

Step 1: Product Teardown (Flows and Frictions)

Flow/Touchpoint	What works well(Observed)	Confusion/Friction(Observed)
Onboarding	Just asked 2 things (mob no and email) Received OTP instantly and got autofilled	Simple and intuitive
Homepage	Clean display of Pharmacy, LabTests, and Consultation	Page is too long and has too many options to buy from which can confuse users
Searchbar	Smart search bar (can search across Pharmacy and Lab Test)	Clear and intuitive
Listing Page	Clear picture of medicine with bold name	Generic alternative of searched medicine is breaking the flow. If I am adding the generic version, the branded one still remains in the cart. Delete icon is hidden inside quantity dropdown.
Product Detail Page (Medicines, Tests, Consultation)	Medicine Delivery Time, Better alternatives, Expiry all clearly mentioned. Report Time, No of tests, Test description are clearly mentioned. Pain free sample collection mentioned against phlebotomist profile, showing user empathy. Consultation flow is intuitive with the option of single click (select your symptom and you will be redirected to payments page)	Delete icon is hidden inside no of patients dropdown. A patient cannot select the doctor. Doctor is auto assigned based on the symptoms selected by the patient. Patient cannot view the Doctor's profile.
Booking Flow	User has the option to select delivery date and time as per their convenience. User has the option to select blood collection slot.	Too many suggestions on confirmation page. If 1 out of 5 medicines has different Delivery Dates, option to select delivery date and time does not appear and UI becomes too cluttered. Delete icon is hidden.

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

Field	Tata1mg Example
Mission	Making healthcare understandable, accessible and affordable for all Indians.
Revenue Streams	Medicines & Healthcare Product Sales Diagnostics & Lab Tests Doctor Consultations/Telemedicines
Strategic Alignment	<i>User Value:</i> Patients or their family members can order medicines, lab tests, or consult doctors in a convenient, affordable and transparent manner removing the anxiety or stress of personally visiting each place. <i>Business Value:</i> The business grows user retention and order frequency (and thus revenue / GMV) by offering a full stack healthcare ecosystem (pharmacy + diagnostics + consultations)
Key Differentiators Vs Top Competitors	PharmEasy: Discount-led, mass-market e-pharmacy + diagnostics aggregator. Tata 1mg leverages the Tata brand to emphasize trust and transparency, reducing reliance on heavy discounts and building stickiness through integrated healthcare services. NetMeds: Reliance-backed, price-aggressive pharmacy and wellness marketplace. Tata 1mg differentiates with diagnostics and doctor consultations at scale, plus rich medicine information and generic substitutes, creating informed and loyal users. Apollo 24x7: Strong offline + online hybrid, leveraging its hospital and pharmacy chain. Tata 1mg focuses on being a digital-first, pan-India healthcare platform, scaling rapidly with partner labs and tech-led efficiency instead of heavy hospital infrastructure.

Step 3 - Feature Reverse-Engineering

Feature: Lab Tests at Home

1. **Problem it solves(User's point of view):** "Whenever me or my family fell sick, I had to struggle to find a reliable lab, travel there, wait in line, making an already stressful time even harder".
2. **How this feature works:** Users can conveniently book lab tests online, choose a preferred time slot, and get samples collected from home at a minimal extra cost, removing the stress of traveling or waiting at a lab.
3. **Why it works(For Users & Business):**
 - a. **For users:** Feels like a hassle-free booking, no need to plan lab visits, travel, or wait in queues. Users feel in control of their schedule and relieved of extra stress.
 - b. **For Business:** Higher test volume (because convenience encourages more frequent testing), improved brand stickiness (users prefer a reliable end to end healthcare app), and upsell opportunities (packages, doctor consults, medicines).
4. **If I were a PM(how would I improve/solve this job better):** Currently, there are two separate flows — blood tests, where samples are collected from home, and radiology tests (X-rays, scans), which require a lab visit. A user cannot book these together in a single order. I propose a third flow: if a user is already visiting a lab for an X-ray or scan, they should be able to add pathology tests at the same lab and get their blood samples collected there. This way, the entire diagnostic experience becomes more seamless and aligned with how prescriptions work in real life.

Feature: Delivering Medicines at Home

1. **Problem it solves(User's point of view):** "When someone in my family falls sick, going out to buy medicines is difficult as I may not find the exact brand, or I might need to stand in long queues at the pharmacy".
2. **How this feature works:** Users upload their prescription or search for medicines

directly in the app, place an order, and get medicines delivered at their doorstep, often with discounts and quick delivery options.

3. **Why it works(For Users & Business):**

- a. **For users:** Saves time and effort, ensures medicine availability, and reduces stress during illness. Users also feel reassured that medicines are genuine and delivered reliably.
- b. **For Business:** Increases order frequency (chronic patients, repeat prescriptions), higher cart value through add-ons (health products, supplements), improved retention and customer loyalty by embedding the app in users' day-to-day healthcare journey.

