Increase Engagement and Monetization Features for PharmEasy
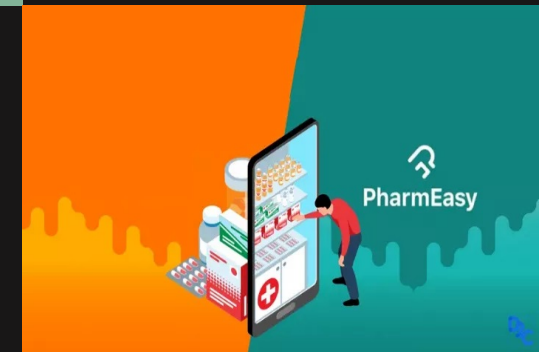
'PharmEasy, PharmEasy, Take it easy PharmEasy'

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IIT Guwahati
Roll No. -190122057

Goal -

Launch new features on PharmEasy to acquire new users and engage them on the platform and build trust among users by providing better facilities.
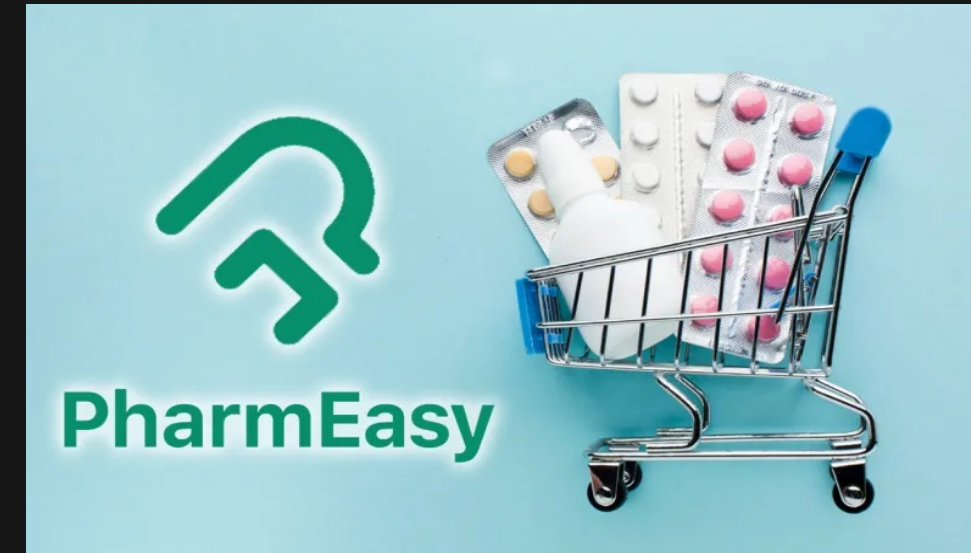
About PharmEasy

PharmEasy is one of India's top online pharmacy apps.

You can **purchase medicines online** & get it delivered to your home within 24-48 hours.
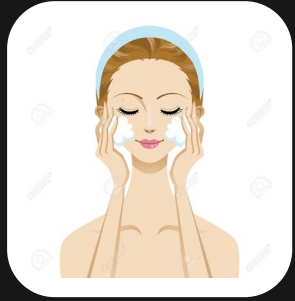Presently, PharmEasy widens its supplies to nearly 98% of the Indian pin codes.

PharmEasy has served over 50 lakh families for **ordering medicines online** & for booking diagnostic tests.

Revenue - Rs 2,360 cr

1 million patients for their pharmacy and diagnostics needs, conducts **over 3 lakh consultations**, and **issues over 1 million digital prescriptions** on a monthly basis

Services They Provide

Skin Care

Health Care

Devices & Lab Tests

Baby & Mom Care

Home Care

Ayurvedic Care

Competitors

netmeds.com
India Ki Apni Pharmacy

Hello Heart

TATA 1mg

Apollo PHARMACY

Myra Medicines

Shrawan
Student
Delhi
22

Goal – Wants to recover his health by consuming better diet and fruits while having any particular disease.

Pain Points –

Don't know what to eat while going through particular disease.
Its hard to find validated Information on google so, he cant rely on it.

Arpita
Businessman
Bangalore
34

Goal – Saving the time by taking a better online consultation.

