

Assignment I (Phase-II): User & Market Research

STEP-1: User Interviews + Surveys

A. EXTRACTING INSIGHTS FROM USER INTERVIEWS:

Interview Summary: Abhilash (Product Manager, uses Apollo for family care)

Uses Apollo 24/7 for medicines, lab tests, and doctor visits for his family but finds the system fragmented. He struggles with misleading symptom-to-doctor mapping, overwhelming lab packages, and non-Apollo doctors rejecting Apollo reports—forcing costly retests. Wants a unified health record, better doctor guidance, and more trust-driven features.

Unexpected Insights:

- Abhilash manually organizes his entire medical history by condition in layered digital files – a process he calls “an absolute mess”. He unexpectedly keeps detailed records but finds them very hard to manage.
- He noticed the app’s symptom-to-doctor triage often misfires: for example, selecting “runny nose” led him to an ENT specialist. He commented “that doesn’t make sense” and ended up Googling the right specialty instead.
- Although Apollo 24/7 links tests, appointments, and prescriptions, he was surprised to repeat tests because non-Apollo doctors didn’t accept Apollo’s lab results – exposing how siloed systems force extra work.
- He expected Apollo’s “second opinion” feature to be helpful, but felt let down. After using it, he said it was “just about sales and marketing... that’s the only thing they wanted” – revealing a trust issue with app promotions.

Actual Workflows:

- **Booking Tests:** He logs into Apollo 24/7 and searches for needed lab tests (e.g. a “108 test” package for vitamin deficiency). He selects a package and schedules a home sample collection.
- **Doctor Appointments:** After tests, he books a video or clinic consultation. He often consults Google first to identify the correct specialist (e.g. Googling symptoms to find the right department), then selects that doctor in the app. Apollo’s symptom flow didn’t reliably guide him.
- **Medication Ordering:** Post-consultation, he orders prescribed medicines via Apollo’s pharmacy. If the prescribed brand is unavailable, he calls local pharmacies to find an alternative with the same composition, then orders that through the app. (For example, he “called a local pharmacy to confirm an alternative” when a brand was out of stock.)

- **Record-Keeping:** Because Apollo does not integrate records from other providers, Abhilash saves all lab reports and prescriptions in his own archive (digital folders or notebooks) by condition. He has created a multi-layered folder system to track health history – a cumbersome workaround for the app’s lack of cross-hospital data sharing.
- **Tools Used:** He uses the Apollo 24/7 app for booking consultations/tests/ordering medicines, Google search or medical forums for doctor or test selection, and phone calls (to pharmacies or clinics) when the app falls short. He also uses personal cloud storage (e.g. PDFs in Drive) and physical files for his records.

Emotional Moments:

“It’s an absolute mess.” – Describing his current method of managing health records (once asked about non-Apollo data), Abhilash expressed frustration at disconnected records.

“It’s just about sales and marketing... that’s the only thing they wanted.” – After trying Apollo’s “second opinion” service, he was angry that it felt purely promotional instead of genuinely helpful.

Hypothesis Check:

- **Hypothesis 1:** Supported. Abhilash’s experience shows Apollo’s ecosystem is not holistic. He said doctors at other hospitals didn’t trust Apollo lab results, forcing him to retake tests. He summed up cross-hospital records as “an absolute mess”. This supports the idea of fragmented care history due to lack of integration.
- **Hypothesis 2:** Not directly addressed. Abhilash did not discuss “lab report fragmentation by department”; he focused on the general linking of tests-to-consults. He noted only that Apollo hadn’t fully “connected the dots” between lab tests, doctors, and prescriptions, but no specific evidence about package or department-based confusion.
- **Hypothesis 3:** No evidence. There was no mention from Abhilash about difficulty rescheduling or cancelling appointments. His pain points centered on record integration and doctor selection, not on scheduling flexibility.

