



Product Requirement Document (PRD)

1. Objective

For Business

1. Improve user retention and repeat order frequency among chronic users.
2. Reduce delivery-related complaints and support tickets.
3. Strengthen Tata 1mg's positioning as India's most reliable digital healthcare platform.

For Users

1. Ensure on-time medicine delivery and sample collection through transparent SLAs.
2. Build trust and peace of mind for chronic patients and caregivers.
3. Provide automation and proactive updates for continuity of care.

2. Overview

Chronic patients and caregivers often experience unpredictable medicine delivery timelines and unreliable lab collection slots. This results in missed doses, delayed reports, and increased anxiety.

The goal of this phase is to introduce a **"Reliability Suite"** — combining three features that address this pain point:

1. **Guaranteed Delivery & Collection Slot (Promise Window)**
2. **Auto-Refill for Chronic Medicines**
3. **Smart ETA & Delay Alerts (Meds + Labs)**

Together, these features create a predictable, stress-free, and trustworthy healthcare delivery experience.

3. Market Research

Insight	Source	Impact
74% of users cited “late delivery or missed slots” as top frustration	Phase 2 Survey	Reliability is the top retention lever
48% of chronic users switch to local chemists after delays	Phase 2 Interviews	Immediate churn risk
Competitors (PharmEasy, NetMeds) focus on discounts, not reliability	Competitive Scan	White-space opportunity
Chronic patients value trust over price in healthcare	Industry trend (EY HealthTech report, 2024)	Long-term differentiator

Market Opportunity: Position Tata 1mg as the *most trusted* healthcare logistics platform, “Reliability, not just affordability.”

4. Who are the Users? Why do they need this?

Primary Users:

1. Chronic patients (aged 30–60, metro and tier 1 cities)
2. Caregivers managing family prescriptions and lab appointments

Key User Needs:

1. Reliable, predictable delivery and collection slots
2. Automation (auto-refill, reminders, proactive updates)
3. Clear communication around delays

Representative Quotes:

“When my medicine arrived two days late, I had to borrow from my neighbour — that’s how bad it gets.”

“I always keep a backup at my local chemist, because I don’t trust online timings.”

These insights highlight that trust, not price, is the real retention barrier.

5. Success Metrics

OKR Goal: Improve reliability and retention among chronic patients

Key Result	Baseline	Target (Post Launch)
Repeat order rate (chronic users)	35%	45% (+25% QoQ growth)
On-time delivery adherence	68%	95%
NPS on “Delivery Reliability”	+12	+40
Auto refill adoption	0	20% of chronic users
Support tickets tagged as “delay”	100%	-40%

6. Feature Flow and Description

Feature 1: Guaranteed Delivery & Collection Slot (Promise Window)

Goal: Establish trust by committing to a reliable, guaranteed delivery and sample collection window.

User Story:

As a chronic user, I want to know exactly when my medicines and sample collections will arrive, so that I can plan my schedule confidently.

Flow Summary:

1. The user selects the preferred delivery/collection time window during checkout.
2. App displays unified ETA for medicine + lab.
3. “Promise Tag” shown at checkout and in the tracking screen.
4. If SLA missed → auto-credit issued (Compensation SLA).

Edge Cases:

- Delay due to prescription verification → fallback ETA & proactive alert.
- Vendor unavailable → backup partner (chemist/lab) activated.

Acceptance Criteria:

- Unified ETA visible pre-checkout
- SLA miss triggers compensation within 24 hours

Feature 2: Auto-Refill for Chronic Medicines

Goal: Automate monthly medicine delivery for chronic users.

User Story:

As a chronic patient, I want my regular medicines to auto refill every month so that I never run out.

Flow Summary:

1. “Auto-Refill” toggle during checkout.
2. Reminder sent before dispatch → user can skip or modify.
3. Backend checks stock and prescription validity.

Edge Cases:

- Expired prescription → auto-notify user.
- Out-of-stock → alternate vendor auto-selected.

Acceptance Criteria:

- 90% refill success rate
- User can skip/edit refills anytime from dashboard

Feature 3: Smart ETA & Delay Alerts

Goal: Increase transparency through real-time tracking and proactive alerts.

**User Story:**

As a caregiver, I want timely updates if there's any delay so I can stay informed and calm.

Flow Summary:

1. Real-time tracking starts post confirmation.
2. ETA dynamically adjusts to traffic/vendor conditions.
3. Alerts triggered if deviation >15 minutes.

Edge Cases:

- Internet down → fallback SMS alert.
- Delay > threshold → compensation + apology message.

Acceptance Criteria:

- Push/SMS alerts within 5 minutes of SLA deviation
- 100% visibility of ETA changes

7. Release Schedule

Sprint	Deliverable	Duration	Owner
Sprint 1	Guaranteed Slot MVP	Week 1–3	PM, Tech, Ops
Sprint 2	Auto-Refill + Reminder Engine	Week 4–6	PM, Backend
Sprint 3	Smart ETA Integration	Week 7–9	Tech, Data, UX
Sprint 4	Unified ETA (Meds + Labs) + Compensation Logic	Week 10–12	PM, QA, Vendor Ops
Beta Test	Chronic users (Tier 1 pilot)	Week 13–14	CX, Analytics
Full Rollout	All metros & major Tier 2 cities	Week 15+	Growth, Marketing

8. Go-To-Market (GTM) Plan

Launch Message:



"Your health doesn't wait and now, neither does your medicine."
Introducing Tata 1mg Promise: On-time delivery, every time.

Channels:

- **In-App:** Home banner + push notifications
- **Email/SMS:** Reliability-focused campaign
- **Doctor tie-ups:** Promote auto-refill through digital prescriptions
- **PR:** Announce "Tata 1mg Promise" reliability guarantee
- **Gamification:** "Promise Delivered" streak badge for consistent users

KPIs for GTM:

- 10% increase in app engagement within 30 days
- 20% click-through on Auto-Refill banner
- 15% uplift in medicine subscription retention

9. Appendix

- **Linked wireframes:** [Google Slides Prototype](#)