Pain Points –

- There is no option for doctor's consultation before ordering the medicines (A proper online check-up)
- She wants to go for the best doctor's consultation.
- Wants to go for video call consultation through the app.
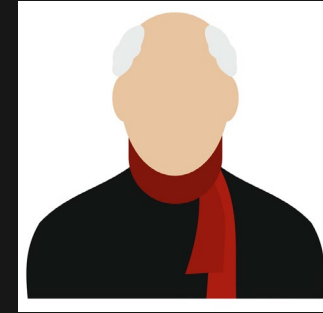
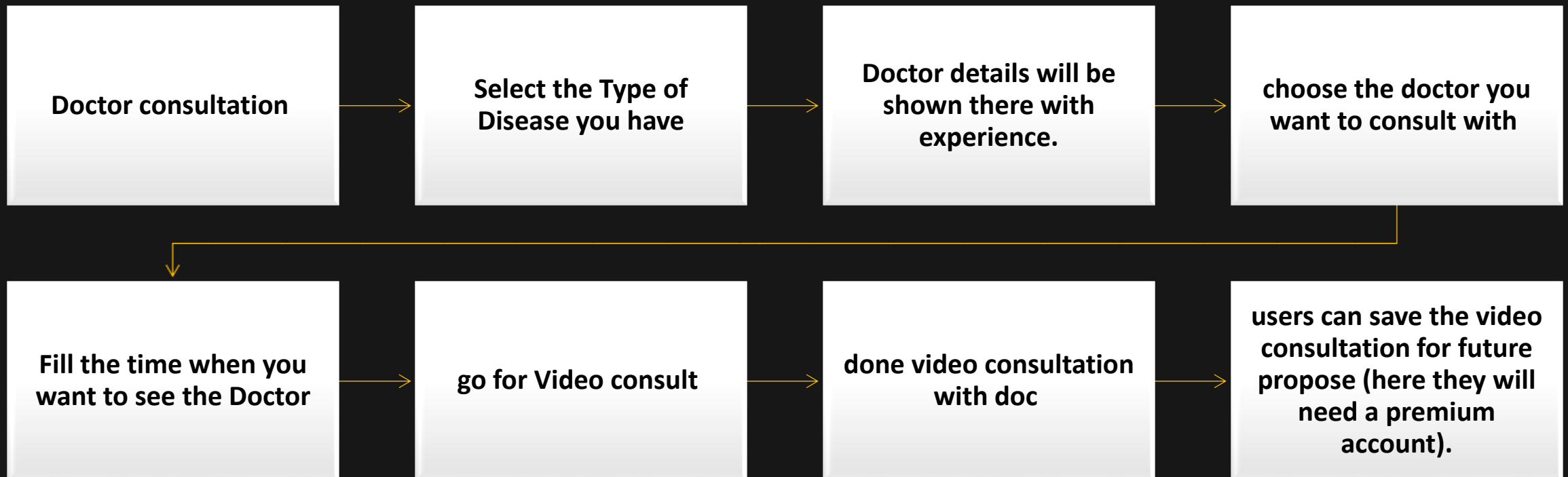**Ramdhan**
Retired teacher
Mumbai
60

Goal – To book online appointment for an in-person check-up.

Pain Points –

- At his age he can't explain properly what is he actually going through so want to go for in-person check-up.

- Hard to find the doctor's address and book an appointment.

Feature 1 – Doctor Consultation

- User can now **take online consultation by** the doctor who they wants to consult with on the app.

- Adding **Video call feature for consultation** on app.

- After done with Video call with Doctor, User **can save the video in the app** itself by categorized, which can help me later in case if he needs to be look into what the doctor told him about medicine, health-hygiene and proper diet etc.