New Questions to Explore:

1. **Data Interoperability:** How could Apollo enable importing or syncing external records (e.g. via scanning, upload, or government standards) so users like Abhilash don’t need to retake tests?
2. **Doctor Matching:** What features (e.g. severity-based symptom triage, or a “trusted doctor” badge) would help non-medical users pick the right specialist without Googling?
3. **Trust Signals:** Could highlighting doctor popularity or Apollo-vetted providers reduce the confusion Abhilash felt with a list of 100 doctors?

Interview Summary: Hyndavi (Corporate Employee, Caretaker for Elderly Parents)

Caregiver for elderly parents, relies on Apollo for medicines, lab tests, and consultations. Finds drug substitutes missing, lab packages confusing, and doctor selection unclear. Record management is “very painful,” as data is scattered; she tracks follow-ups manually. Wants plain-language comparisons, a bot for decision support, and family-shared profiles.

Unexpected Insights:

- Hyndavi, as a busy caregiver, is overwhelmed by lab test options. She described choosing a test package as “a very tough job” with many confusing options and said the research “leads to decision fatigue”. She unexpectedly wishes for plain-language comparisons between similar lab packages.
- She clearly distinguishes needs for a healthcare bot vs. community: she wants a smart assistant for personalized queries (e.g. “Which test to pick?”) and a separate patient community for sharing experiences (e.g. tips after knee surgery). This nuanced split – bot for specific guidance, community for lived experiences – was an insightful perspective.
- She would like to see doctor popularity metrics (e.g. number of patients visited) to judge expertise. This is not currently in Apollo, and she finds it surprising she must search externally for that information.
- Hyndavi cares deeply about medication alternatives. She was frustrated that Apollo did not suggest substitutes when a drug was out of stock. She said, “If I couldn’t find the tablet itself, then my journey ends there” – an unexpected blocker in the e-pharmacy flow.

Actual Workflows:

- **Scheduling Tests:** She books tests for her parents via Apollo 24/7. In practice, she first researches externally to decide which package to choose (e.g. comparing what “Basic” vs “Advanced” covers), since Apollo’s descriptions didn’t clarify differences. This often leads her to consult local clinics or just pick a familiar test.
- **Booking Doctors:** Apollo does not help her narrow down which doctor to see. She ends up manually searching across hospital directories to find a nearby specialist (e.g. general physician for check-up). She finds the in-app doctor list “a very hectic process,” often relying on trial-and-error or local knowledge.
- **Medication Ordering:** She orders her mother’s prescription drugs via Apollo because of the reliable delivery. If a prescribed medication is unavailable, she calls pharmacies or uses other apps (like PharmEasy) to identify alternatives. She noted that Apollo’s app provides no details on generic alternatives, so she must verify compositions herself.
- **Record Management:** For every hospital visit or test, she often receives paper reports or PDFs. Currently, she keeps separate paper or digital files for each provider. She

admits this is error-prone: “the file is lost... I have to replicate it by memory” when seeing another doctor. No unified system exists, so she repeats information verbally.

- **Tools Used:** Beyond Apollo, Hyndavi uses search engines to understand test options, calls hospital staff with queries, and sometimes uses chatbots (like the one at PharmEasy) to ask about prescriptions. She tracks her parents’ upcoming follow-ups on her personal calendar/reminder app, since Apollo doesn’t automate reminders.

Emotional Moments:

“It was a very tough job... decision fatigue.” – When discussing how she chooses lab tests, Hyndavi expressed overwhelm at the many overlapping packages. She described the process as “a very tough job” that causes decision fatigue.

“This is one of the most painful things that every caretaker... [faces].” – On managing her parents’ health records, she voiced strong frustration. She called the scattered records “a very, very painful thing that every caretaker... undergoes” and noted it creates “ultimate discomfort” when files are missing.

“If I couldn’t find the tablet itself, then my journey ends there.” –Frustrated by Apollo’s lack of medication alternatives, she emphasized that not finding a needed drug listing halts her entire process.