4. **If I were a PM(how would I improve/solve this job better):**

- a. **Auto-refill for chronic medicines:** Enable users to set up recurring deliveries for long term treatments (e.g., diabetes, hypertension), so they never run out of critical medicines.
- b. **Realistic delivery slots:** Unlike instant grocery delivery, medicines often require prescription checks, stock confirmation, and cold-chain logistics. Setting clear delivery windows (e.g., "Tomorrow, 10–12 AM") builds trust and reduces user anxiety around delays.

Feature: Online Consultation

1. **Problem it solves(User's point of view):** "When I feel unwell, visiting a doctor in person can be inconvenient. I may have to travel long distances, wait in crowded clinics, or struggle to find the right specialist quickly."
2. **How this feature works:** Users can browse or search for doctors by specialty, book a time slot, and connect via chat, audio, or video directly in the app. Digital prescriptions are shared instantly after the consultation.
3. **Why it works(For Users & Business):**
 - a. **For users:** Quick access to certified doctors from home, reduced travel and waiting time, privacy and comfort during consultations.
 - b. **For Business:** Higher engagement on the platform, upsell opportunities (lab tests, medicines after consultation), and increased trust by offering a complete healthcare ecosystem.

4. **If I were a PM(how would I improve/solve this job better):**

- a. **Doctor profiles:** Each doctor should have a detailed profile with ratings, reviews, education background, and years of experience.
- b. **Patient choice:** Instead of auto-assigning doctors, allow customers to browse profiles and choose the doctor they feel most comfortable with.

Step 4 - User Segmentation

Primary Segment	Sub segment	Key Needs/Use Cases	User Problems
Families	Homemaker (e.g., Mrs. Sunita, 45, Tier-2 city)	Regular purchase of chronic medicines for parents/spouse Occasional medicines for children Lab test booking with home sample collection Affordable, genuine medicines with easy re-ordering	Concern about fake/expired medicines Difficulty tracking multiple prescriptions for family Needs assurance of safe and hygienic sample collection
Corporate Employees	Health-conscious Young Professionals (e.g., Mr. Paritosh, 30, Tier-1 city)	Scheduled early morning lab tests Easy monthly re ordering of supplements Automated health tracking and reminders	Busy lifestyle leads to forgetting lab tests/medicine orders Wants everything digital without manual follow-ups
Corporate Employees (Insurance/Wellness-linked)	Employees under wellness packages (e.g., Vivek, 34, Tier-1 IT hub)	Annual health checkups via corporate plan Cashless claims for medicines/labs	Confusion about coverage & claims Lack of visibility on corporate benefits inside app Difficulty coordinating bookings with work schedule
Elderly	Dependent Seniors	Regular chronic medicine supply Home delivery and sample collection Clear instructions on medicines	Not tech-savvy → depends on family for ordering Worries about medicine authenticity Needs reassurance and personal support

Students / Young Adults	College Students & Hostel Residents (e.g., Atharv, 21, Tier-1 metro)	Quick OTC medicines (cold, fever, acidity) Affordable online consultations Discounts on supplements and health items	Highly price-sensitive Inconsistent usage since health needs are occasional Relies on nearby shops for emergencies
Parents	New Parents (e.g., Prerna, 30, Tier-1 city)	Baby medicines, diapers, supplements Vaccination reminders and consultations Trusted medicine sources and dosage information	Very anxious about quality and side-effects Overwhelmed by too many product options Trust is fragile — one bad experience can cause drop-off
Rural / Semi urban Users	Small town residents (e.g., Rajesh, 38, Tier 3 town)	Affordable medicines delivered to doorstep Teleconsultations with city doctors Access to basic diagnostic services not available locally	Poor internet/delivery delays Limited lab tie-ups nearby Lack of awareness on how to use app features
Chronic Patients (Self managed)	Tech-comfortable chronic patients (e.g., Anita, 52, Tier-1 city)	Monthly medicine refills with auto-reminders Easy report tracking Bundled health packages for diabetes, BP, thyroid	Worries about running out of medicine Needs reliable continuity in delivery Concerned about dosage clarity and interactions

Step 5 - Problem Hypotheses

Priority	Problem Hypotheses	Why I Picked It	Gut Confidence
P1	Chronic patients and caregivers struggle with unreliable medicine delivery and blood test timelines during orders, which leads to anxiety about missed doses and reduced trust in the platform.	Medicines are time sensitive as there can be health risk if delayed Direct impact on retention (patients may switch back to local chemists)	High
P2	Users in Tier1/2 cities struggle with limited access to advanced diagnostics (X-ray, MRI, CT scans) when booking on Tata 1mg, which leads to drop-offs and revenue leakage to offline labs or competitors.	Identified pain point: labs too far for scans Big business impact since radiology is higher value than pathology Relevant for growth in Tier 1/2 cities (where Tata 1mg wants penetration)	Medium-High
P3	Patients seeking online consultations struggle with lack of transparency in doctor assignment (auto-assigned doctors without profile visibility), which leads to low confidence in digital consultations and preference for offline or competitor apps.	Healthcare is trust-driven as users want choice and informed decisions Fixing this could grow consultation adoption (a cross-sell driver)	Medium