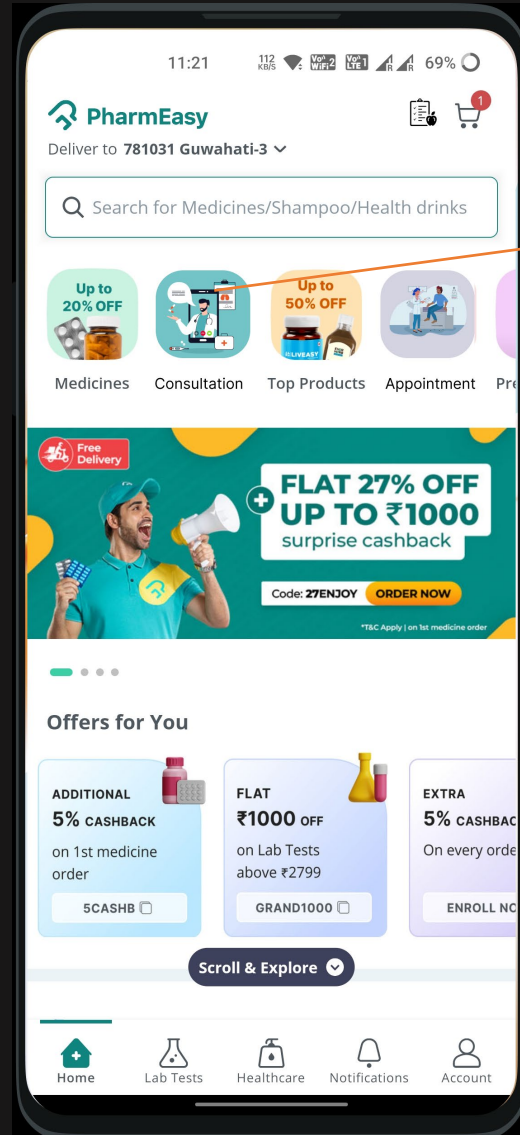|			
Doctor consultation	**Select the Type of Disease you have**	**Doctor details will be shown there with experience.**	**choose the doctor you want to consult with**
Fill the time when you want to see the Doctor	**go for Video consult**	**done video consultation with doc**	**users can save the video consultation for future propose (here they will need a premium account).**

Extra - If they have some disease where they want a regular check-up, they can go for their particular doctor daily whenever they want (they will need a premium to access this)
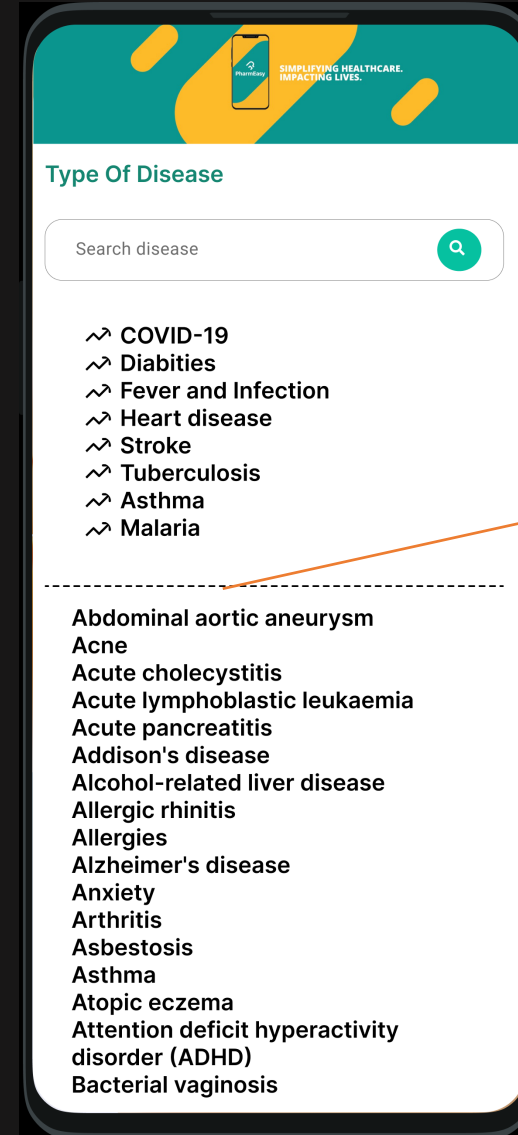
Pros	Cons
User can save their time by taking online consultation.	Quality of Video consultation depends on a Wi-Fi connection or a good network.
No need to wait in long queue for check-up.	A physical check-up of body couldn't possible which may lead to wrong prescription.
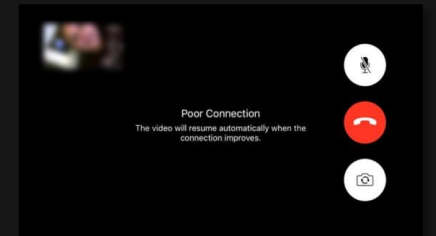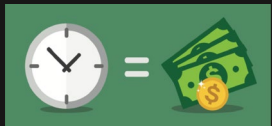
Feature 1 – Doctor Consultation (Wire-Frames)