Hypothesis Check:

- **Hypothesis 1:** Supported. Hyndavi directly supports the need for holistic records. She said integrating all family health data into one platform would be “a total game changer”. Her pain with lost or fragmented records confirms that without integration, caretakers face major burdens.
- **Hypothesis 2:** Supported. She reported confusion from fragmented test information. She struggled to distinguish between numerous lab packages, effectively echoing caregivers’ confusion with test “packages” and resulting follow-ups. (She specifically called choosing tests “decision fatigue”.) This aligns with the hypothesis about fragmentation and confusion in lab reporting.
- **Hypothesis 3:** Not supported / Not mentioned. Hyndavi did not discuss rescheduling or cancelling appointments. Her frustrations centered on test selection, record-keeping, and medication ordering, not on appointment flexibility.

New Questions to Explore:

- How can Apollo clarify and compare lab test packages within the app to reduce decision fatigue? (For example, plain-language feature comparisons.)
- Would users like an AI assistant or chatbot to answer questions about tests and doctors? Or would a moderated patient community (for shared experiences) be more helpful?

- What doctor-matching features (like tagging “specialist level” or showing recent patient volume) would most ease her anxiety in choosing a doctor?
- How could Apollo automatically suggest generic drug equivalents (by composition) when a brand is out of stock, to prevent the process from “ending” for users like her?
- What would be the most useful way to integrate wearable health data, so she gets proactive tips (e.g. “Your resting Heart Rate is up, consider hydration”) without needing external research?

Interview Summary: Ananya (Operations Manager, Health Manager for Parents)

Default health manager for her parents, uses Apollo for chronic medicines, labs, and quick consults. Appreciates logistics but says decision-making is guesswork, reports feel like “files in a folder,” and records from outside Apollo are managed “badly.” Wants explanations (“the why”), a holistic care timeline, and a family workspace.

Unexpected Insights:

- Ananya uses Apollo 24/7 primarily as a care coordinator for her parents. She reorders her parents’ chronic medications, books their lab tests at home, and handles follow-ups. It was notable how much she acts as the “default” health manager, even using the app’s features sparingly for herself.
- She expects the app to provide explanations (“I need a ‘because’”) rather than just lists of services. For instance, she wants Apollo to recommend “Based on your input, start with these 3 tests. Here’s why”. This emphasis on rationale over catalogue was an insightful user need.
- She pointed out that Apollo currently treats results and prescriptions as disconnected files. She said they feel “like files in a folder”, surprising us with her desire for a cohesive “storyline” of health data (trends, context, next steps).
- Ananya also highlighted insurance complexity: she wished Apollo could partner with insurers to show eligibility and out-of-pocket costs for procedures, which is an often-overlooked pain point.
- She values a family workspace in the app. She wants separate profiles for each parent, with shared timelines and permissions, so that family members (like her sister) can see key info without chasing PDFs or chat updates.

Actual Workflows:

- **Medication Management:** She frequently reorders chronic medicines via Apollo for her mom, relying on its predictable delivery. If a prescribed medicine is out of stock, she uses Apollo’s list to identify the compound but then confirms alternates by calling a pharmacy or checking a medical app. She inputs the substitute into Apollo to complete the order.
- **Lab Tests and Consults:** For her dad’s routine labs, she logs in and searches (e.g. “vitamin tests”), reviews the offered packages, and books a convenient slot. After sample pickup and report delivery, she schedules a video consult on Apollo. The doctor reviews results and prescribes treatment (supplements, follow-up).
- **Decision Process:** In reality, the “right” test or doctor is chosen through a lot of outside information gathering. She often imagines what she wants (“I don’t need a catalogue; I need a ‘because’”) and then tweaks Apollo’s offerings. For example, she might start with a symptom or condition, recall her father’s history, and only then pick a test bundle.

