



How to increase the cart addition for the users and improve post order experience for customers in PharmEasy App

1.0 PharmEasy's Mission

PharmEasy mission is to make healthcare services easily accessible and affordable to all people by helping patients connect with local pharmacy stores and diagnostic centers to fulfill their extensive medical needs.

2.0 Problem Statement

Millions of users tend to order some medicines from pharomeasy are often require to discover the right products and other healthcare products that can be beneficial for them.

Lack of insights and discoverability about the right product may lose customers which results in an increased churn rate during the initial stages i.e. before the cart addition stage.

3.0 Identifying Users

There are 2 types of users that we need to look upon :

1. PharmEasy User who are the patients themselves
2. PharmEasy User but the patient is their family members – Typically old age /less tech-savvy people

	Jay,27, M, Software Engineer	Pradeep, 30, M, Business	Ritika, 24, Student
Patients	For himself	For himself	For Parents
Disease	Vitamin deficiency	Chronic	Chronic
Tech Savvy	Yes, prefers to buy online always	Not so tech-savvy and depends on additional help support by his son.	Yes, but choose COD always due to not having enough balance while purchasing.
Likes	Easily accessible and affordable	Affordable and convenient	Easily accessible and affordable
Challenges	Lazy and use only minimum feature of pharomeasy i.e. search led product discovery.	More dependent on son to help him order medicines, less comfortable in English language	Lack of time, sometimes forget to remind parents about the dosage reminders and stock refill.

4.0 User buying journey



Stages	User Goal	User Action
App Launch/Onboarding	Order the medicines quickly	User is prompted to click on Order Medicines, Healthcare Products, and Lab Tests
Product Discovery	To search all the medicines required to order	User searches for medicines or uploads prescriptions. User receives a call from a pharmacist if they have uploaded a prescription to get confirmation on medicine name.
Product Selection	To quickly select the correct medicine with the appropriate quantity	User clicks on the medicine, add the quantity, and add them to the cart.
Prescription upload(Not required for non-Rx medicines)	To upload the prescription given by the doctor	User upload the prescription which is given by his doctor If a prescription not available, then a PharmEasy doctor call will be scheduled to give a prescription.
Checkout	To receive the medicines quickly post order confirmation	User gives the payment/COD and then the order confirmation page will be shown
Post-purchase order service	To get reminded of daily/weekly medicines so that he/she may not miss any specific dosage	User scroll to the bottom to add the dosage reminder.
Refill	To get the stock quickly before current medicine stock gets over	User need to select the reorder option on the homepage and pay to get the order confirmation.

To maximize the conversion rate of cart addition we need to analyze where we can improve the most so that the conversion rate increases.

5.0 Levers needed to be assessed

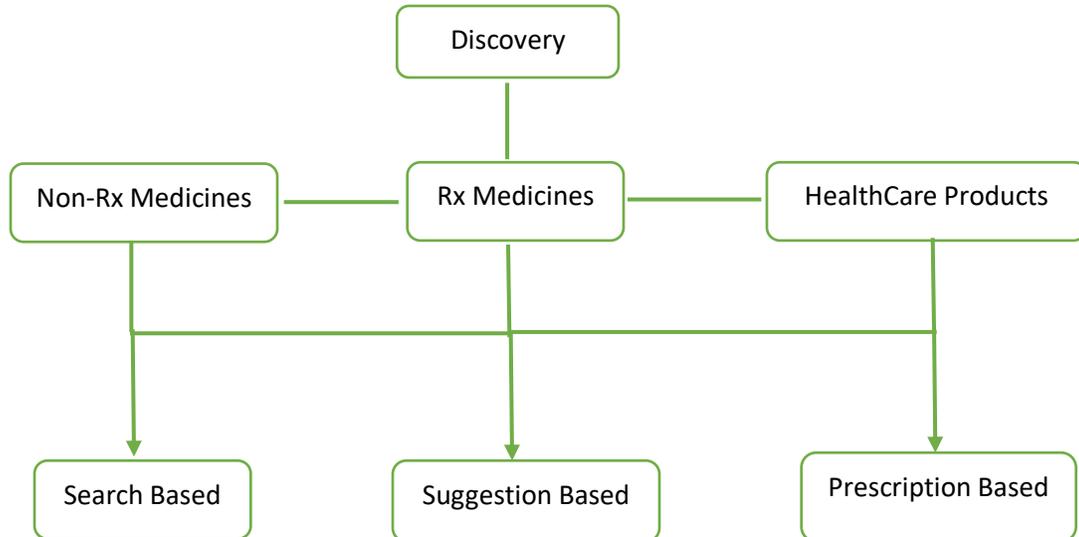
To increase the conversion rate of users for cart addition, two parts need to be checked upon:

1. Improving the discovery experience for the customer so that there will be less churn rate of users before the cart addition stage.
2. Improve the post-order experience of users so that customers can easily be reminded of their dosages which in turn will increase the frequency of their refills.

