

## 1. Portable Healthcare insurance

- A healthcare insurance giant has decided to disrupt the industry by making healthcare insurance portable across insurance providers giving continuity to consumers to access democratize health insurance.
- This would position the insurance giant as industry leader and helps offer accurate insurance premium and cover risks reasonably well, allow new entrants with innovative solutions to enter the market without much entry barriers.
- Consumers can have insurance from Provider X for a period of 2 years and shift portably to Provider Y, without losing the benefits of continuity as data from previous Provider X is now sharable with Provider Y and also make these documents accessible to physicians, doctors.
- Challenges the Insurance giant facing
  - Always updated & Tamper proof medical records
  - Accessible anywhere by any hospital, physician in quickest possible way
  - Collecting analytics to understand the pattern of using of Medical data
  - Incentivise for putting and using data from this system
- The healthcare insurance has hired you to head the engineering, help solve the problem

## 2. Hospital & Physicians aggregator & appointment booking app

- Doctors Guild wants to build competing platform against Practo, only difference is this will be an open platform, so that it is accessible to anyone freely
- The challenge is to keep the data verified and genuine as trust is a key thing of such a platform
- Platform has to offer services for assessing health issues, finding the right doctor, booking diagnostic tests, obtaining medicines, maintain storing health records
- You have been hired to assist the guild, solve it for them

## 3. Digital transformation of Goldy's gym

- Fitness has been latest craze and scaling the services while retaining the quality has become unprecedented issue for Goldy's gym management
- Gym wants to offer better experience to its consumers by digitally transforming to improve retention of its consumers while reduces its reliance on start trainers & assistants
- Gym also wants to maintain a direct & personal relationship with its consumers
- You have been hired to consult and transform their business to a new digital world
- Turn things around for them

## 4. Healthcare specialized Payment Wallet system

- You all know PayTM, now we want a special focus on health care financial platform similar to it
- Helps find best rates for medications, medical services
- Offers bundled services easily available and rewards for every payment
- This is like Amazon & PayTM combined but specialized for Healthcare
- You are expected build the digital platform for such a healthcare financial platform and keep the accounting books in profit
- By building digital platform, you are expected to make this vision come true and help the organization dominate healthcare financial for common man's healthcare needs and go cashless

## **5. System for Detecting & Intervene for Medical data**

- Digital System in Medicare & Hospital have opened opportunity to gather as much data as possible from patients
- However making correct sense of the data is yet to be improved
- You are hired by a Popular Hospital Network to help them make sense of this data, which will help the Hospital to improve its scale and efficiency
- You need to build platform which allows data collection, detect anomaly & help identify interventions
- Interventions will optimize productive time of physicists, paramedics and other medical services offered by the Hospital
- The platform also have to ensure privacy and anonymously in processing of the data

## **6. Knowledge base system for Clinical Trials & Research firms**

- System, which crowdsources knowledge base for Clinical Trials industry and helps researchers find knowledge, link data, document, publications, videos with the knowledge
- Organization should be able to easily file their regulatory reports using the harvested clinical trials data
- Identify any anomaly, newer patterns in the data
- Platform should be scalable seamlessly to feed in newer ways to analyze the clinical data
- Can you help them solve the problem

## **7. Tribal Knowledge**

- Increase capability and leverage the tribal knowledge of projects within an organisation

- People in organisations have a lot of experiences across projects this is mostly not accessible to others. We also know that perhaps 60% of problems overlap across projects. Yet the sharing is minimal.
- The issue seems to be at both ends and in the middle: adding stuff is cumbersome, categorisation is awful and finding stuff is irrelevant
- Turn this around

## 8. Oracle

- Reduce time to resolve and solution errors in a help desk
- There is this company that runs an IT help desk. When they were small, they had a bunch of really good folks at the front line interacting with customers and solving their problems. However they are seeing a rather large scale and are scrambling to get in new people. These new folks don't have the same experience.
- So when people report problems, unless it is a cut and dried one that is simple the new folks either escalate or give a wrong solution. This is hurting the company. Their CSAT scores are going downhill.
- Turn this around