- **Follow-ups:** She currently tracks follow-up appointments manually in her phone calendar because Apollo sends no reminders. Sometimes the clinic staff call, but often she has to set her own alerts. She would prefer if Apollo auto-generated a follow-up plan with reminders and easy rebooking (especially for chronic mediciness).
- **Record Storage:** Ananya keeps all non-Apollo records herself. She said managing other hospitals' data is "Badly" done: she has PDFs in Google Drive, photos in her gallery, and paper folders. She shares key info via chat or export when needed, since Apollo can't currently import outside reports.
- **Caregiver Sharing:** When needed, she WhatsApps PDFs of lab tests to family. She expressed that if her sister logged into Apollo, she shouldn't have to transfer data manually – hence her desire for in-app shared family profiles and timelines.
- **No Show:** Ananya find hard in rescheduling the appointments as the app has no option for it. Often she does not show up for the appointments in case if she wants to reschedule.

Emotional Moments:

"Badly." – Asked how she manages external health records, Ananya replied bluntly that she does it "badly". This one-word response reflects frustration and resignation about the current disorganized system.

"Reports and prescriptions feel like files in a folder." – Describing the user experience in Apollo, she criticized how disjointed the data feels. This simile shows her desire for an integrated health view.

"If I feel guided and not sold to, I'll stay." – When asked what would make her recommend Apollo, she expressed that clear guidance and trustworthiness (not upselling) would earn her loyalty. This highlights her emotional need for support over transaction.

Hypothesis Check:

- **Hypothesis 1:** Supported. Ananya confirmed that she currently handles external records "badly," using drive, photos, etc.. She explicitly said she would use Apollo as a "source of truth" if it let her import or scan records. She wants interoperability or at least a smart personal vault. This underscores that without integration, her care is fragmented.
- **Hypothesis 2:** Supported. She faced confusion with lab packages and consults. She described choosing a package as "guesswork" due to dozens of parameters. She requested plain-language package comparisons (e.g. "includes A, B, C; use when screening for X") – confirming that unclear test offerings currently hinder decision-making.
- **Hypothesis 3:** Supported. Ananya discussed about rescheduling or cancelling appointments. She could not find an option to cancel/reschedule the appointment. She made a no-show.

New Questions to Explore:

- **Decision Explanations:** What kinds of contextual explanations (“because” statements) would help users trust Apollo’s test and doctor recommendations?
- **Timeline Visualization:** How should Apollo present a patient’s entire care timeline (labs, meds, visits) to be most useful for family caregivers? What trends or alerts would stand out?
- **Family Profiles:** What is the ideal design for a multi-person health workspace? What permissions and features would make it easy for multiple relatives to coordinate care without privacy conflicts?
- **Insurance Integration:** What insurer-related information (eligibility checks, cost estimates) would actually reduce patient anxiety, and how can that be integrated into the app?
- **‘You’ve Got This’ Moments:** What concrete app features would create “you’ve got this” confidence for users (e.g. proactive reminders, clear next steps, supportive messaging) to ensure they feel guided rather than sold to?

B. DETAILED SURVEY ANALYSIS

The total number of survey responses are 51.

1. Usage Patterns:

Respondents reported frequent use of Apollo 24/7 for core healthcare activities. The table below summarizes how often users engage in each activity:

Activity	Very Often	Often	Sometimes	Rarely	Never
Booking doctor consultations	25 (49%)	11 (22%)	3 (6%)	3 (6%)	9 (18%)
Booking/viewing lab tests and results	12 (24%)	26 (51%)	2 (4%)	4 (8%)	7 (14%)
Ordering medicines	26 (51 %)	14 (27%)	3 (6%)	3 (6%)	5 (10%)
Viewing personal health records	21 (41%)	16 (31%)	1 (2%)	7 (14%)	6 (12%)
Managing a family member's profile/appointments	14 (27%)	14 (27%)	6 (12%)	10 (20%)	7 (14%)

High Engagement: A majority of users are regularly using the app for doctor bookings and ordering medicines (combined approx. 70–80% use Often/Very Often).

