

P1 Problem

Chronic patients and caregivers face unreliable medicine delivery *and* blood test/sample-collection timelines, causing anxiety, missed doses or delayed diagnostics, and leading users to switch to local chemists or offline labs — which reduces retention and repeat orders for the platform.

Root Causes

1. Unpredictable medicine delivery windows (prescription checks, stock issues).
2. Unreliable sample-collection slots / phlebotomist no-shows / late collections.
3. No single ETA combining medicine delivery + sample collection for the same order.
4. Lack of proactive prep/fasting reminders and unclear instructions before sample collection.
5. Multiple vendor partners with different SLAs; no clear lab/phlebotomist reliability signals.
6. Poor proactive communication for delays (both meds & lab).
7. No fallback (backup chemist or alternate lab) for time-sensitive orders/tests.

	Solution	Short Description	Key Assumption	Category
1	Guaranteed Delivery & Collection Slot (Promise Window)	Unified guaranteed time slots for medicine delivery and sample collection, with compensation if delayed.	Clear delivery promises reduce anxiety and build trust.	High Confidence
2	Auto-Refill	Enables recurring orders for chronic medicines	Chronic users want hands-off continuity and reliability.	High Confidence

3	Smart ETA & Delay Alerts (Meds + Labs)	Real-time tracking with proactive notifications for any delays in medicine or sample pickup.	Transparency and proactive communication increase user trust.	High Confidence
5	Fasting / Prep Smart Reminders & Checklist	Sends reminders before fasting tests and allows user confirmation ("I'm ready") for the collector.	Clear pre-test prep reduces reschedules and cancellations.	High Confidence
6	Combined Order Flow (Bundle Meds + Labs)	Single checkout for medicines and lab tests with unified ETA and tracking.	Unified flow simplifies experience and boosts adherence.	Low Confidence
7	Real-Time Phlebotomist Profile & ETA	Shows collector name, photo, ETA, and contact option for transparency.	Visibility of the collector reduces user anxiety and no-shows.	Low Confidence
8	Pharmacy & Lab Reliability Index / Badge	Public badge displaying on-time rate and reliability score for each vendor/lab.	Users prefer reliability metrics over discounts.	High Confidence
9	Backup Partner Network (Chemist/Lab)	Alternate chemist or lab auto-activated if primary vendor cannot deliver on time.	Reliable fallback prevents missed doses and builds trust.	High Confidence
11	Priority+ Plan (Paid Tier)	Premium membership offering guaranteed on-time delivery and same-day lab collections.	Users are willing to pay extra for reliability in healthcare.	Low Confidence
12	Predictive Inventory & Capacity Forecasting	Uses AI to forecast stockouts and lab staffing shortages to plan ahead.	Predictive insights can reduce failures and improve SLA.	High Confidence

13	Family Care Dashboard	One dashboard for caregivers to track medicines and lab timelines for dependents.	Caregivers value centralized visibility and reminders.	Low Confidence
14	Compensation SLA (Auto-Credit)	Automatic wallet credit or discount when delivery or lab SLA is missed.	Small compensation increases forgiveness and retention.	High Confidence
15	Smart Medicine Box + Sample Fridge (IoT Moonshot)	IoT devices track medicine consumption and sample condition, auto-triggering refills or alerts.	Deep automation could lock-in users but costly to build.	Moonshot

Prioritization (RICE) focused on med + blood test solutions

Solution	R	I	C	Effort	RICE calc	Score
Smart ETA Alerts (meds + lab)	3	2	3	1	$(3 \times 2 \times 3) / 1 = 18$	18.0
Guaranteed Delivery & Collection Slot	3	3	3	2	$(3 \times 3 \times 3) / 2 = 27 / 2 = 13.5$	13.5
Auto-Refill	3	3	3	2	$(3 \times 3 \times 3) / 2 = 13.5$	13.5
Fasting / Prep Smart Reminders	2	2	3	1	$(2 \times 2 \times 3) / 1 = 12$	12.0
Combined Order Flow (bundle med+lab)	2	3	2	3	$(2 \times 3 \times 2) / 3 = 4$	4.0

Wireframes

<https://docs.google.com/presentation/d/1O2kkP7P-MNMkiS-R2oiQBDuYOW6LT1PAvLFMCNwT9Xg/edit?usp=sharing>

