

TIMS3311 Assignment 2

Diary Entries

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Week 6

This week, we presented the first assignment in class, which felt like it went reasonably well, with a few vital pieces of feedback to take away. Most importantly, while we did a good job explaining the market and our role in consulting for Pillflow, we lacked a depth of explanation that would have shown that we understood what Pillflow actually does. This was an oversight from our team as we were more focused on providing the specifics of what we are actually doing for them that we skipped over the vital information that the audience may have needed.

Later in the week, we had a meeting with Alfred from Pillflow. This was our second meeting so it was more productive in that we had a more in-depth understanding of what we should be talking about for future success. Mainly, from our team's perspective, we wanted to know more about all the work that Pillflow has done, so that we don't just repeat and reiterate their findings. Discussing their successes and failures also helped us to learn from and avoid repeating these same mistakes to be the most effective. We discussed their initial pilot program, being the Terry White Chemist that Viknesh works for, and how they initiated that process, which helped us in gaining the confidence to do it ourselves. We also discussed the main stakeholders that they wanted us to interview and reinforce their ideas with, with a main focus on pharmacies, instead of GPs or caretakers.

Overall, the meeting was really useful in giving us a good launching point into interviewing the stakeholders. We have formed a list of potential pharmacies that we will reach out to over the next week or two and see what diversity of information we can get from them.

Week 8

For starters, we have received our feedback from the first assignment presentation, and we are curious about how we missed out on some vital information in the process. We didn't talk about the main pieces of theory that we talk about in class: lean startup, design thinking, and effectuation. On a positive note, getting that feedback now can allow us to ensure that we apply it going forward, which will hopefully lead us to be more successful with Pillflow.

Our team has sent out emails to about 15 pharmacies in the greater Brisbane area, with a focus on smaller, non-chain pharmacies, though we have sent emails to larger ones as well. So far, we have had no responses, which we were dreading; however, we still plan on going into some pharmacies closer by to see who would be willing to talk to us. Unfortunately, the pharmaceutical industry is quite an uncommunicative one; therefore, we will have to find workarounds for these interviews, discussing with people not directly in the industry.

We also had another meeting with Alfred from Pillflow, it was a quick update but provided some much-needed insight and developments that we can use. Most importantly, we got a minimum viable product that we can use to more easily explain Pillflow to potential stakeholders. This is vital as it will also help us in developing further recommendations for the company to improve their existing work. Alfred helped walk us through it a bit and explored the features that we can pass on in our interviews. This has definitely provided us the insight into how important MVPs are for helping consumers understand your product, which I will use in my future work.

Week 10

Weeks 9 and 10 have been all about putting our heads down and getting the laborious work done. Like we feared, not one pharmacy had responded to our contacts, and therefore, it meant we had to interview other stakeholders who could provide us insight into the industry and its pain points. I have had a few interviews up to this point, and they are less daunting than I initially thought. I realised an interview can be a lot less formal than what it is thought to be. For instance, one of the interviews that I have had is talking to a fellow designer who is working on a similar issue that Pillflow is; however, they have deemed the right path is to fully revitalise the MyHealthRecord App to be more user-friendly and useful. During this conversation, she provided me with some useful insights into the industry that she had come across, and how Pillflow will need to make sure they differentiate themselves from MyhealthRecord. She reiterated the main hypothesised pain points that we and Pillflow had come across, such as, people with multiple scripts can rarely use anything other than paper, as nothing is effective enough, as well as people who change medications on a regular basis often find MyHealthRecord useless because of its lack of unique features.

Another meeting that I had was with an ex-pharmacist in my family, who expressed interest in the idea and helped reinforce some of our hypotheses. An insight that was provided in this interview was the question of whether e-scripts would be a competitor or partner with Pillflow, which is a valid question since e-scripts are a still emerging technology that could directly compete with pillflows ideas.

These two interviews in particular have provided good insight, which will be brought to Pillflow.

Mid-Semester Break

While it was important to me to get some much-needed rest over the mid-semester break, I also took some time to catch up on assignments, in particular, finding some more insights that could be useful for the Pillflow startup. Failing to get any responses from pharmacies from the emails we sent them, I went into the chempro next to my house to see if I could talk to any of them. Thankfully, it was relatively quiet, so I got to have a small chat with the two pharmacists working there, mainly about pain points and using some lean startup to test some hypotheses. The pharmacists reiterated pain points of slow response/update times from GPs, errors that can and have been made in the current system with paper and e-scripts, and how having a universal system of scripts, rather than either paper or digital, would be highly beneficial. Another major pain point that I was enlightened to was that, with some really small practices, they still can do handwritten scripts, which doctors are notorious for not having good handwriting. This makes pharmacists' lives difficult since they have to do follow-ups to ensure they are filling the right script. Overall, the conversation with the two from Chempro was quite insightful and helped me to test a lot more hypotheses than other stakeholders.

Apart from that, during the mid-semester break, I spent some time working on the deliverables that we would be sending to Pillflow at the end of the semester. With a good amount of research behind me, I felt it was quite easy to create SWOT & SOAR diagrams of the industry, exposing the competitors that Pillflow would need to prove themselves against. The break was well-needed to make sure we were on track for the semester.

Week 11

This week was some of the final chances we have to test assumptions, and do external research before we really needed to start collating it into something that the guys at Pillflow could easily understand and take use from. In class, we had a check-in, which unfortunately we didn't have the time to get to, but we still prepared the answer for, which allowed us a good reflection on all the effort we've put in thus far. It allowed us to reflect on our assumptions, collecting all the information into one place to see what we have found, and it also reinforced what we learnt. Finally, it also had us reflect on our next steps and what more we need to put into the upcoming weeks before the final delivery. Taking a second to step back and look at our work and our next steps has given us a fresh perspective and renewed energy to finish the semester off. This led us to one of our final meetings with the Pillflow guys, where both Viknesh and Alfred were there for the first time.

This meeting allowed us to bring a good chunk of information that we had collected a couple of weeks prior, to test our assumptions against the creators of the startup. Mainly, I brought my concerns about security, similarity to MyHealthRecord, and the competition of e-scripts to gauge their responses. Remarkably, they had concise and thoughtful responses to all of them, which gave me insight into the skills of a startup that is passionate and has already done a great amount of research. Overall, the meeting inspired my own skills as an entrepreneur, but it was also good to see them reflect on their own work.