Lab Results: Over 75% use Apollo Often or Very Often for labs, reflecting trust in the app for diagnostics.

Family Use: About half the users (41%) Very/Often use the app for family care; 51% reported managing both personal and family healthcare on Apollo. However, some users find it challenging.

2. Family/Dependent Care Challenges:

Usage: 68% of respondents use Apollo for both personal and dependent healthcare, while 27% use it only for personal healthcare. Only 8% (4 respondents) use it solely for dependents. This shows Apollo is often a family healthcare tool.

Key challenges reported:

- **Scattered Medical Data (80% of applicable users):** Many (40 mentions) find that lab reports and health records for dependents are fragmented across departments or files, making consolidation difficult.
- **Follow-Up Tracking (63%):** Over 30 responses noted “Keeping track of follow-ups and medical history for my dependent is confusing”, again reflecting fragmented information.

- **Cluttered Interface:** A few users explicitly called out that the family section or overall app feels “cluttered” or inconsistent, especially in the My Health section.

Notably, 15% reported no issues (they find managing dependents straightforward), suggesting satisfaction for some. However, the overwhelming majority struggle with data fragmentation. This aligns with the top pain point (consolidated records) and calls for better family view features (e.g., consolidated dashboards, profile-switching shortcuts).

3. Appointment Rescheduling and Cancellations:

Appointment management emerged as a pain point despite being a high-priority need: 88% of users rated easy rescheduling/cancellation as important (rating 4 or 5 out of 5). Yet only 4 users found the current process somewhat/very easy.

- **Usage:** 57% of respondents needed to reschedule or cancel an appointment booked via Apollo.
- **Common Behaviors:** Among those (29 users), 69% (20/29) ended up not attending or canceling last-minute because they “couldn’t find an easy way to change it”. 31% (9/29) called the clinic directly. This suggests a failed app workflow.
- **Ease-of-Use Ratings:** Only 8% found it easy, while 47% rated it Somewhat Difficult and 25% Very Difficult. 27% never tried (N/A).’

4. Pain Points (User Frustrations)

When asked about the most frustrating aspects, users frequently cited:

- **Consolidated Records (41/51, 80%):** “Not being able to view all my medical records in one place (only Apollo-related records shown).” This was the top complaint by far.
- **Family Record Management (35/51, 69%):** “Difficulty managing family members’ health records on the app.” Users want a clearer, unified view of dependents’ reports.
- **Navigation/Doctor Search (22/51, 43%):** “Finding the right doctor or service is confusing (navigation/search issues).” Some find the UI complex or search results unclear.
- **Appointment Management (18/51, 35%):** “Struggling with rescheduling/canceling (inflexible or cumbersome).” Matches the stats above.
- **No major frustration:** 8 users (16%) said the app works fine for them.

These pain categories suggest priorities for improvement:

- **Unified Health Records:** Integrate external hospital records and present all past reports.
- **Family Dashboard:** Build a consolidated view for dependents.

- Better Navigation: Improve search filters or doctor categorization.

5. Desired Improvements:

- **Integrating All Health Records:** The top choice (22 votes) was “Integrating all health records (Apollo + non-Apollo visits together).”
- **Wearables/Health Devices (12 votes):** Users want the app to “connect with wearables to monitor vitals and provide recommendations and include a dashboard.”
- **Dependent Care Features (10 votes):** “Better consolidated view of family members’ reports/history.” Again echoes the family management need.
- **Community/Forums (6 votes and 5 comments):** Several mentioned adding a social/community aspect for sharing health advice or experiences. In comments a few specifically suggested adding forums, discussion groups or blogs for patient experiences and advice (e.g., “Building a community”, “Forums for patient experiences”).
- **Personalized Insights/Dashboard:** Users want an overview dashboard of health stats (3 comments), personalized health tips and reminders (6 comments), or recommendation engines (6 comments). Examples: “Personalized recommendations”, “Health tips and alerts”, “Snapshot of health parameters”.
- **Doctor/Specialist Guidance:** Several asked for help in choosing doctors or specialists (4 comments) – e.g., “comprehensive guide to choose doctors”.
- **Gamification/Motivation:** A few mentioned gamified goals and health motivation features (e.g., fitness tracking, rewards).

