TATA 1mg

Product case study

by:

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Problem Overview

How to increase user retention/engagement on Tata 1mg?

Online Pharmacy Sector overview

- Virtual-based teleconsultations are replacing in-person medical appointments, resulting in the creation of digital prescriptions.
- Doctors are now choosing e-prescriptions to provide patients with simple access to drugs through the use of e-prescriptions.
- The e-pharmacy bypasses the lengthy distribution chain and immediately delivers medicine to the end consumer at a lower cost.

Tata 1mg Overview

- Offers a wide range of services such as e-pharmacy, diagnostics, e-consultation, and health content.
- Specializes in 5-hour rapid delivery.
- Has a supply network from certified and recognized pharmacies in over 1000 places across India.
- Aside from online diagnostic test scheduling, provides three cutting-edge diagnostics laboratories.

Overall Business Goal

Through a comprehensive website and mobile app, the company's objective is to make healthcare accessible, intelligible, and inexpensive for one billion Indians.

Problem Definition

- Figuring out where maximum drop-off occurs in the buying journey.
- 2-3 Product features to solve for user retention.
- Figma Wireframe.
- Success Metrics for the Product.

Competitors

PharmEasy

practo

netmeds.com
India Ki Pharmacy

HEALTHKART

Apollo 24|7

User Persona



Rajat
38 years, UP



Priyanka
24 years, New Delhi



Rachit
68 years, Kolkata

Context

Rajat is a software engineer. He lives alone in Banglore, and his parents live in a town named Meerut.

Priyanka is staying in the hostel and pursuing a Ph.D. Extensively uses the internet in almost all aspects of everyday life.

Rachit is a local shop owner in Kolkata. Fixed in his ways and still skeptical about consulting doctors online.

Pain Points

- The order takes a lot of time to get delivered, and can't afford premium features just for occasional medicine.
- Sometimes medicine delivered is different from the prescription.

- Be informed about the specialists she is consulting online.
- Option to choose whom she wants to consult.

- Doesn't understand Hindi and is hence limited to only English content.
- Not able to find content specific to his local language.

Research Methodology: The pain points were taken from the Google Play Store reviews, m.mouthshut.com reviews, Quora's answers of the Tata 1mg Users.

Current User Journey

User drop-off points

The user registers and becomes acquainted with the app and its features.

The user examines the healthcare information, which is entirely in Hindi or English.

The user wants to order drugs and searches for them based on their needs. If necessary, adds a prescription.

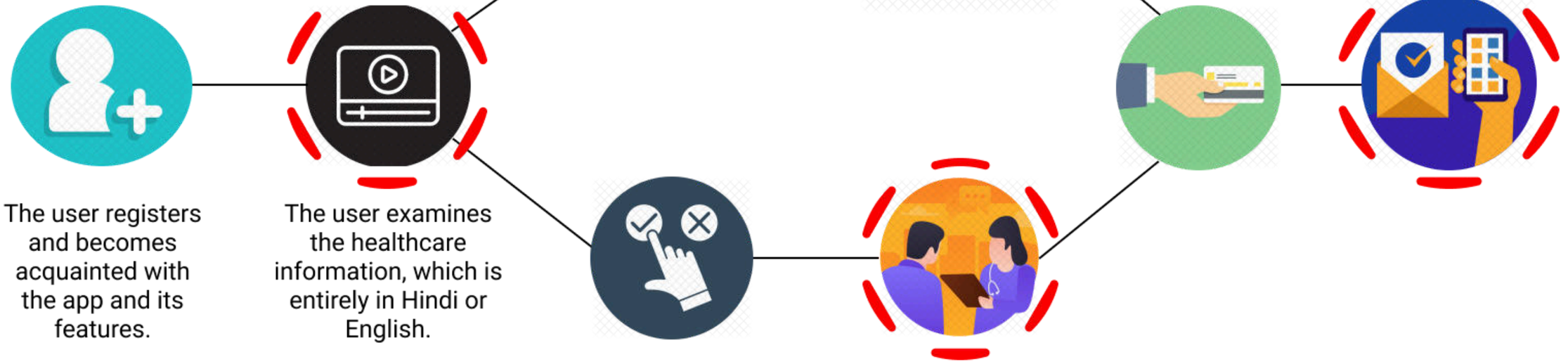
The user wishes to schedule an e-consultation and selects the symptoms.

