PICK-UP

This is a self-help feature where :

- a) Users will be provided an option, **based on pin code, to pickup the medicines from their nearest store.**
- b) Users will have the freedom to pickup medicines even quicker and the **assurance that the given product is available** at the store.



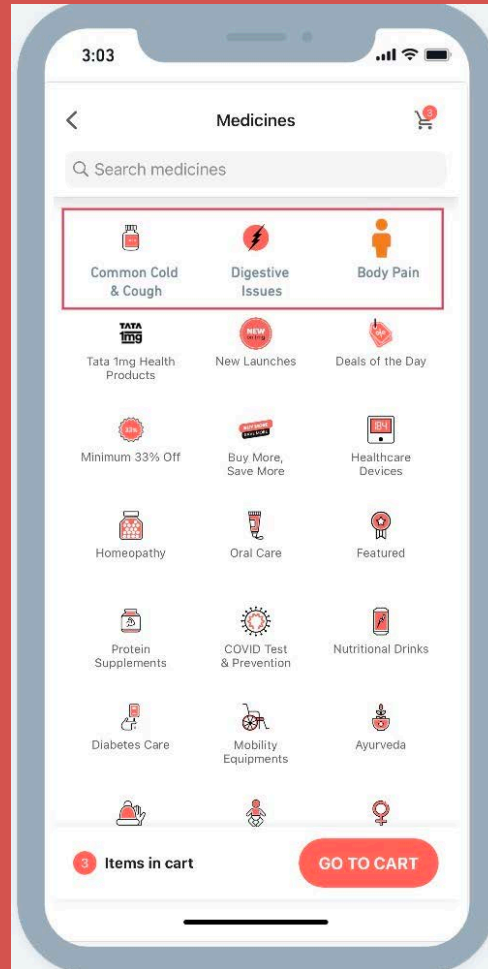
# SUGGESTED PRODUCT FEATURES



## CLASSIFICATION OF COMMON AILMENTS

This feature will :

- a) **Divide generic medicines (available without prescription) into groups** like cold & cough, body pain, digestive issues ,etc.
- b) Make it easier for users to order medicines especially for common ailments.



## REPEAT PLAN

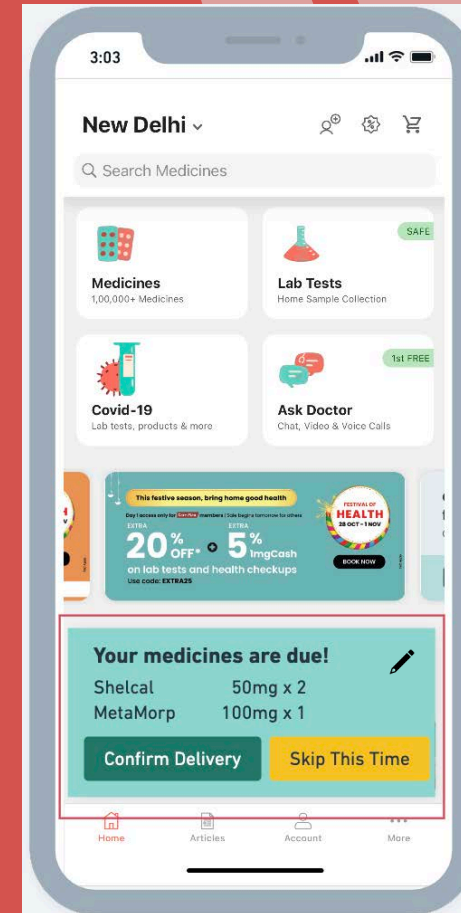
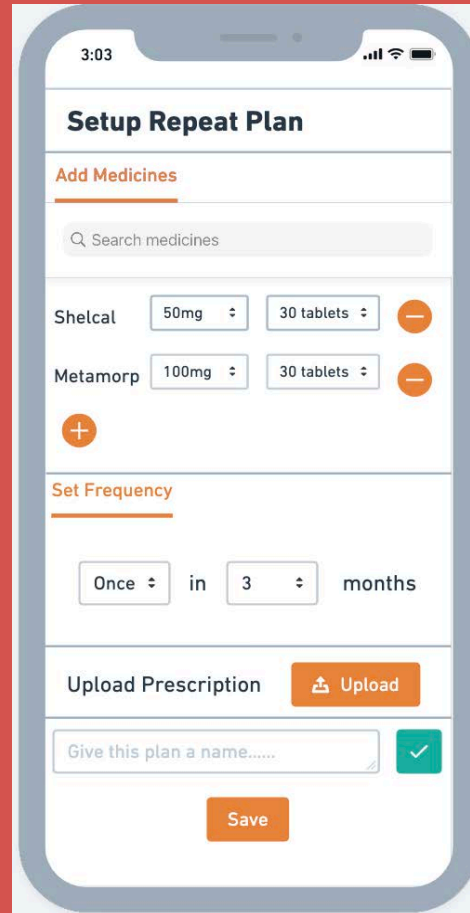
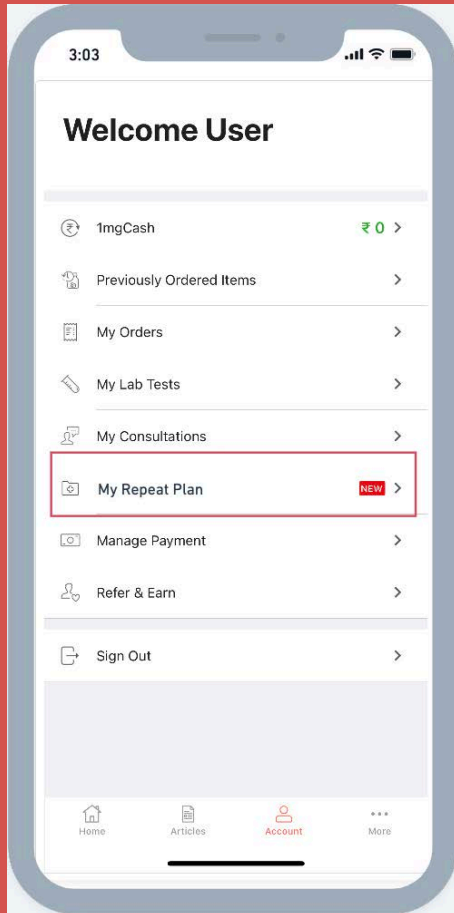
This feature of a creating a recurring plan for medicines will :