Step 2: SWOT Analysis

Strengths:

- **Comprehensive Feature Set & Brand Trust.**
- Apollo 24/7 is valued for covering multiple patient needs in one app – pharmacy, appointments, and labs.
A user informed that “one stop solution for all the health needs.”
- **Reliability and brand trust** are the key strengths.
One user noted that among pharmacies, “Apollo is like more reliable in terms of the tablets availability as well as the delivery they do”.
- Many users routinely use all three main services, and they appreciate that Apollo automatically stores prescriptions and lab reports (at least for Apollo hospitals) in the “Health Records” section.
- The interviewee specifically said *“used all the three features”* (consultations, labs, pharmacy) of Apollo 24/7, showing that users find value in the integrated ecosystem.

Weaknesses:

- **Data Fragmentation** - As emphasized, Apollo’s siloed records are a major weakness. Users repeatedly pointed out that only Apollo’s own hospital data sync into the app. This means users’ broader medical history is incomplete, frustrating those who also visit other clinics.
“Integration of all the health records even from the other hospitals would be a helpful feature”
The health records are organized as per the hospital departments rather than as per the chosen health package.
- The offerings of tests and packages left users baffled. The interviewee described booking a parent’s test as *“a lot of different packages... [I] was unable to understand how each package is different”*. This complexity often leads her to give up and go offline. Another aspect is the **lack of clear doctor-selection tools**, which we heard complaints about.
- **Appointment Management Friction.** As noted, users must resort to calling or skipping if they need to change appointments. The interviewee found the follow-up process *“very difficult”* and had to resort to manual tracking: *“Right now... I’m doing it manually... and noted down somewhere... to take them for follow-ups”*. The app offers no easy reschedule or reminder system, thereby leading to missed appointments.

Opportunities:

- **Unified Record & Family Management.** There’s a clear opportunity to build a cross-hospital record portal. Users literally asked to upload past prescriptions so *“all my*

medical histories... will be under one place". Apollo could partner with hospitals or use a unique patient ID to aggregate records.

- **Intelligent Assistance.** Users expressed interest in guided decision-making. For example, the interviewee *"wanted a bot to compare test packages or suggest which type of doctor to see based on symptoms"*. Adding AI-driven helpers or even simple FAQs could reduce the decision fatigue.
- **Wearable Integration.** The strong interest in personalized health suggestions from wearable data is an untapped feature. Apollo could integrate with popular trackers to offer proactive wellness tips and alerts (sleep, activity, vital sign trends), which would deepen engagement.
- **Community & Education Features.** Many users mentioned wanting health tips, blogs, or patient forums. This is a white-space for Apollo: hosting moderated communities or expert Q&A could increase stickiness. Similarly, adding doctor reviews or guidance (as requested) would leverage social proof to improve choice.

Threats:

- **User Drop-off to Competitors or Clinics.** If Apollo doesn't address these gaps, users may switch to alternatives. One respondent admitted she often ends up visiting local clinics directly after feeling overwhelmed by the app's options: *"a lot of research leads to decision fatigue... I would be ending up... at some local clinics... I prefer. And then I go there"*. In other words, friction in Apollo's flow is already driving patients outside the system.
- **Competitive Apps & Silos.** Other health platforms (Practo, 1mg, insurance apps, etc.) are also vying for patient engagement. If Apollo remains siloed, competitors that aggregate or simplify data could erode its user base. Data privacy and accuracy concerns mentioned by respondents (*"Veracity of data... not visible for offline visits"*) could also undermine trust if not addressed.
- Each of the above points is grounded in the collected data. For example, user comments like *"very restricted to Apollo... integration is not there"* highlight critical weaknesses, while requests like *"a consolidated family members view"* point to opportunities.