The user adds the necessary products to the cart and specifies the delivery address and time.

The time and physician are pre-selected, however, the mode must be chosen by the user.

The user pays for the order using the preferred payment option - card/UPI/ COD/etc.

The user's account is updated with delivery data.



Feature # 1

Same day Delivery

Context

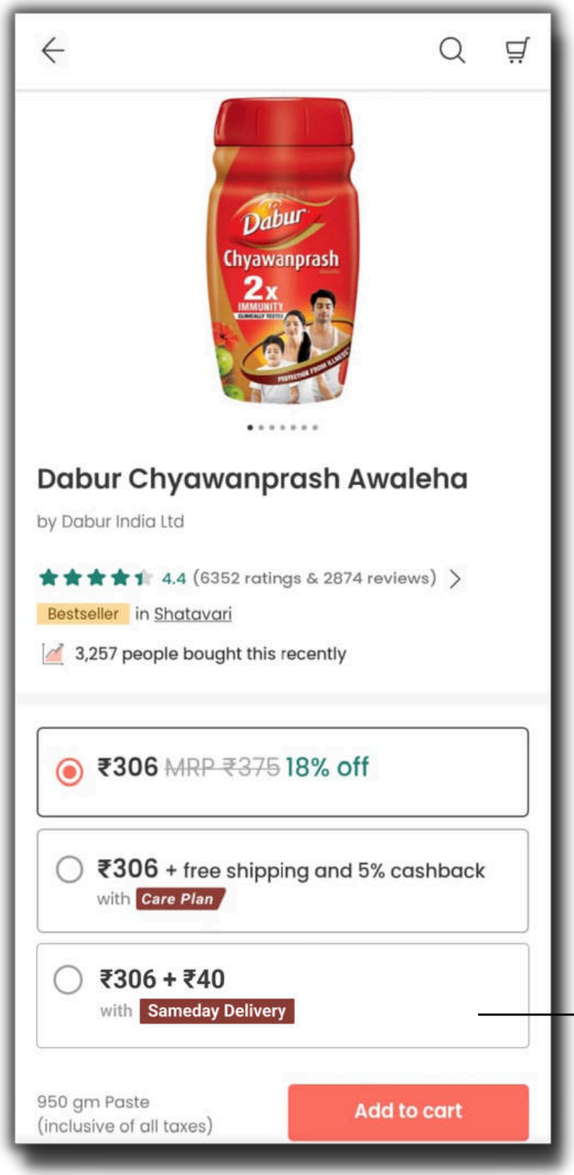
- According to the CSA report, 24% said more than one in ten orders are not delivered on the first try.
- One out of every ten people will publish a bad comment on social media, and virtually all consumers (93 percent) claim they read reviews before making a purchase.
- Only three unfavorable reviews were said to have turned away roughly six out of ten potential buyers.

Feature Description

- Tata 1mg can provide Same-Day Shipping to those who are ready to pay an additional delivery fee.
- The user will pick the same-day delivery option and pay an additional same-day delivery fee to receive the drug on the same day.
- The user must specify an address and a delivery pickup time.
- Here, the user must check out and pay according to his preferences, and he will receive his medication the same day.