Click on this button for an online Doctor consultation

Type Of Disease

Search disease

- COVID-19
- Diabities
- Fever and Infection
- Heart disease
- Stroke
- Tuberculosis
- Asthma
- Malaria

Abdominal aortic aneurysm
Acne
Acute cholecystitis
Acute lymphoblastic leukaemia
Acute pancreatitis
Addison's disease
Alcohol-related liver disease
Allergic rhinitis
Allergies
Alzheimer's disease
Anxiety
Arthritis
Asbestosis
Asthma
Atopic eczema
Attention deficit hyperactivity disorder (ADHD)
Bacterial vaginosis

select the type of disease you have Based on that doctors detail will be filtered out and shown to you

Feature 1 – Doctor Consultation (Wire-Frames)

Doctor Details :

Dr. Mohan
MD Specialist
8 years experience
Delhi

Book Now !

Dr. Sneha
MD Specialist
5 years experience
Jaipur

Book Now !

Dr. Nidhi
MD Specialist
7 years experience
Mumbai

Book Now !

Dr. Ashok
MD Specialist
11 years experience
Bangalore

Book Now !

Go with the doctor you want to consult with

Your Doctor :

Dr. Mohan
MD Specialist
8 years experience
Delhi

What you are actually going through? (Optional)

Description -

11   30   AM PM

Confirm

If you are facing some other problems while having the disease just let your doctor know so he will consult you in best way possible

Fill the time you want to see the Doctor and Confirm your Online Consultation

<u>Feature 2 –</u> <u>Health Diet Planner</u>

- People can search for **proper health diet validated by specialist** for particular disease they have.

- After their Purchase we have the data about the medicines they bought. Basis on that we know what disease they have so we after their purchase we can pop a page of **"what diet they should go for"**.

- We can **partnership with Blinkit or BigBasket** to sell the Fruits and Healthy Diet Foods to user by claiming that the products are well hygiene.

- As those platforms don't claim the health-hygiene products so it can raise a issue against this feature so, we can sell through our app just like we selling other product.

