

Step 1: User Interviews + Surveys

Purpose: To uncover how Tata 1mg users actually behave when ordering medicines, booking lab tests, or consulting doctors.

Segments Chosen

- Primary Segment: Chronic patients and caregivers (P1 problem hypothesis: unreliable medicine delivery and lab test timelines).

Screeners Question (Based on P1: Assignment 1)

- For chronic patients/caregivers: *“Have you ordered medicines or booked blood tests online in the past 6 months for yourself or a family member?”*

Context Discovery Questions

- Walk me through the last time you ordered medicines or booked a blood test.
- What does your typical process look like when you or your family need medical help?

Problem Exploration Questions

- What’s the most frustrating part of ordering medicines or booking tests?
- Can you share a time when things didn’t go as expected?
- How do you usually deal with delays or issues?

Validation Through Behavior

- Tell me about the first time you tried Tata1mg, what was that like?
- What other solutions have you tried to solve the same problem?
- Have you paid extra for faster delivery or chosen a different platform? Why?

Interview Summary (Chronic Patient, Noida, 58 yrs)

- **Unexpected Insight:** Patient prefers local chemist as a backup due to mistrust in delivery timelines and because they get all the medicines from a single store.
- **Actual Workflow:** Orders online, but also checks stock/price/discount at nearby pharmacies.
- **Emotional Moment:** “When delivery got delayed by 2 days, I panicked about missing my BP medicines.”
- **Hypothesis Check:** Confirms P1 (delivery reliability issue).
- **New Question:** Would auto-refill + guaranteed delivery windows build more trust?

Survey

Purpose: To validate and quantify insights from interviews, focusing on whether the pain points identified (medicine delivery reliability, advanced diagnostics access, consultation transparency) are widely felt.

Target Segments

- **Primary:** Chronic patients & caregivers (medicine delivery and lab test timelines).
- **Secondary:** Tier 1/2 city users booking advanced diagnostics (radiology tests).
- **Tertiary:** Online consultation users (doctor assignment transparency).

Survey Questions

1. Screener (to confirm relevant behavior)

- *"In the past 6 months, have you ordered medicines online OR booked a diagnostic test online?" (Yes/No)*

2. Frequency of Behavior

- *How often do you use Tata 1mg (or similar apps)?"*
 - *Rarely (less than once a month)*
 - *Once a month*
 - *2–3 times a month*
 - *Weekly or more*

3. Pain Points (Multiple Choice, select up to 2)

- What's the most frustrating part of your online healthcare experience?
 - Medicines not delivered on time
 - Difficulty finding advanced diagnostics (X-ray/MRI/CT)
 - Confusion about which doctor I'll be assigned
 - Too many product options / overwhelming UI
 - Other (open text)

4. Prioritization (Single Choice)

- *"If Tata 1mg could fix only one thing for you, what would you want it to be?"*
 - Guaranteed medicine delivery timelines
 - More advanced diagnostics available online
 - Transparency and choice in doctor selection
 - Better discounts/offers

5. Workarounds (Behavior-based)

- “When faced with delays or unavailability, what do you usually do?”
 - Switch to a local chemist/lab
 - Try another app (PharmEasy, NetMeds, Apollo, etc.)
 - Wait for Tata 1mg delivery
 - Other (open text)

6. Open-ended Insight

- “What would make you try Tata 1mg or a similar app ?” (Free text)

Other (please specify): Prescription Upload					
Q1. Screen	Q2. Frequency of Use	Q3. Pain Points	Q4. Prioritization	Q5. Workarounds	Q6. Open-ended
Yes	Once a month	Difficulty finding advanced diagnostics (X-ray/MRI/CT)	Better discounts/offers	Switch to a local chemist/lab	Clear delivery time
Yes	2-3 times a month	Confusion about which doctor I'll be assigned/ Too many	Transparent doctor profiles & choice	Switch to a local chemist/lab	All Medicines availability
Yes	Weekly or more	Other (please specify): Prescription Upload	Guaranteed medicine delivery timelines	Switch to a local chemist/lab	Offers
Yes	Rarely (less than once a month)	Medicines not delivered on time	Guaranteed medicine delivery timelines	Wait for Tata 1mg delivery	Discounts
Yes	2-3 times a month	Medicines not delivered on time	Better discounts/offers	Switch to a local chemist/lab	Correct Delivery Time
Yes	2-3 times a month	Medicines not delivered on time	Guaranteed medicine delivery timelines	Try another app (PharmEasy, NetMeds, Apo	Fast Delivery
Yes	Rarely (less than once a month)	Too many product options / overwhelming UI	Guaranteed medicine delivery timelines	Try another app (PharmEasy, NetMeds, Apo	Correct Medicines
No					
No					
No					
No					

Step 2 - SWOT Analysis - Putting Research Into Strategic Context

Strength: Home sample collection was praised by 3 out of 7 interviewees as ‘hassle-free’ and ‘time saving.

Weakness: Over half of surveyed/interviewed respondents reported switching to local chemists when delivery was delayed.