Expected Impact

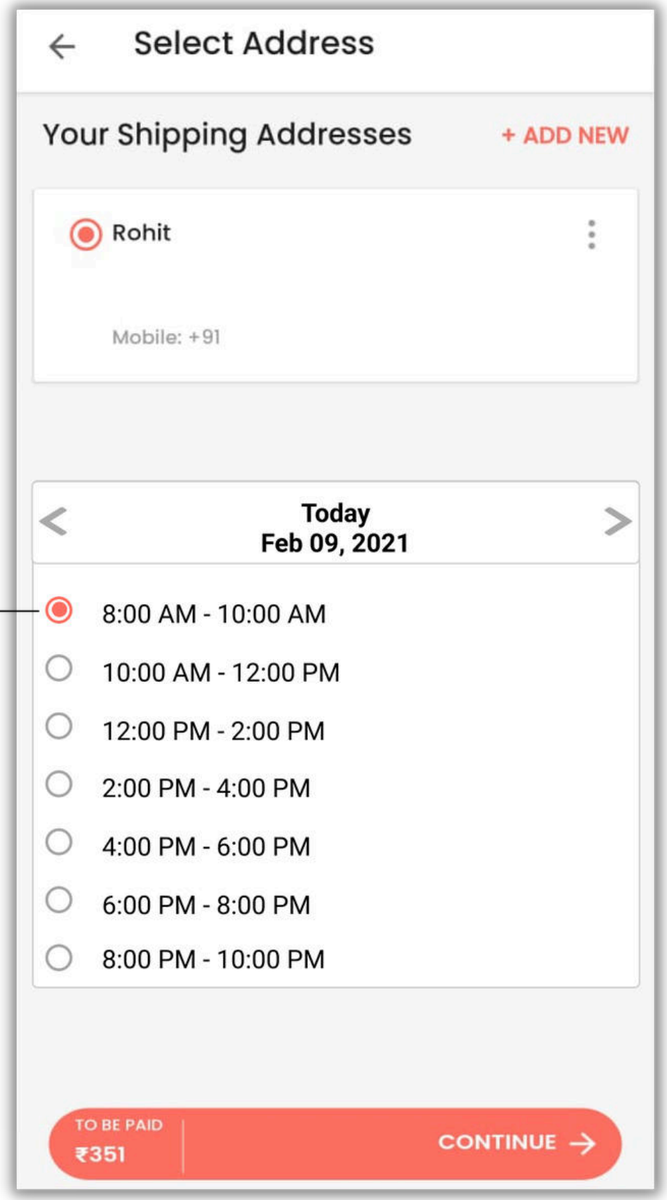
- In an emergency, this will allow patients to obtain medications and other healthcare products quickly.
- It will improve Tata 1mg's revenue since it will be able to charge additional delivery fees for faster delivery.
- Because of the quick delivery, we will be able to boost retention.

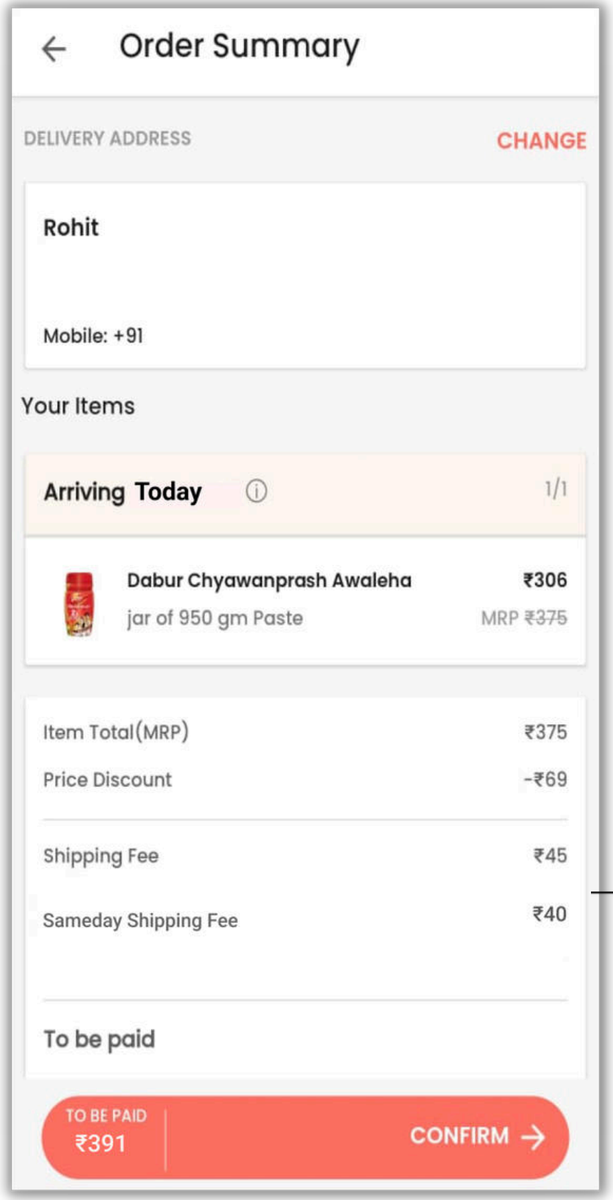


Feature # 1

Same day Delivery

The user can specify the address and the time of delivery.





The user can check out and pay according to his preferences, and he/she will receive his/her medication the same day.

