

Survey Analysis

This document is more like a report of all those surveys we had done in the requirement gathering phase. This report includes information from questionnaire's, interviews and other websites.

Sources of the information:

1. General Consumers
2. Pharmacies
3. Hospitals
4. Doctors

Why?

In order to develop our software solution we had a need to gather all the requirements from all the different classes of users. We reached out to all the end-users in different ways. Interview from a pharmacy, questionnaire for all the general public (users), questionnaire for hospitals and doctors. Things were a bit clear after this requirement gathering phase. We knew what we had to do in order to satisfy all the requirements of users.

Numbers!

Responses we got through questionnaire were: 170

Responses from hospitals and doctors: 15

Number of interviews with pharmacies: 5

Inference:

(a) General Consumers – Users apart from pharmacies

1. 98.7% of the consumers who responded belonged to age group 15-30.
2. All of these consumers had internet access.
3. 95% of the consumers shop or bank online.
4. 83% of these consumers reach out local pharmacies to get their medicines, 15.1% reach out hospital pharmacy for their medicines.
5. 77.4% find it difficult to get their medicines sometimes, 10.1% never find it difficult to get their medicines.
6. 64.1% are ready to use an online pharmacy which connects consumers to their local pharmacy store, 40.9% are not confident about using an online pharmacy.
7. Consumers were also against this online pharmacy, their reasons were:
 - Lack of trust in Online shopping
 - Don't want to change from existing method
 - Bad past experiences with online shopping
 - Satisfied with current arrangement
8. 60% of these consumers may use our platform if we solve the above issues, another 40% are confident about using it.
9. 59.6% opted for our platform because they don't have to search around the store, 45.7% opted because it's easy to use, 37.1% opted because it's easy to track their orders and 34.4% opted it because they don't have to wait in a line before the store.

10. 81.8% like a feature where they can purchase their medicines by uploading the photo of their prescription.

11. 87.4% would like to track all of their purchases.

12. 77.4% like to order their medicines online.

13. 88.7% like a feature in which we will provide them with contact details (Address, contact details, etc...) of nearest pharmacy where your medicines are available.

14. 66% are willing to buy products other than prescription only medicines like Fitness supplements, First-Aid kit items, personal care, etc., 24.5% may order these through our platform.

15. 76.7% would like a review system for pharmacy and products where you can give your review on a pharmacy or a product, 14.5% may use this feature.

16. 61.6% are willing to but Ayurveda and homeopathic products from our platform, 22% may use this feature.

17. 54.1% are ready to suggest us some generic medicines, 16.4% are against generic medicine and 18.9% may suggest some generic medicines.

(b) Pharmacies – Another class of end-users.

The following information was concluded after analysing the interviews with pharmacies.

1. A pharmacist can only open 1 pharmacy with his license.
2. We also got clarity regarding drug license.
3. 60% pharmacies were ready to register on our platform and they were all set to register as a seller.
4. They even think that this will help them in competing with big pharmacy companies.
5. They were quite particular about features like security, technical support, password retrieval, etc..
6. They were mostly worried about managing inventory of OTC products. One pharmacy was sure about maintaining their own inventory of OTC products.
7. They proposed we can create an inventory and update it from time to time, they will provide the information about their OTC products from time to time.
8. Majority of these pharmacies they had no problem with blurred prescriptions and missing signatures of doctors.
9. They were ready to authenticate themselves, they had enough proofs.
10. If all the required medicine isn't available with them, they all agreed that, they will manage this problem among themselves.
11. All they needed additionally was our trust.
12. 40% of these pharmacies were not willing to register on our platform. They had no technical support and they had zero knowledge about internet, etc....

13. 20% of these pharmacies were sure that this won't be helping them in any way. They believed that people who have their residence nearby will not use this platform so they refused to register.

(c) Hospitals

We reached out hospitals and doctors in order to increase the scope of our platform. They recommended some other features and made clear about some issues.

One of the hospitals recommended us to add a feature which enables the consumer to refer a nearby doctor if their prescription is not valid/missing.

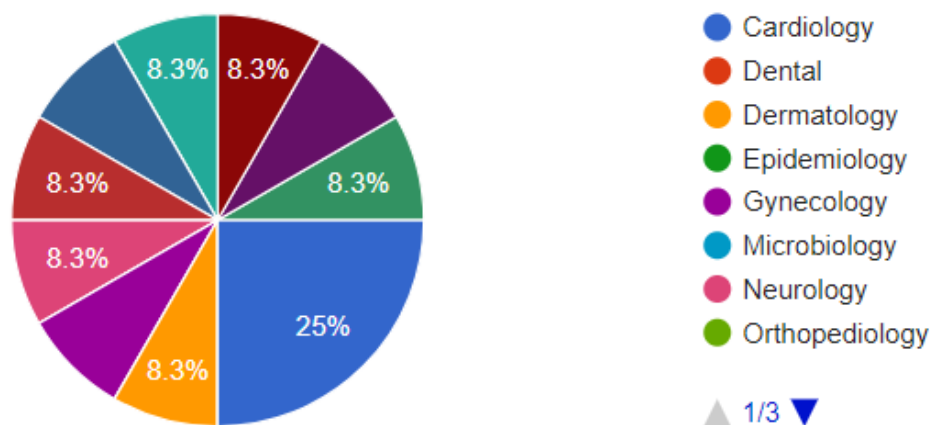
One of these hospitals wanted to add a feature which verifies the license of the pharmacy and pharmacist

(d) Doctors

We got to know about OTC, NON-OTC and generic medicine after referring to a doctor.

We needed consent of the doctors in order to make our platform more resourceful.

1. When we asked about their area of expertise, different answers came up. The below pie-chart gives us the area of expertise of doctors.



2. 66.7% of these doctors had an experience of 0-5 years, 25% had 5-10 years and 8.3% had 20+ years of experience.

3. 58.3% belonged to the age group of 18-25, 33.3% belonged to 25-40 and 8.3% belonged to 40-60 age group.

4. 41.7% face hassle finding pharmaceutical products sometimes and 16.7% find it to be a no big deal.

5. 75% think that our platform will make people life better.

6. 66.7% prefer both mobile app and website, 25% prefer android over website.

7. One of these “only prescription drugs” are antiretroviral drugs and anti TB drugs.

8. 33.3% think it’s very feasible for doctors to give E-prescription, another 33.3% can’t decide anything about it.

9. E-prescription over normal method because:

- It’s Environment
- Easy to manage
- Helps in making India digital

- Easy to prescribe
- Accurate
- Easy to authenticate for pharmacies

10. Doctors who chose offline prescription over e-prescription because of lack of good existing e-prescription methods and lack of faith in technology.

11. All these doctors manage the history of patients through offline filing.

12. 72.7% prefer computerized authentication to authenticate the offline prescription other 27.3% think hiring a person to read these prescriptions would be more suitable.