Feature 2 – Health Diet Planner (Wire-Frames)
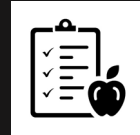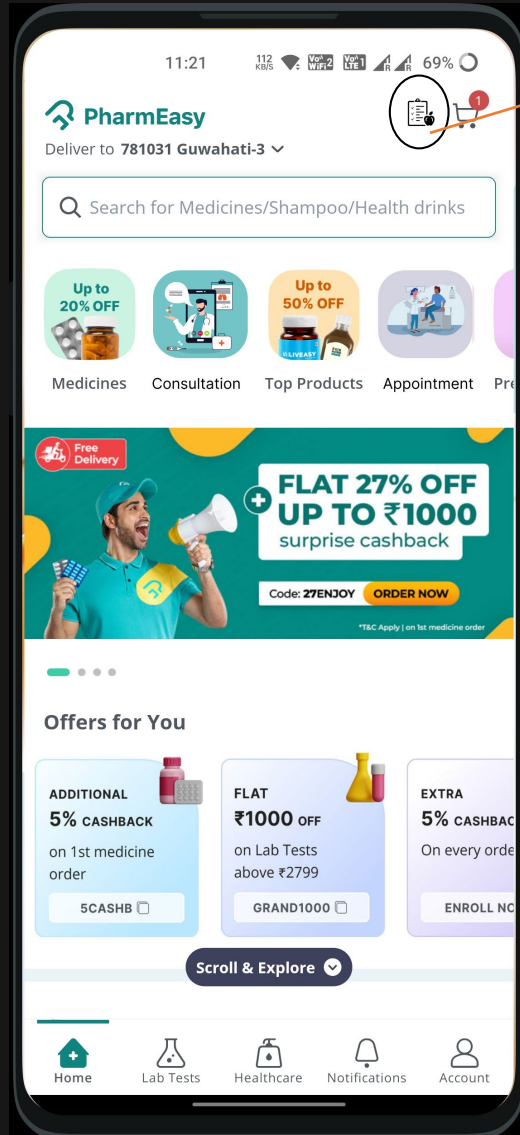
Select the disease you have
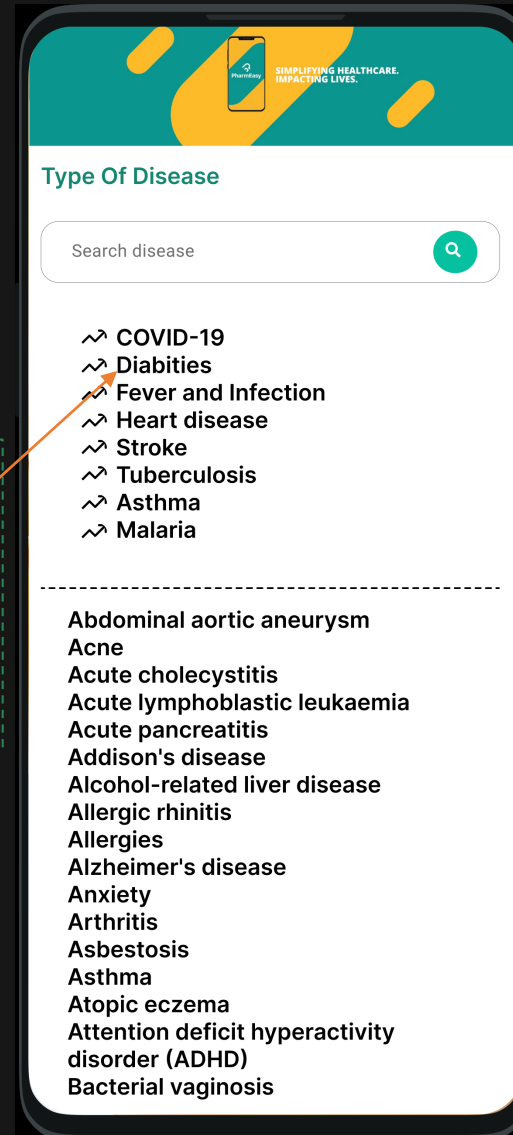
Your health diet is ready
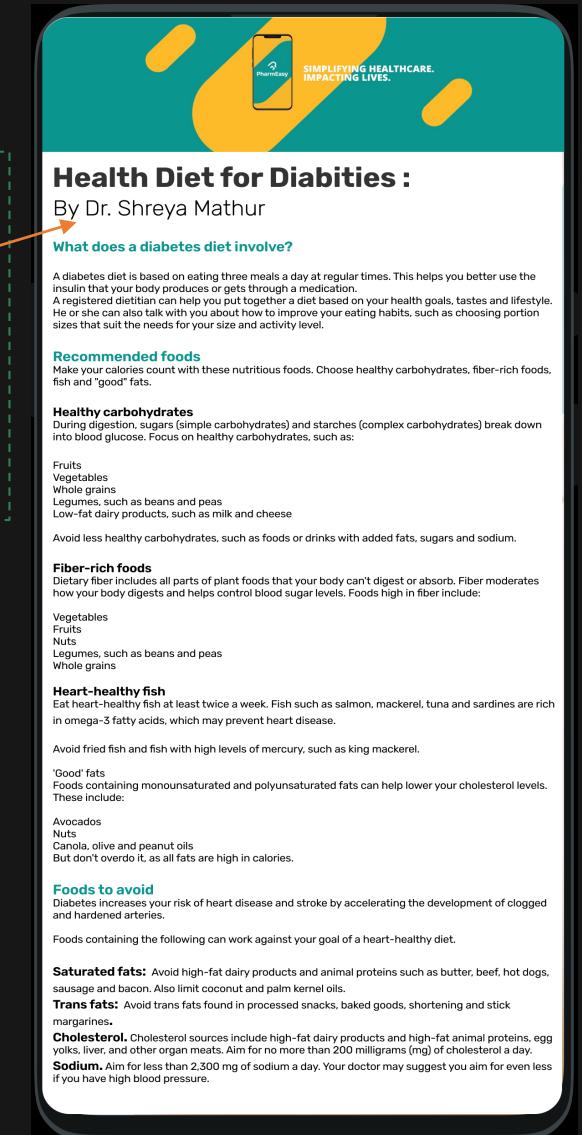
Feature 3 – Book Appointment

- User can book an appointment to meet the doctor in-person.

- **Filled slots and yet to fill slots** will be shown there.

- **Doctor's address will be provided there,** and they can **directly search and connect the address to G-Map via app**.

Pros	Cons
No rush for the offline appointment.	They do not find the specialist in their area for some disease.