- a) Allow users to **set quantity and frequency** thus removing the hassle of last moment orders.
- b) **Notify the user 3 days prior to delivery** - to confirm the dosage and/or any change in prescription

Most users, especially older and terminally ill patients have a repeating dose of medicines.



# REPEAT PLAN



# OPERATIONAL IMPROVEMENTS

- ✓ **Decrease response time** on chat or support calls
- ✓ Quick redressal mechanism
- ✓ **Enhanced quality assurance** check of products (expiry or duplicate products)
- ✓ **Onboarding more partner stores** for timely delivery and pickup
- ✓ Option for elderly to place order on call



# KEY METRICS

## # ORDERS PER USER

No. of orders per transacting users



## # ORDERS PER VISITOR

No. of orders per total app visitors



## MONTHLY RETENTION

To see the monthly retention of users



## CHECKOUT FUNNEL

To see the drop offs at various screen during user checkout



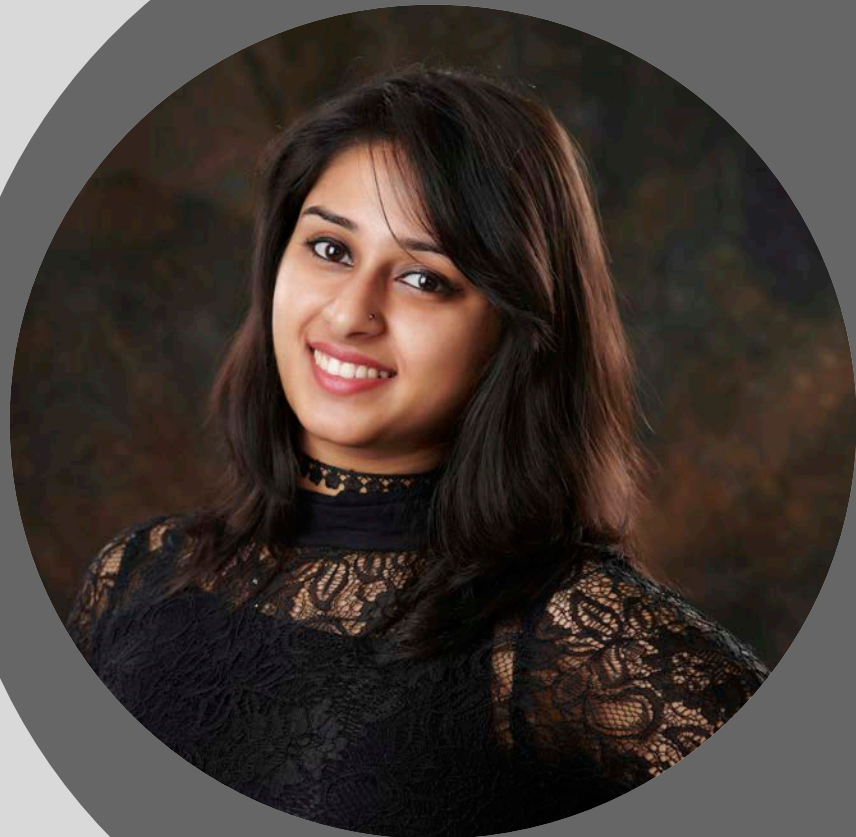
## CUSTOMER NET PROMOTER SCORE (NPS)

To measure the customer satisfaction and experience on app



# PRODUCT ROADMAP

Product Feature	Description	Priority
Emergency Delivery	Provide timely delivery in case of emergency	P0
Repeat Plan	Help user by keeping track of medicine stocks and give hassle free re-orders	P0
Classification of common ailments	Provide generic medicines with ease	P1
Store Pick up	Guaranteed availability of product with no dependence on delivery executives for immediate requirements	P1
Improve grievance redressal	Help establish trust among users	P2



# THANK YOU



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