Feature # 2

Select Your Doctor

Context

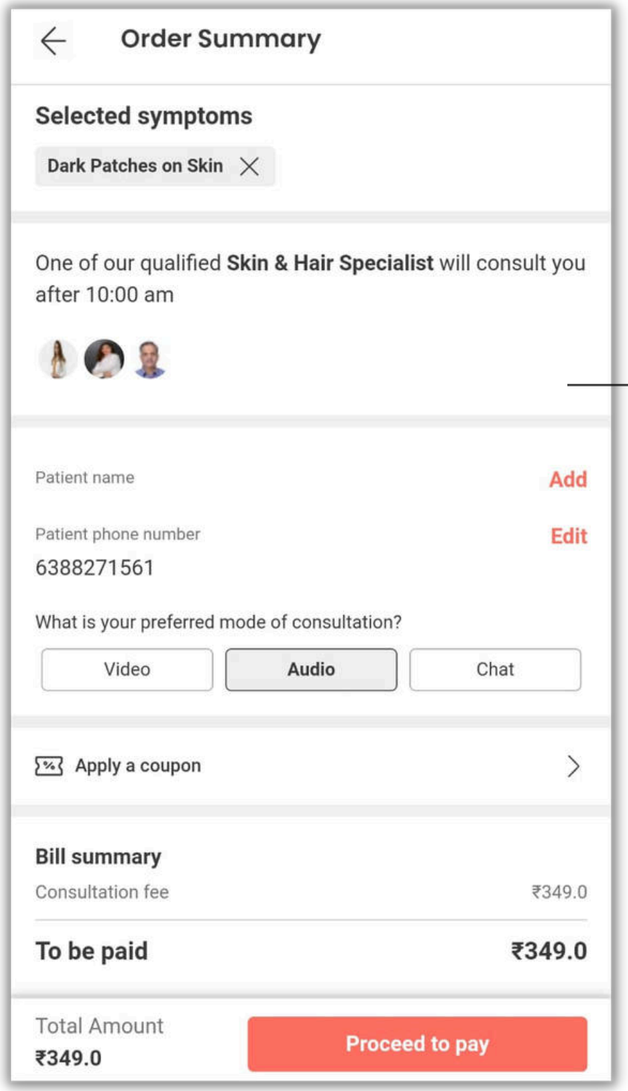
- According to EY, and based on user interactions, the main barrier to booking e-consultations is trust in the doctor.
- 52% of respondents were unsure about the availability of reputable physicians online.
- It is vital for the user to feel confident in the doctor before sharing private, healthcare-related information with them and following their advice.

Feature Description

- Tata 1mg has a staff of highly skilled specialists and super–specialists. However, the user is not given the option of selecting the one they want to consult with or a later time for the appointment.
- With this feature, users are presented with a list of available doctors, along with their specific qualifications and years of experience.
- The user can select their doctor and the time of appointment from the available options.
- The user may also browse the available doctors on the 'List of Doctors' page and select the one with whom they wish to consult.

Expected Impact

Solves the problem of consumers like Ms. Priyanaka, who are concerned about not being able to pick which doctor they want and be educated about their qualifications before making a decision.