Time	Time slot available
Fill	Fill the time slot you want to book
Type	Type of Disease
Details	Doctor details will be shown there with experience
Choose	choose the doctor you want to consult with
Book	Book your in-person check-up appointment
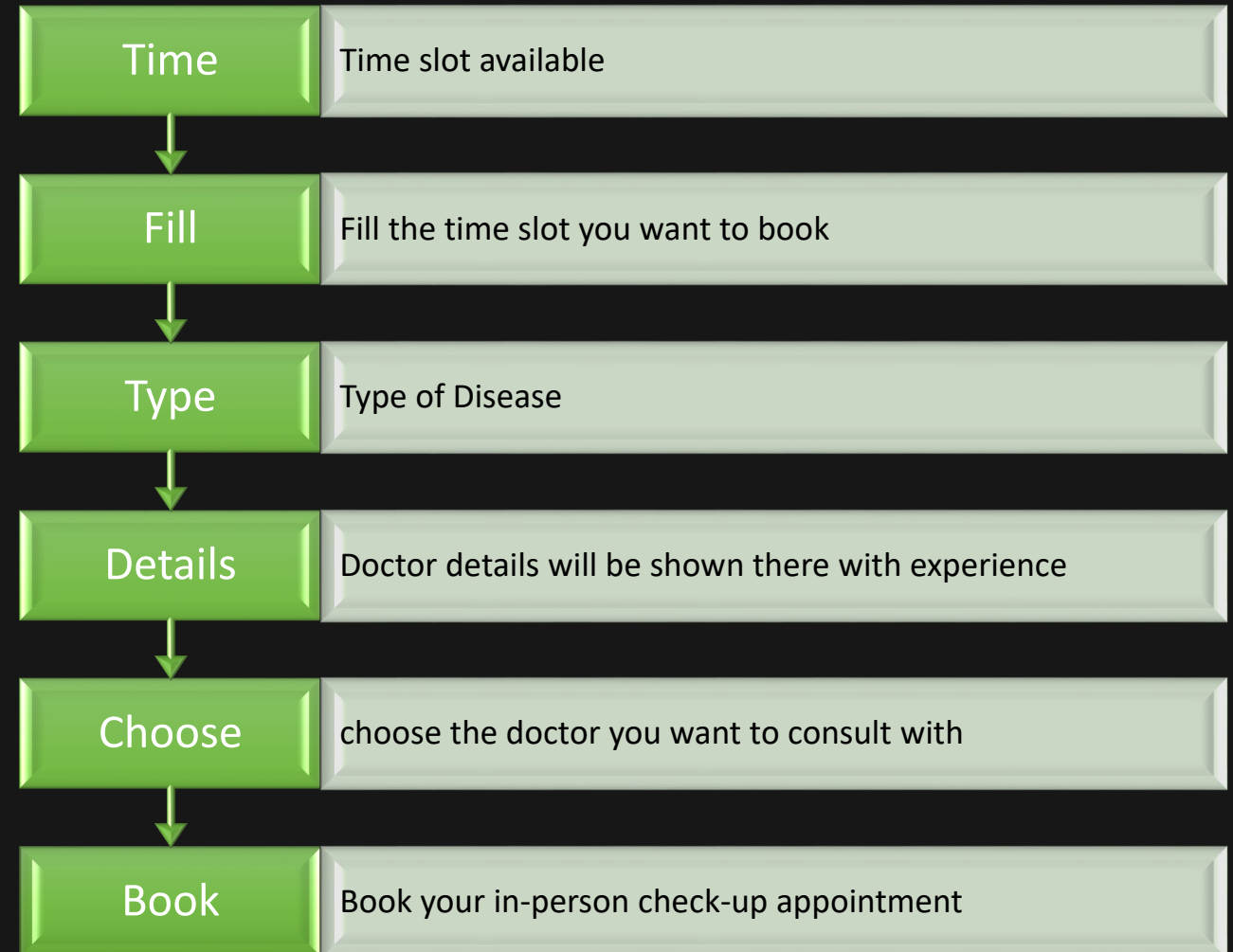
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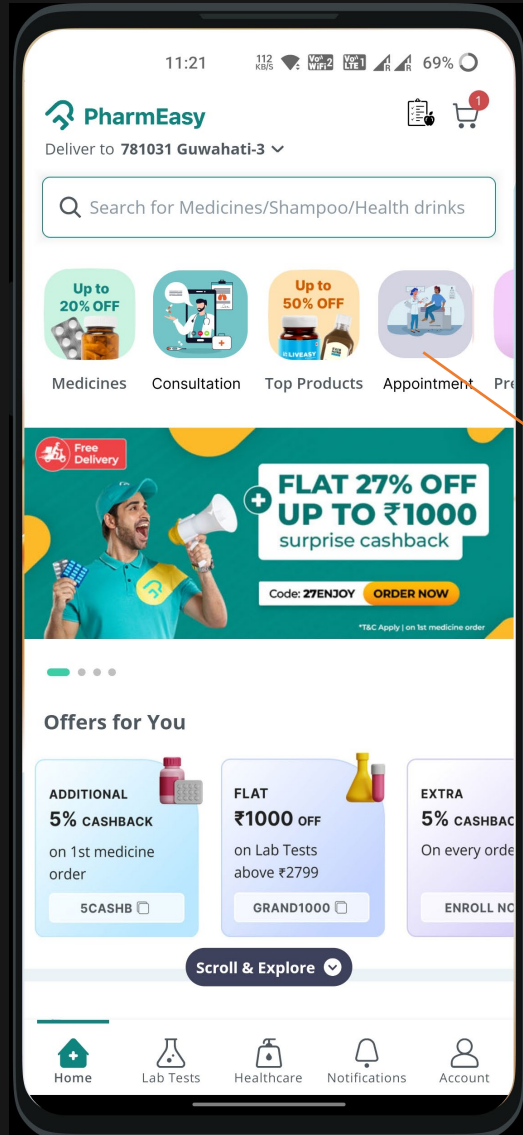
Click on this button to Book an offline appointment with Doctor