6.0 Exploring the discovery experience

Discovery of pharameasy can further be broken down into 3 categories: Non-Rx medicines, Rx medicines, and Healthcare Products. And each category can be further discovered in the following ways:

1. Search-Based
2. Suggestion Based
3. Prescription Based.



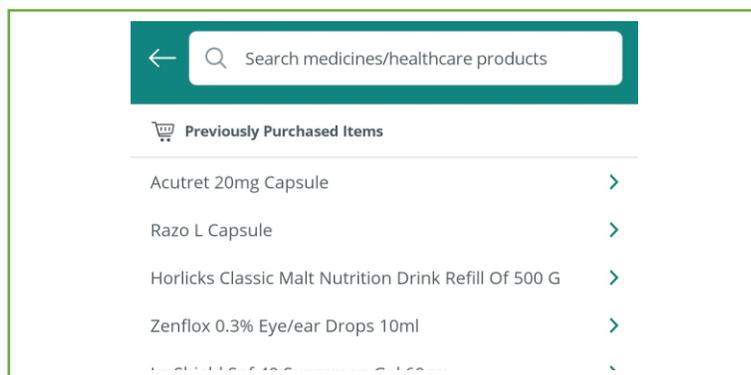
We will focus on improving the search and suggestion led products that can cater to the most of the users and improving the overall discovery experience.

6.1 Challenges faced in the discovery experience

After combining the pain points(PP) using the play store, App store, and User interviews, I will highlight the top 4 below :

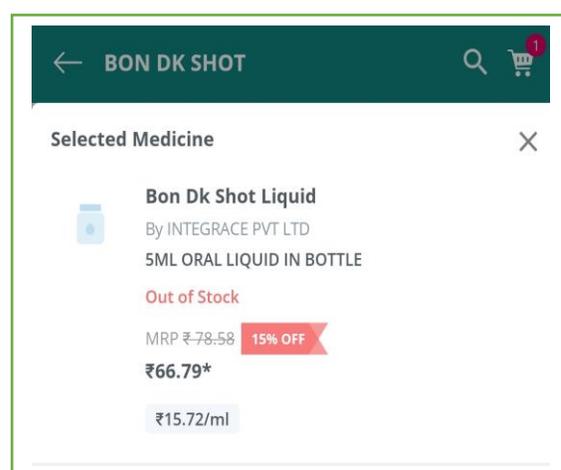
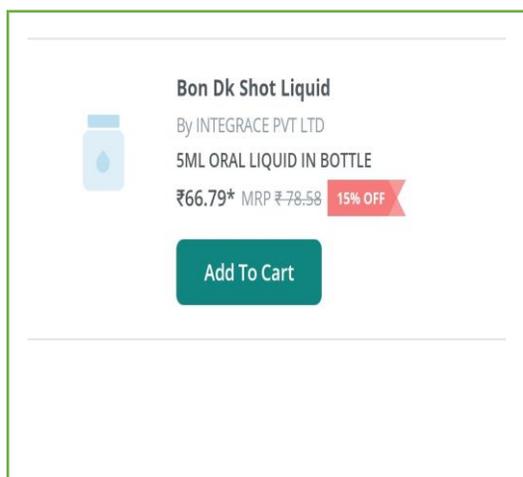
PP1: Unable to discover products that are in trending/sale when using search led discovery.

Explanation: For users who are more focused on search led product discovery are often missed out from trending/in-sale product category and may not discover the other healthcare products or medicines.



PP2: Out of Stock is not displayed on the product listing page

Explanation: On the product listing page users cannot see the stock availability unless they click on the "Add to cart" option. This makes users feel dissatisfied and increases the cognitive load for the users whether the product is added or not.



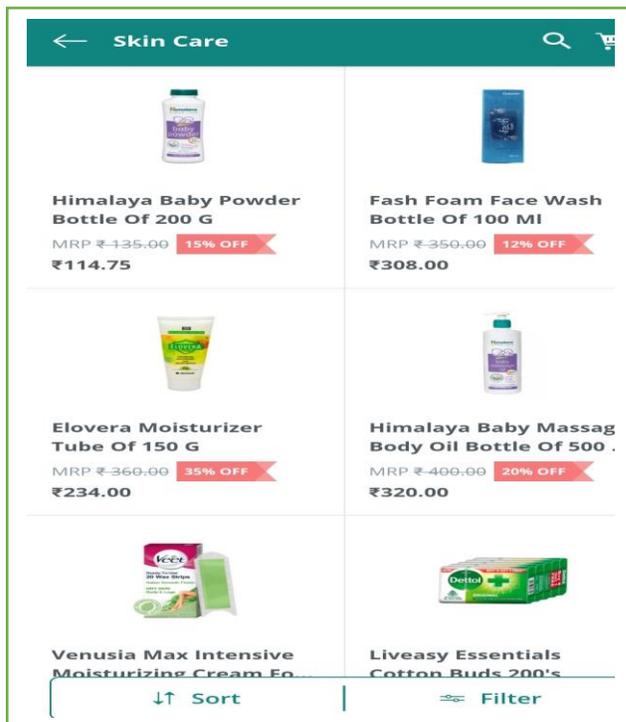
PP3: No alternatives to keyboard-based search

Explanation: Adding bulk medicines requires time and effort for the users for typing each medicine name and selecting the brand. This may tend to drop off the user from the journey if they feel it will take a while to go through the buying journey.