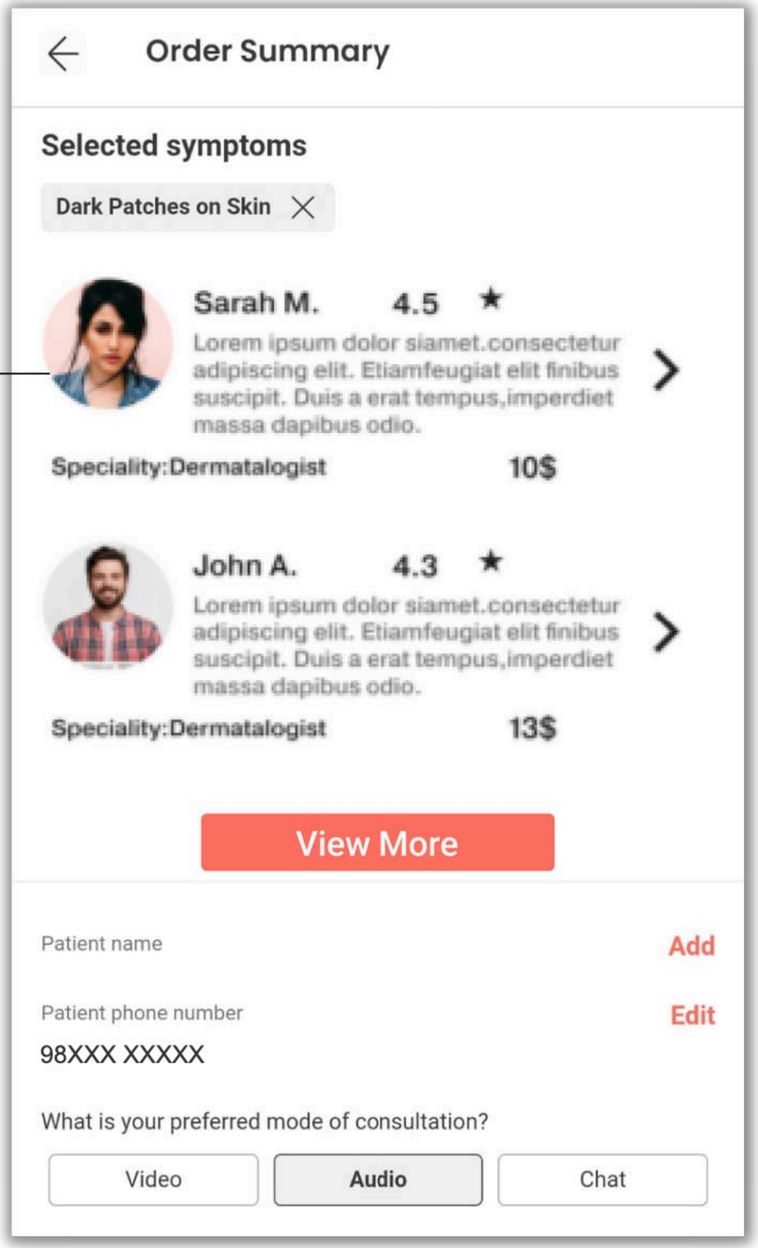


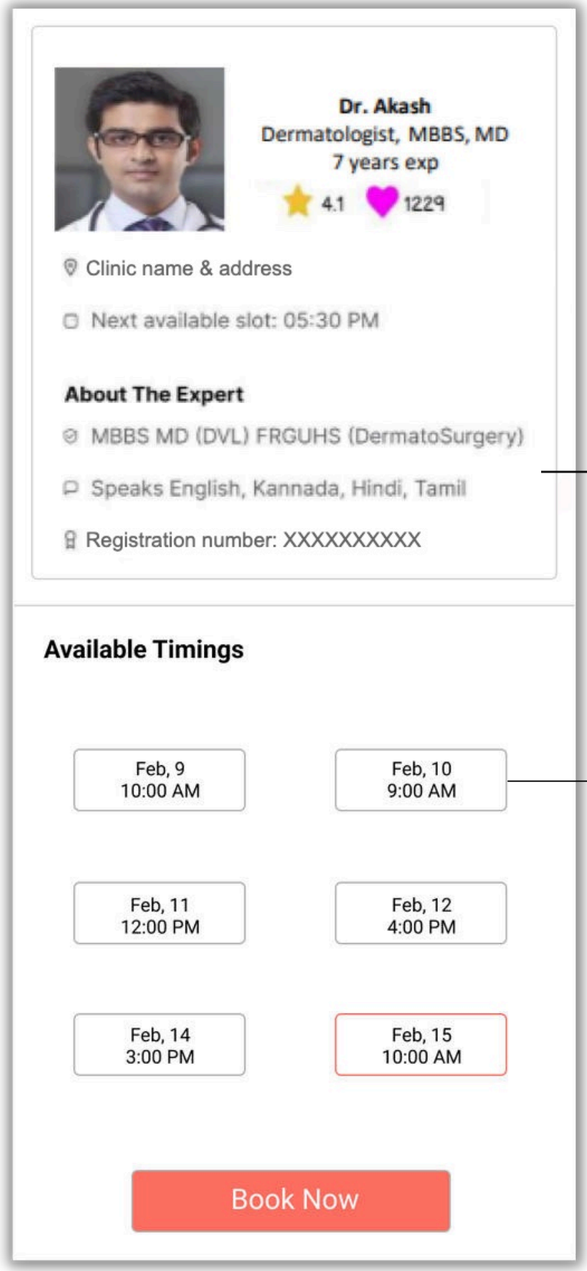
In the present user experience, when the user clicks on the symptoms on the Doctor Consultation screen, the time and specialty are not options for the user to choose.