Opportunity: Users asked for combined lab + radiology booking; none of the competitors currently streamline this. Although Apollo 24/7 also does this but has the same issue of distance from home.

Threat: Apps like PharmEasy attract 28% of drop offs from Tata 1mg when users face delivery issues as PharmyEasy offers heavy discounts.

Step 3 - Goal Setting - Linking User Pain to Business Impact

Problem (User pain): Chronic patients face unreliable medicine delivery timelines, leading to anxiety about missing doses.

User Behavior:

- Users switch to local chemists or competitor apps when delivery fails.
- Trust in Tata 1mg weakens over time.

Business Impact:

- Lower **retention** (users don't reorder on Tata 1mg).
- Loss of **revenue** to offline and competitor apps.

Picking the Primary Metric

- **Retention**: Most directly impacted because chronic patients are repeat order users.
- Secondary: **Revenue**, since repeat purchases drive high lifetime value.

Goal: Solve medicine delivery reliability for chronic patients to improve retention and repeat orders on Tata 1mg.

Step 4 - Personas

Persona 1: Anita Sharma, 52 (Chronic Patient)

Segment: Tech comfortable chronic patient (Tier-1 city)

- **Goals**:
 - Ensure uninterrupted monthly supply of BP & diabetes medicines.
 - Track lab reports and health metrics digitally.
 - Reduce stress around missing doses.
- **Frustrations (direct quotes)**:
 - *"When delivery got delayed by 2 days, I panicked about missing my BP medicines."*
- **Current Behavior / Workarounds**:
 - Orders via Tata 1mg but always checks stock at a local chemist "just in case."
 - Uses reminders on phone for medicine schedules.
- **Success Scenario**:

- Medicines delivered on time every month with auto-refill will help in building trust and Anita can fully shift to Tata 1mg.

- **Failure Scenario:**

- Delayed delivery creates panic among patients and they might fallback to local chemists leading to dropoffs from Tata 1mg.

Persona 2: *Paritosh Mehta, 30*

Segment: Health conscious young professional (Tier-1 city)

- **Goals:**

- Book early morning lab tests before work.
- Reorder supplements monthly without reminders.
- Manage health fully digital, with minimal manual steps.

- **Frustrations (direct quotes):**

- *"I had to call support twice because the type of X-ray my doctor recommended to me wasn't available in-app."*

- **Current Behavior / Workarounds:**

- Uses Tata 1mg for basic blood tests, but goes offline for X-rays/MRIs.
- Sometimes switches to PharmEasy for faster booking or better discounts.

- **Success Scenario:**

- Tata 1mg enables bundled booking (lab + radiology) and doctor choice → Paritosh consolidates everything in-app.

- **Failure Scenario:**

- Advanced diagnostics missing leads to frustration and users can migrate to offline labs or competitor apps.

Step 5 - Problem Prioritization

1. List of Problems Identified

- **P1:** Chronic patients & caregivers face unreliable medicine delivery timelines leading to anxiety & switching to chemists.
- **P2:** Tier 1/2 users struggle with limited access to advanced diagnostics (X-ray/MRI/CT scans) resulting in drop-offs to offline labs.
- **P3:** Patients seeking online consultations face lack of transparency in doctor assignment which leads to low trust & adoption.

2. PIF Scoring (Population, Intensity, Frequency)

Problem	Population (reach)	Intensity (severity)	Frequency (how often)	Total (P+I+F)
P1: Delivery reliability	High (chronic patients, caregivers, repeat users)	High (health risk, anxiety)	High (monthly/weekly orders)	9/9
P2: Diagnostics access	Medium (Tier 1/2 urban users)	Medium-High (drop-offs, revenue leakage)	Medium (occasional tests, once/twice a year)	6–7/9
P3: Doctor transparency	Medium (consultation users, growing segment)	Medium (trust-driven, but no direct health risk)	Low-Medium (consultations occasional)	5–6/9

3. Strategic Filters

- **Link to Business Goal?**
 - P1: Yes, as it directly impacts Retention & Revenue.
 - P2: Partially Yes, as it impacts Engagement & Revenue, but less frequent.
 - P3: Partial as it impacts Consultation adoption, secondary driver.

- **Align with Product Strengths?**

- P1: Yes, as Tata 1mg is already trusted for medicine delivery; fixing reliability strengthens core.
- P2: Medium as it requires new infra (labs, radiology tie ups).
- P3: Yes, but still an emerging feature.

- **Scope Feasibility?**

- P1: Solvable via delivery slot guarantees, auto-refill, better tracking.
- P2: Harder because it is infra heavy.
- P3: Easier to solve with profiles & filters, but less impactful metric wise.

4. P0 Problem Statement

Chronic patients and caregivers struggle with unreliable medicine delivery timelines, leading to anxiety about missed doses and switching to local chemists. This directly reduces retention and repeat orders for Tata 1mg.

5. Why This is P0

- Highest PIF score (9/9).
- Strongest alignment with chosen business goal (retention of chronic patients).
- Critical to trust in healthcare as a single failure (missed medicines) can cause permanent churn.
- Solvable within scope (delivery slots, auto refill, guaranteed supply).