scRpt-O Patent Pending

Pharmacy

Delighters
Goes beyond what's expected
Increases customer satisfaction

Performance
Satisfaction ∝ Performance
More is better

Basic = Must Haves
What's expected from a Healthcare app?

High Satisfaction

Low Satisfaction

Characteristic Absent

Characteristic Present

Industry Average

Excitement

Performance

Basic

State of the art software at Zero cost
Targeted advertising
Customisable target market reach
Personalized recommendations based on past orders
End-to-end fulfilment from the couch
Medical practitioner booking
Opt-In medication specific reminders
Exclusive deals & discounts
No queueing
Paper Script orchestration to pharmacy
eScript integration
Verified users

Loyalty program benefits
Lifestyle benefits
Revenue uplift
Access to non-captive customers
Featured pharmacy (Geolocation)
Hastle free

Monthly reminders SMS
In store queueing for collection and payment
Paid and free delivery for existing clients with scripts at the pharmacy
eScript to pharmacy orchestration
No paper script orchestration
Current Market Offering
Pharmacy specific app or service

Secure PI
Lifestyle enhancing
Ease of use
Offline functionality
Getting started video
Support

Kano Model

The Kano diagram is a simple but powerful way of understanding how different features in our app contribute to user satisfaction.

The Kano model helps us prioritize features based on how they're perceived by users. It breaks them into three main categories:
- **Basic Needs** – These are must-haves. Users expect them, and if they're missing, satisfaction drops—but having them doesn't necessarily impress.
- **Performance Features** – The more we deliver on these, the more satisfied users are. These directly affect how users perceive value.
- **Delighters** – These are unexpected features that pleasantly surprise users. They're not essential, but they leave a lasting impression and can really set us apart.

By using this framework, we're making sure we build what truly matters to our users—not just what we think they want."

Here's how we've mapped our app's features based on feedback and expectations. This helps us prioritize development and make sure we're hitting the right balance between expected functionality and innovation.