Feature # 2

Select Your Doctor

The user is presented with a selection of doctors to pick from, along with their specific credentials, years of experience, ratings, and accessible timings.





For added comfort, the user may view the doctor's profile to learn more about their qualifications as well as the languages they can speak.

Once they know the doctor's information, they will have a greater sense of trust in him or her and will be able to pick a time and arrange an appointment.

Feature # 3

Localization of Content

Context

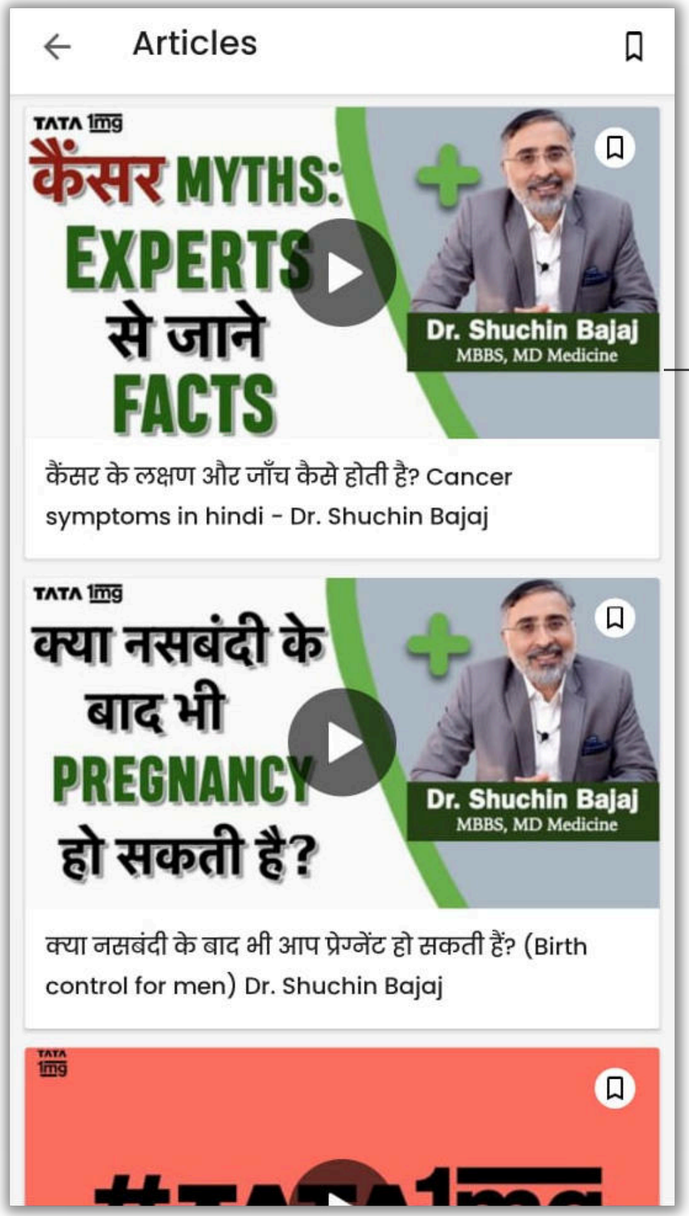
- According to the TOI, almost 59 percent of individuals select other scheduled languages as their mother tongue.
- To reach its objective of making healthcare information more accessible and understood to a billion Indians, Tata 1mg must provide a good range of languages, particularly for rural penetration.

Feature Description

- Tata 1mg can bring in specialists from across the country to provide content in regional languages other than Hindi.
- The user can filter the language they want to watch content in, and only videos and articles in that language are displayed.
- Search functionality can be used to find content related to a specific topic.
- Hashtags can be used to filter content that the user might be interested in if they don't already have a specific topic id.

Expected Impact

Addresses the pain points of users like Mr. Rachit, who are now confined to solely English material, as well as the rural population from non-Hindi speaking areas.