Fill the Date and Time you want to see the Doctor

Feature 3 – Book Appointment (Wire-Frames)

Type Of Disease

Search disease 🔍

- COVID-19
- Diabities
- Fever and Infection
- Heart disease
- Stroke
- Tuberculosis
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- Malaria

Abdominal aortic aneurysm
Acne
Acute cholecystitis
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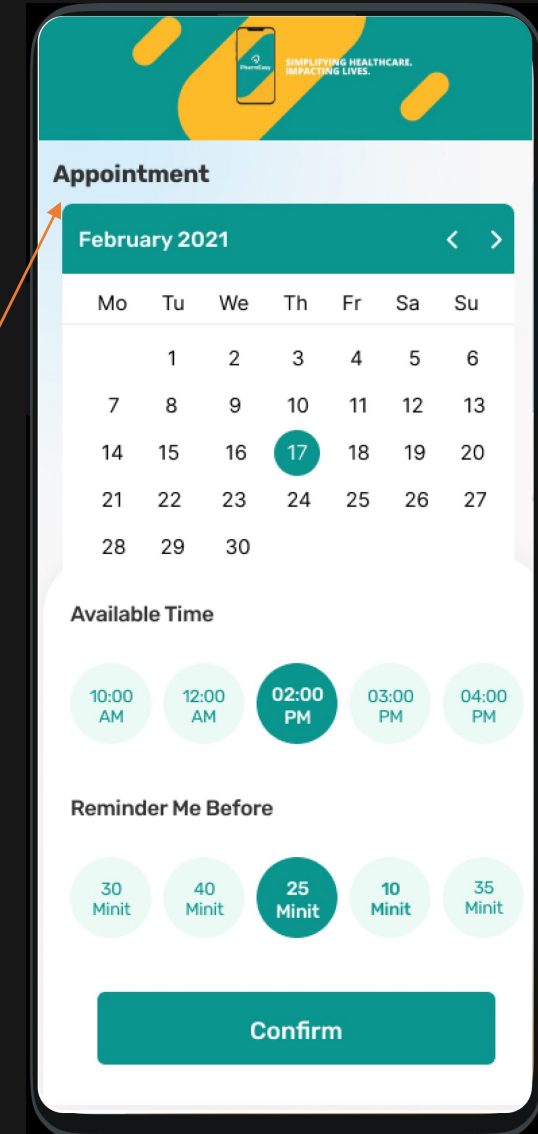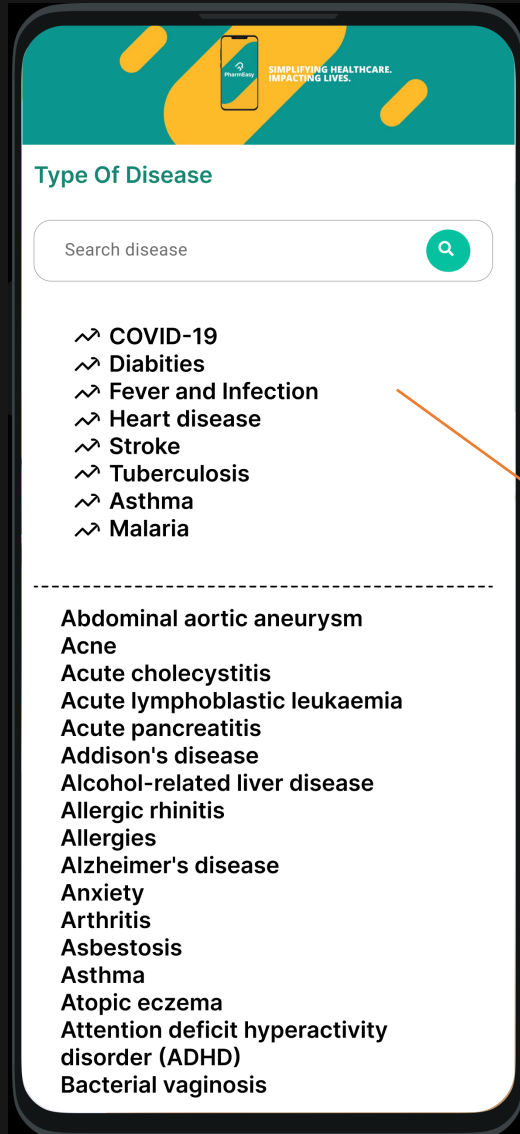Bacterial vaginosis

