Tata 1mg Case Study

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About 1mg

TATA 1MG are India's leading, & most-trusted online pharmacy & healthcare app. From doctor consultations on chat to online medicine delivery & lab tests at home: we have it all covered for you. They are active in 1000+ cities including Delhi, Gurgaon, Noida, Mumbai, Pune, Ahmedabad, Lucknow, Bangalore, Kolkata & many more.

Mission

1mg.com brings to you an online platform, which can be accessed for all your health needs. We are trying to make healthcare a hassle-free experience for you.

Vision

Tata 1MG envisions to make healthcare understandable, accessible and affordable

Problem Statement

Conversion improvement: Come up with a strategy to improve conversion (by 10%) of the users landing on the app (refer to Android or iOS) to a successful purchase (of medicines or health products).

User Persona

Busy Professional - EMMA

- Demographics:

Age: 30-40

Occupation: Corporate Professional

Lifestyle: Busy, limited time for health-related activities

- Pain Points:

Limited time for physical pharmacy visits.

Values convenience and quick service.

- Goals:

Fast and efficient medicine purchase.

Health product recommendations aligned with a busy lifestyle.

Caring Parent - Raj

- Demographics:

Age: 35-45

Occupation: Parent, Homemaker, or Working Professional

Lifestyle: Family-oriented, concerned about family health

- Pain Points:

Needs reliable information for family health.

Seeks discounts and bulk buying options.

- Goals:

Access to a wide range of family health products.

Child-specific medicine recommendations.

Senior Citizen - Mr. Patel

- Demographics:

Age: 65+

Occupation: Retired

Lifestyle: Relaxed, health-conscious

- Pain Points:

May have difficulty with technology.

Requires clear and detailed health information.

- Goals:

Easy navigation and user-friendly interface.

Access to a range of health products suitable for seniors.

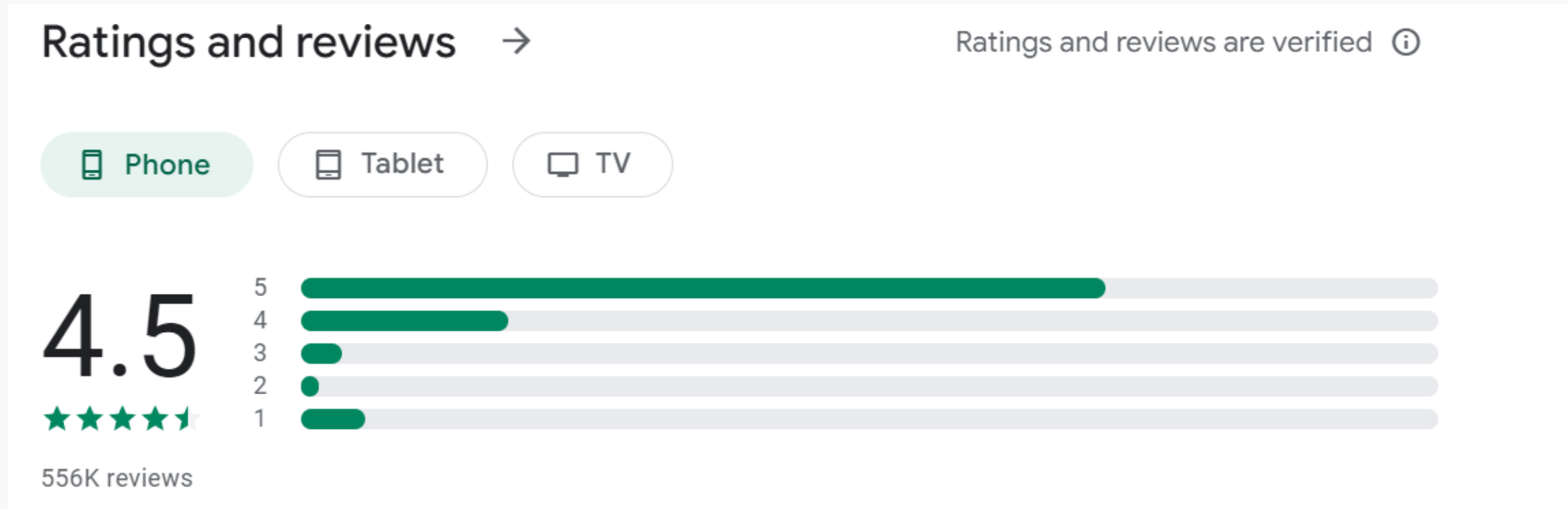## Chronic illness - Sarah

- Pain Points:

Time Constraints: Balancing a demanding job and chronic illness management is a struggle.

Medication Complexity: Managing multiple medications and adherence is challenging.

- Goals:

Effective Health Management: Sarah seeks seamless solutions to manage her chronic illness, integrating it into her busy lifestyle.

User Feedback

Ratings and reviews →   Ratings and reviews are verified ⓘ

Phone   Tablet   TV

4.5
★★★★☆
556K reviews

5
4
3
2
1

Positive Feedback:
 - Swift delivery
 - Convenient ordering
 - Responsive customer support
 - Improved convenience for ordering medicines

Negative Feedback:
 - Delayed deliveries
 - Issues with order tracking
 - Communication problems with customer support
 - Concerns about order cancellations

Specific Issues Raised:
 - Wrong product delivered
 - Challenges with prescription upload
 - Price discrepancies between logged-in and guest users
 - App showing discontinued or out-of-stock items

Solutions

Discount on Recurring Orders

- Objective: Encourage recurring orders and foster customer loyalty.
  Solution: Discount on Future Orders
- How it Works: Customers earn a percentage-based discount on their next order for every recurring purchase.
- Key Features:
  - Incremental Discounts: Gradually increase the discount percentage with each consecutive recurring order, creating an incentive for continued loyalty.
  - Automated Redemption: Discounts are automatically applied at checkout based on the customer's recurring order history.
  - Customizable Thresholds: Set specific order thresholds to unlock higher discounts, encouraging customers to increase their order frequency.
-- Benefits:
  - Customer Loyalty: Encourages customers to stick with your service for long-term benefits.
  - Increased Order Frequency: Motivates customers to place orders more frequently to enjoy growing discounts.

Next Steps:

- Promote the recurring order discount program through marketing channels.
- Monitor customer engagement and adjust discount levels as needed.

Solutions

Creating Product Bundles

- Objective: Create attractive bundles that combine complementary health devices and offer discounts.
- Implementation:
  - Bundle Selection: Combine products like fitness trackers with smart scales or blood pressure monitors with wellness apps.
- Discount Application:
  - Apply discounts for purchasing bundled products together, providing customers with cost savings.
- Benefits:
  - Encourage Multiple Purchases: Motivate customers to buy multiple devices, maximizing the value of their purchase.
  - Enhanced Product Utilization: Promote the simultaneous use of complementary devices for a holistic health monitoring experience.
- Next Steps:
  - Educate on Bundle Benefits: Communicate cost savings and enhanced health monitoring capabilities.
  - Create Limited-Time Promotions: Introduce urgency with limited-time promotions for bundled products.

Solutions

Progressive Permission Requests

Rather than presenting users with a barrage of permission requests upfront, adopt a progressive approach. Gradually request permissions as users engage with different features within the app.

1. Minimal Initial Permissions:

   - Ask for only essential permissions required for the core functionality during the initial app setup.

2. Contextual Permission Requests:

   - Introduce additional permissions as users explore specific features.

   - Allow users to opt-out or postpone the permission request if they wish.

3. Permission Management Section:

   - Create a dedicated section within the app settings where users can manage and review granted permissions.

   - Allow users to modify their preferences easily.