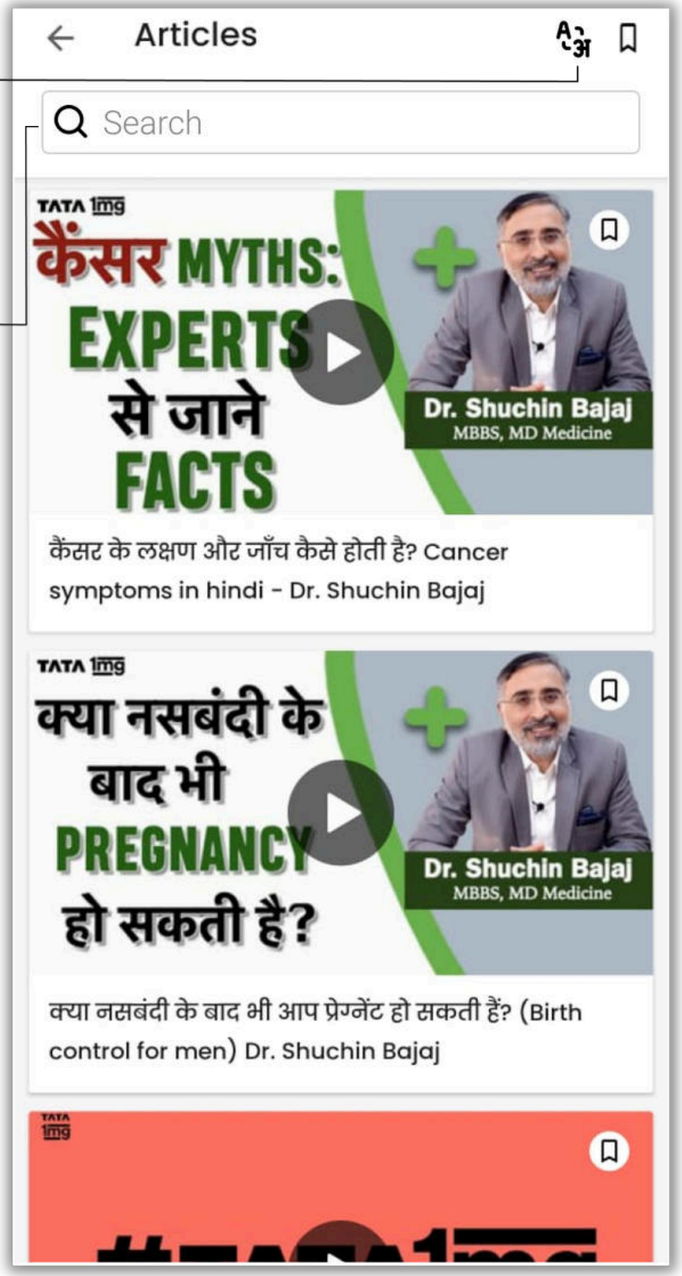
All of the short films, YouTube videos, and articles are currently in Hindi or English. Furthermore, there is no mechanism for viewers to select depending on the topic or language they wish to watch.