Step 3: Goal Setting

Holistic Health Records

Scattered Health Record → Users experience cumbersome process in record maintenance → Lower App Retention

- **Problem:** Users cannot view all medical records in one place; records are fragmented (Apollo-only).
- **Behaviour Impact:** Users stop relying on Apollo as their single health platform and switch to offline/manual record-keeping.
- **Business Impact:** Lower app retention.

Goal: Solve fragmented health records to improve retention among patients managing both Apollo and non-Apollo healthcare.

Family/Dependent Care Management

Irregular records for dependents → Users drop-off → Lower Retention

- **Problem:** Care givers struggle to manage family members' health data (fragmented history).
- **Behaviour Impact:** Care givers avoid using Apollo for dependents and revert to offline or competitor apps.
- **Business Impact:** Lower retention (missed multi-user adoption per household).

Goal: Solve dependent management challenges to improve retention from multi-member households.

Ineffective Identification of health issue

In-effective identification and service suggestions → mis-judged doctor/service selection → Lower Conversion

- **Problem:** Users find it difficult to identify their health issues.
- **Behaviour Impact:** Users experience mis-judged doctor/service selection.
- **Business Impact:** Higher churn rate.

Goal: Solve user health issue identification to reduce churn and improve conversion for doctor/service bookings.

Missing post check-up suggestions

Missing post check-up suggestions → Users suffering holistic experience → Lower Engagement

- **Problem:** Users lack post-checkup suggestions, tailored dashboards, tips, and insights from their health data.
- **Behaviour Impact:** Users perceive Apollo as a transactional app (booking/orders) rather than a holistic health companion.
- **Business Impact:** Lower engagement and retention, missed opportunity for revenue through cross-sell (labs, medicines).

Goal: Solve unavailability of post check-up suggestions to improve engagement and enhance Customer Life Time Value.

Step 4: Personas



ABHILASH

- 29 years old
- Product Manager
- Hyderabad
- Connected Care Seeker

DESCRIPTION

Abhi is a tech-savvy product manager who manages his own health and his aging parents' care with Apollo 24/7. He values efficiency and wants quick solutions. He uses the app for concrete tasks - especially ordering medicines and booking labs/doctor visits.

GOALS / MOTIVATIONS

- **Fast Delivery:** Quick home delivery of medicines, trusted by users.
- **Seamless care:** Book lab tests and doctor consults in one place.
- **Unified health view:** All reports, prescriptions, and test results at a place
- **Personalized guidance:** Clear recommendations on which tests or doctors to choose, not just generic lists.
- **Family convenience:** Manage parents' health (tests, consults, meds).

BEHAVIOUR

- **Task-focused:** Logs in for a few minutes to quickly complete specific actions (order meds, book tests).
- **Cross-checks info:** Relies on Google/ChatGPT to understand symptoms, tests, or doctor specialties.
- **Multi-feature use:** Regularly orders medicines, books lab tests, and schedules doctor visits.
- **Family manager:** Manages both his own and his parents' healthcare through the app.
- **Tech-savvy:** Uses fitness trackers and expects Apollo to integrate health data in the future.

QUOTE

"I have five minutes on Apollo - give me a clear solution, not a thousand options."

PAIN POINTS

- "Apollo can't just bombard me with 1,000s of features; it should solve my core problem." He feels the app overloads users with options and lengthy info, rather than delivering quick solutions.
- "It's all MBBS jargon - I come from a non-medical background, so I have to Google my symptoms." He cannot tell from Apollo's interface which specialization a doctor or test corresponds to, so he ends up researching on Google what specialist he needs.
- "They list 40 tests in a package but I don't know what any of them really do." Lab test packages confuse him - they bundle dozens of medical terms without explaining relevance, causing decision fatigue. He often ignores features he doesn't immediately understand.
- "Apollo's records aren't accepted everywhere. I had to retake a full test because another hospital didn't recognize it." In real life he was forced to redo lab tests because non-Apollo providers didn't trust the app's records. He must manually maintain separate files or notes outside the app to track health history.