## 9. The Matchmaker

- This is a problem that we are familiar with in the IT services industry, we have a lot of people but finding the right profiles for a requirement is a challenge even if the right people are in the company. Sometimes because we don't have the exact matching skills, other times they are engaged on projects that don't need their skills, but most of the times because they do not update their profiles.
- The second challenge is that different customers want to see different summary resumes of people profiles based on their specific needs like skill-sets, experience, locations and so on. Maintaining so many resumes is a pain. It is always a scramble to have people reformat their resume at the last minute for some template that suits the customer.
- Help solve this

## 10. Slack type Team collaboration platform

- You all know what Slack does. Now design a similar tool that can be used in your organisation for team communication.
- The key idea that makes tools like this work is if the tool is embedded into your work. So for example, think of a stand-up meeting or builds or releases. How would a tool like this come together.
- Why is Slack more convenient than visiting a website? Why is it more convenient than email?

## 11. Olber

- A friend of yours, a rich one, has the bright idea of creating a car hailing service to rival Ola and Uber.
- A daft idea you may say, but hey her dad has a lot of money and is willing to make his daughter succeed.
- She asks you to lead the architecture. Now make it succeed.

## 12. AirCool

- A Production Unit of an established brand of Air Conditioners requires :
  - Improving the quality of goods been produced by eliminating defects and reducing variability
  - Cutting manufacturing costs by:
    - going for suitably priced quality raw materials from several suppliers
    - Completely automate the production process - so that defects, leakages and wastages can be prevented
  - Increase efficiency and as well as address the demand on volumes
- Can you help the organization build such a s system

## 13. Freshies

- An upcoming brand on Organic & Fresh Groceries (including Milk Products) requires to sell & deliver to consumers in various cities:
  - They need to partner with Several Suppliers and deliver these goods on time (as most of daily consumables are perishable)
  - Mechanism to buy off the shelf and pre-book certain products for a longer period such as a Fortnight, Month, Quarter, Half Year or for a Year - having different pricing / discount options.
  - Appropriate offers and loyalty programs must be provisioned to attract and retain the consumers.
  - Orders by consumers can be generated on Mobile App, Web Portal, or Phone.
  - Must make minimum 15% margins on all products to ensure business sustenance and growth.
  - Handle Tax implications wrt various products
  - Handle consumer feedback and complaints

## 14. Online Fashion Retail startup

- A group of fashion industry veterans have decided to launch their own online Fashion retail ecommerce system
- The groups owns its own brands as well franchises many popular brands

- The portal is expected to solve the end to end problems of fashion retailing, beginning from designers, garments, distribution, online product catalogue & ordering system, delivery & returns management etc.,
- You are expected to head the digital engineering and help them realize their goals
- Can you help them delivery this in a quickest and evolvable business

## 15. E-Play

- Must allow users to book seats / tickets to any event happening around the city
- It covers a multitude of events—from Movies to theatre to sports to any entertainment activities.
- The App and system must cover the complete Engagement and Booking Flow with appropriate confirmations through mail, SMS notifications and E-Tickets on their app.
- Must have a system for viewing and giving recommendations with complete user identity
- Seat information must be in real time and blocking mechanisms should exist from 1 hrs to 24 hrs depending upon arrangement with the event host partner.
- Preferential Pricing for Loyal consumers, Discounts, Offers must be provisioned

## 16. Manoranjan

- Should be able to stream media content such as Movies, TV Episodes, Seasons and Series, Documentaries and Live Content
- Subscription based model - Monthly, Quarterly, Half Yearly and Yearly.
- Capabilities such as Watched History, Watch Later etc must be provisioned
- Ability for offline viewing should be enabled for subscribed users

## 17. Agromap

- Content and Knowledge curation for agriculture data for every geographical location range
- Crowdsourced way of curating the data
- Data can be around key specific category
  - Irrigation
  - Ground water
  - Weather knowledge
  - Soil character
  - Geographic speciality
  - Infection, pests
  - Transport & Market availability
  - Labour
- The solution should be reachable, accessible to villagers, who may not have access to internet, smartphones
- The data has to be digitally available to curate, search and enhance (like in wikipedia)