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MD Specialist
8 years experience

Choudhury Complex
AK Azad Road Rehabari
Guwahati

Book Now !

Dr. Sneha
MD Specialist
5 years experience

Apollo Clinic, Opp Bora
Service, Ulubari, G S
Road, Guwahati

Book Now !

Dr. Nidhi
MD Specialist
7 years experience

MEDICITY GUWAHATI,
HATIGAON MAIN ROAD,
NEAR, Sewali Path,
Guwahati

Book Now !

Dr. Ashok Kabra
MD Specialist
11 years experience

55, Kabra's Clinic, BR
Phukan Rd, Guwahati

Book Now !

CONFIRM

Go with the doctor you want to consult with

Confirm your booking

<u>RICE Metric</u>

Feature	Reach (Out of 10)	Impact (Out of 10)	Confidence	Effort (Out of 10)	Score	Prioritization
Video Consultation	9	9	90%	9	810	1st
Health Diet Planner	7	8	70%	7	560	3rd
Book Appointment	8	9	85%	9	680	2nd

	Happiness	**Engagement**	**Adoption**	**Retention**	**Task**
Goals	Customer finds the app useful and easy to use.	Customer finds app very useful and continues using it on a regular basis.	New customer see the value in the product or new feature and use it.	Customers keep using the app and remain as customers.	Customers complete their tasks easily and quickly.
Signals	• Responding to surveys. • Leaving 5-star ratings. • Leaving positive feedback.	• Returns on a daily basis.	• Downloads and signs up for the app. • Uses new features.	• Continues to use the app after 3 months. • Remains a customer after the 12 months.	• Find actions and complete them quickly.
Metric	• Net promoter scorer. • Customer satisfaction rating. • Number of 5-Star ratings.	• Average number of sessions. • Frequency of return. • Number of actions in app.	• Number of downloads. • Number of registrations. • Feature adoption.	• Churn rate. • Renewal rate.	• Exit and bounce rate. • Crash rate. • Time in app.

Go-To-Market Strategy :

Exploring all the features available on PharmEasy app. Understanding user pain points, preferences, and behavior. Conducting surveys and personal interviews along with Competitor analysis.

Market Research

Developed Beta version of the features which will be released to a small sample of user stories collect initial performance data and user feedback ensuring remarkable Health journey.

Beta Launch

Release of final version of all the features. Improvements will be advertised and communicated to users through notifications and app update information.

Final Release

Feature development

Design and Technical development of the features like addition of Doctor Consultation, Health Diet etc. Feature development will be based on user stories.

Feedback

Based on the feedback collected beta version will be improved and final version of the features will be developed for the final release.

Thank You