HYNDAVI

- 29 years old
- Supply Chain Engineer
- Hyderabad
- Busy Corporate Caregiver

DESCRIPTION

Hyndhu is a corporate professional who juggles a full-time job and caring for her elderly parents. She values clarity, coordination, and trustworthiness in the app.

GOALS / MOTIVATIONS

- **Reliable meds:** On-time prescription delivery for parents.
- **Decision clarity:** Guidance on which tests/doctors to choose.
- **Family dashboard:** One view of parents' health data
- **Community support:** Learn from other patients' and caregivers' experiences.
- **Time-saving:** Simple interface to manage care alongside work.

BEHAVIOUR

- **Family-first:** Mainly manages parents' healthcare (medicines, tests, doctor visits).
- **Progressive adoption:** Started with pharmacy, later used doctor consults and lab tests.
- **Research-oriented:** Cross-checks Apollo's suggestions via Google, hospital sites, or forums.
- **Seeks guidance:** Wants a chatbot/assistant to recommend tests and doctors.
- **Manual record-keeping:** Tracks parents' reports in files/spreadsheets; fears losing records.

QUOTE

"I don't have time to puzzle it out - I need Apollo to guide me on what tests and doctor my parents need."

PAIN POINTS

- "It was a very tough job for me to understand what exactly I want... I was unable to understand how each package is different." - Faces dozens of test packages, ends up Googling or visiting local clinics.
- "Booking a doctor is very hectic; I don't know if I'm choosing the right specialist." - Wishes Apollo showed popularity metrics (e.g., "500 patients last month") or expertise tags.
- "I wish Apollo had a smart assistant to advise me on tests and doctors." - Hopes for a feature to compare test packages or suggest specialists based on her description.
- "Managing my parents' reports is a nightmare - every hospital has its own files and something always gets lost." - Wants a unified platform for all health records, calling it "a total game changer."
- "If I can't find an alternative for a medicine, my journey ends there." - Apollo doesn't suggest substitutes, forcing her to search elsewhere.

Step 5: Problem Prioritization

Pain Points of Users:

- **Holistic Health Records:** Users are not able to view all medical records in one place; Apollo only shows Apollo data.
- **Family/Dependent Care Management:** Caregivers struggle to manage dependents' health history and reports.
- **Ineffective Identification of health issue:** Users find it difficult to identify their health issues.
- **Missing post check-up suggestions:** Users lack post check-up suggestions, tailored dashboards, guidance, and actionable insights from their health data.

Scoring with PIF:

User Pain Points	Population	Intensity	Frequency
Holistic Health Records	Very High (applicable to all the users who visit multiple hospitals)	Severe Frustration	Recurring
Family/Dependent Care Management	High (for care-givers)	Frustrating	Recurring
Ineffective Identification of health issue	High	Frustrating	Episodic
Missing post check-up suggestions	Medium	Medium	Medium

Applying Strategic Filters:

User Pain Points	Link to Business Goals	Alignment with Apollo Strengths	Solvable within scope
Holistic Health Records	Yes, directly improves engagement and retention	Strong Fit. Apollo should extend to other medical records.	Yes, a unified in-app record vault
Family/Dependent Care Management	Yes, expands household adoption	Already exists but need optimization	Yes, optimize existing feature
Ineffective Identification of health issue	Yes, increases retention	Need optimization	Yes, optimize existing feature
Missing post check-up suggestions	Yes, long-term engagement and improves DAU	Develop new feature (using AI/ML) to enhance personalization	Yes, feature development and enhancement

Problem Statement:

Patients managing their care across Apollo and non-Apollo hospitals cannot view or consolidate all medical records in one place. Records are fragmented, leading to repeat tests, manual file-keeping, and lack of trust in Apollo as their single health platform. This causes frustration, inefficiency, and lower engagement.