

Assignment Phase-I: Understanding Product & Users

Step 1 - Getting started with the Product Analysis - Flows & Frictions

Flow 1:

Signup → Profile Creation

Works:

- Quick signup options (email/mobile).
- Minimal details required (Name, DOB, Relation, Gender).
- Ability to create and manage multiple profiles (useful for family and dependents).

Friction:

- No option to capture or integrate basic health parameters (e.g., height, weight, allergies, chronic conditions) during onboarding, which could personalize recommendations.

Flow 2:

Request a service (Lab Test/Doctor Appointment) → choose from the available options → Payment

Works:

- Comprehensive list of Apollo-employed doctors.
- Visibility into doctors' qualifications, years of experience, and available slots.
- Smooth transition to booking and payment flow.

Friction:

- Lack of patient ratings/reviews or feedback for doctors, limiting trust and decision-making.
- No flexibility for users to reschedule or cancel appointments directly in the app.
- Limited filtering/sorting options (by language spoken, consultation fee).

Flow 3:

My health records → Access all the lab reports and prescriptions

Works:

- Centralized access to lab reports and prescriptions.
- Easy retrieval of past consultation history.

Friction:

- Reports for health packages are split by department, instead of being consolidated under one package, causing confusion.

Step 2 - Company Context (Mission, Revenue & Differentiators)

Mission	To bring healthcare of international standards within the reach of every individual. Committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.
Revenue Streams	Hospital Consultations, Pharmacy sales, Diagnostics and lab services, Digital Health care (tele-consultations, home care services), Health insurance.
User Value (Pick the most important use case you think defines the product.)	• A single app for all medical needs, ensuring convenience and ease of access. • Includes online doctor consultations, home delivery of medicines and health products, and diagnostic test bookings. • Enables online scheduling for consultations and tests, helping users avoid long wait times at hospitals and clinics.
Business Value	By offering online consultations, diagnostic services, and home delivery, Apollo taps into multiple revenue streams while enhancing customer stickiness. The online health vault consolidates users' medical history, creating a strong ecosystem that encourages repeat usage and long-term loyalty.
Key Differentiators vs Top 3 Competitors	Fortis Healthcare: Strong in tertiary care & corporate tie-ups, but hospital centric. <i>Apollo differentiates with an integrated ecosystem (hospitals + pharmacies + diagnostics + digital health).</i> Max Healthcare: Premium positioning, urban metro focus. <i>Apollo goes pan-India, including tier-2/3 cities, with larger bed capacity and wider accessibility.</i> Manipal Hospitals: Academic-medical orientation, strong doctor base. <i>Apollo invests heavily in digital health (Apollo 24/7, AI, telemedicine) to extend care beyond physical campuses</i>

Step 3 - Feature Reverse-Engineering (3 features only)

Feature 1: Online Doctor Appointment Booking

Problem it Solves:

"I hate waiting in hospital queues; I want to book a doctor slot instantly and plan my visit."

How it works:

Users can browse doctors, view qualifications, check availability, and book appointments with upfront payment.

Why it works:

- **For Users:** Saves time, increases transparency, reduces uncertainty around availability.
- **For Business:** Converts digital intent into real-world hospital visits and consultations, increasing revenue, and cross-selling opportunities (labs, pharmacy).

Feature 2: Availability of health records and prescriptions

Problem it Solves:

"I don't want to carry files or search emails every time I visit a doctor. I just want all my reports in one place and be accessible when needed to me and doctors."

How it works:

Stores digital copies of lab test reports and doctor prescriptions, accessible anytime inside the app.

Why it works:

- **For Users:** Builds convenience, Hassle free storage.
- **For Business:** Locks users into Apollo's ecosystem as their health data/history is available in the app - high retention and repeat usage.

Feature 3: Multiple Profile Management

Problem it Solves:

"I want to book appointments and tests for my family without having different logins."

How it works:

Allows users to create and manage multiple profiles (parents, spouse, children, dependents) under one account.

Why it works:

- **For Users:** Simplifies healthcare management for families; reduces friction of managing multiple apps/accounts.

→ **For Business:** Increases stickiness - one user often brings 3-4 family members into the ecosystem, boosting lifetime value.

Step 4: User Segmentation

Primary Segment 1: Patients (End-Users)

Sub-Segments:

- Chronic Care Users: need regular doctor visits, tests, prescription refills.
- Acute / Episodic Users: use app occasionally for one-off issues (fever, injury, test).
- Wellness-Oriented Users: use preventive packages, health check-ups, diet/fitness consults.

Key Needs / Use Cases:

- Easy doctor discovery & booking.
- Access to digital health records in one place.
- Quick medicine ordering & home delivery.
- Preventive health monitoring (annual packages, reminders).

Problem Hypotheses:

- Limited visibility into doctor quality (no reviews/ratings).
- Health package reports fragmented across departments leading to confusion.
- No proactive recommendations for preventive care (personalization missing).

Primary Segment 2: Caregivers (Family & Dependents)

Sub-Segments:

- Parents managing children's healthcare (vaccinations, pediatric consults).
- Adults managing elderly parents' care (chronic conditions, regular lab tests, home delivery of medicines).

Key Needs / Use Cases:

- Ability to manage multiple profiles easily.
- Quick repeat booking for dependents.
- Transparency in reports and prescriptions for family members.

Problem Hypotheses:

- Multiple profile navigation not personalized (can't tag primary vs dependent users).
- Reports not consolidated under the health package (for easy caregiver tracking).
- Lack of specific notifications (reminders for dependents).

Primary Segment 3: Doctors & Healthcare Providers

Sub-Segments:

- In-hospital doctors (booked for in-person consults).
- Teleconsultation doctors (virtual consultation only).

Key Needs / Use Cases:

- Consistent inflow of patients.
- Accurate patient history before consultation.
- Reliable platform for teleconsultation.

Problem Hypotheses:

- Tele consult experience may fail due to poor connectivity (friction in adoption).
- Doctors may not have visibility into follow-ups or missed appointments.

Step 5 - Select the Top 2-3 Problem Hypotheses to focus on

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
P1	Patients struggle to maintain a holistic health record because Apollo 24/7 only shows records from Apollo visits, with no integration of data from other hospitals, which leads to fragmented care history and poor continuity.	Health records are a key retention driver. Without cross-hospital integration, users lack a complete medical picture, reducing long-term reliance on the app.	High
P2	Caregivers struggle to manage dependents' health records because lab reports from packages are fragmented by department, leading to confusion and errors in follow-up care.	Affects the health records flow, central to retention and repeat usage; directly observed in teardown (reports not grouped).	High
P3	Patients struggle to reschedule or cancel doctor appointments once booked because existing healthcare platforms and hospital systems offer limited flexibility and cumbersome processes which leads to frustration and higher drop-offs/no-shows.	Impacts appointment management, a critical service; poor flexibility creates churn risk and wasted slots for Apollo.	Medium