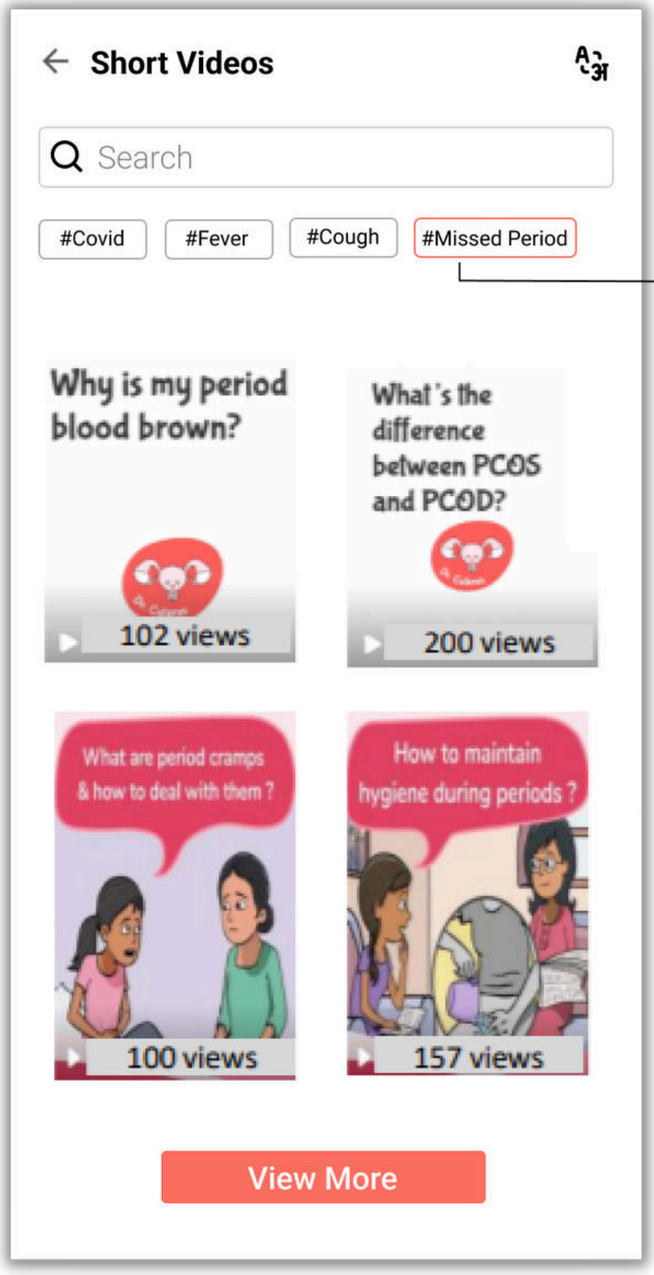
Feature # 3

Localization of Content

The user may select the language in which they wish to see the material, and only videos and articles in that language will be presented.

The user may utilize the Search capability to locate articles relating to a certain topic of interest, enhancing engagement.





The hashtags that have been chosen are marked in red, and short videos about that topic are presented.

Feature Prioritization

Business Value, Customer Benefit & Ease of Implementation are all rated on a scale of 1 to 10

S. No.	Feature Name	Business Value	Customer Benefit	Ease of Implementation	Total Score	Priority
1.	Same day Delivery	8	8	7	23	Immediate
2.	Select Your Doctor	8	8	6	22	Near-Time
3.	Personalization of Content	6	7	7	20	Near-Time

Success Metrics

	Factors	Happiness	Engagement	Adoption	Retention	Task Success
	Goals	Users believe Tata 1mg is the best app for their healthcare requirements.	Users love the app's content and features and continue to use it.	The value of the new features is perceived by new users.	Stickiness to the app or returning to utilize it.	The user completes a medication order or a consultation booking and then discovers content of interest.
	Signals	User feedback and ratings.	Total time spent by the user when utilizing the app's main services.	Downloading or opening the app, new signups, and utilizing new features.	Maintaining an active presence on the app.	Payment and completion of order/e-consultation, play video after search/filter.
Feature Level Metrics	**Same day Delivery**	Surveys on feature level satisfaction and ease of usage.	# of orders with same-day delivery.	Time to first-order initiation.	# the number of repeat purchases.	Order fulfillment rate.
	Select Your Doctor		The number of e-consultation appointment reservations.	Time to first e-consultation booking	# of follow-up and repeat consultations with the same doctor.	Completion rate of e-consultation bookings.
	Personalization of Content		App content distribution to other platforms.	Time to first search/ language filter/ hashtag click	# of videos seen and articles read by a user each session.	The exit rate for searches.
App Level Metrics		App store 5-star ratings, Net Promoter Score.	Session duration on average	Increase in the number of signups and downloads.	# of weekly active users (WAU), # of care plan sign-ups.	Crash frequency

Go-To-Market Strategy

Announcement

Tata 1mg may produce Instagram posts in several Indian languages to demonstrate how the platform now enables discussions in a variety of vernacular languages.

Instagram Live may be held on Tata 1mg's page, where consumers can communicate directly with healthcare professionals on a specific issue and announce a new feature that has been added on the site.

A user-journey guide for starting the app after the changes would assist in educating users about them.

Engagement

Tata 1 mg has a strong internet presence, particularly on Instagram, where it has over 19.9k followers. The firm may collaborate with well-known healthcare specialists-turned-influencers such as Dr. Tanaya (also known as Dr.Cuterus), Dr. Renita Rajan, and others who have a large number of followers (> 100K) on Instagram.

To improve traction, influencers may produce little sneak-peaks into the short films and articles they will be making and releasing exclusively on the Tata 1mg platform.

Furthering Reach

Testimonials are an excellent approach to building confidence among people who are skeptical about e-consultations.

Current platform users may be offered coupons and incentives that can be utilized on the platform in exchange for writing reviews and testimonials that will be displayed on the Tata 1mg social media platforms.

Real-world feedback can assist expand the reach of newly released features.

Thank you!