PP4: No product based categorization

Explanation: There are no product based categorization listed which makes it difficult for the user to choose the right product and may feel overwhelmed by the list of mixed product and can end up not buying any healthcare products.



Ex- It shows me a baby powder, FaceWash, Oil, Soap etc under Skin care. It takes a lot of time for user to scroll and select the desired product for them.

6.2 Solutions

1. Add Trending Healthcare Product section on the search page:

A trending healthcare product carousel will be shown to the users who tend to buy the product through search led discovery only and often miss out on the other trending/sale products.

What it solves :

- PP1 i.e. To show the trending products to improve the discovery of healthcare products for search led customers.

Impact :

- Improves satisfaction level for the customers by enabling ease of purchasing.

Implementation:

- After clicking on the search bar on the homepage, trending products below the recent searches need to be implemented.
- With each product been displayed the add to cart CTA icon should be highlighted.
- When clicked on Add to cart CTA, the product should be added to the cart and the button should be replaced with 'Added to cart'.

2. Stock availability should be on the product listing page itself:

Showing the stock availability with the numbers displayed will tell customers to stock their medicines for the required number of days. And when the product is out of stock then the Notify option should be provided to let users know about the availability of product through push-notification/SMS.

What it solves:

- PP2 i.e. Proving stock information of product if it will become out of stock soon and a way to get the availability information.

Impact:

- Reduces back and forth with customers and improves customer trust and satisfaction.

Implementation:

- On the product listing page, if the product is out of stock then mark the item as Out of stock and provide a notify option for the user to get the availability information.
- If the product is available then mark the number of item remaining / Limited stock only if the product is about to go out of stock soon.
- Notify users about stock availability through push-notification or via SMS when the product is back to available.

3. Voice led Search Products:

A voice search feature in which the medicine and healthcare products can easily be discovered in just a single click.

What it solves:

- PP3 i.e. Reducing the manual effort for the users to type all medicine's name.

Impact:

- A faster way of buying product which improves the customer satisfaction and increase the overall delivery TAT.

Implementation:

- Voice icon will be displayed on the search bar which can be discovered by giving a nudge to first-time users.
- To identify the correct medicines, a list of medicines will be shown on the search page itself based on voice Speech to Text conversion algorithm.
- If the medicines pronounced incorrectly, a list of medicines with the correct and related naming can be displayed on the search page.

4. Categorization of products:

All products can be categorized under each section to improve the discoverability of the products.

What it solves:

→ PP4 i.e. Reduces the cognitive load for the customers

Impact:

→ Users can discover the products easily and conveniently without scrolling too much and get to the desired product in a faster way.

Implementation:

- Under each healthcare section, product categories need to be added.
- After clicking on the product category, the appropriate product listing will be displayed with an option to sort and filter the products.

6.3 Prioritization

Sl.No	Solutions	Impact	Effort
1.	Add Trending Healthcare Product section on the search page	High	Medium
2.	Stock availability on the product listing page	Medium	Low
3.	Voice led Search Products	Medium	High
4.	Categorization of products	High	Low

* Impact is measured on the basis of alternate solutions currently it has in PharmEasy App and the urgency of the user.

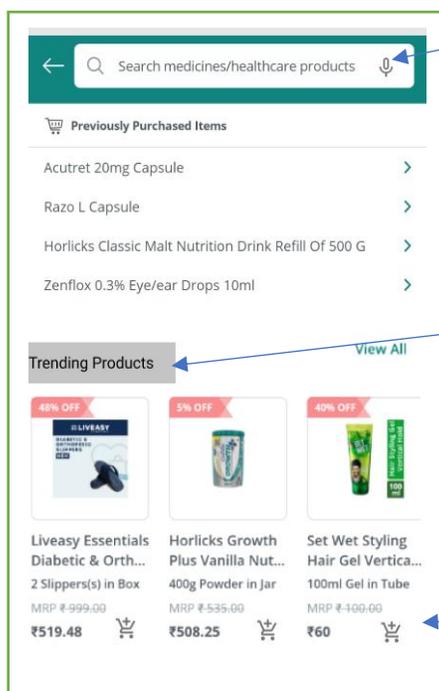
Final Priority order: 4,1,2,3

6.4 Success Metrics

Solutions	Metrics to assess
Add Trending Healthcare Product section on the search page	% of users adding the trending products directly from the search page
Stock availability on the product listing page	% of users placing an order before stock runs out % of users clicking on notify option
Voice led Search Products	% of users clicking on the relevant searches using voice % of users adding the product to cart using voice search recommendations.
Categorization of products	% of users increase in healthcare product categories. Avg time for add to cart for healthcare products

6.5 Mockups

Trending Section and voice search

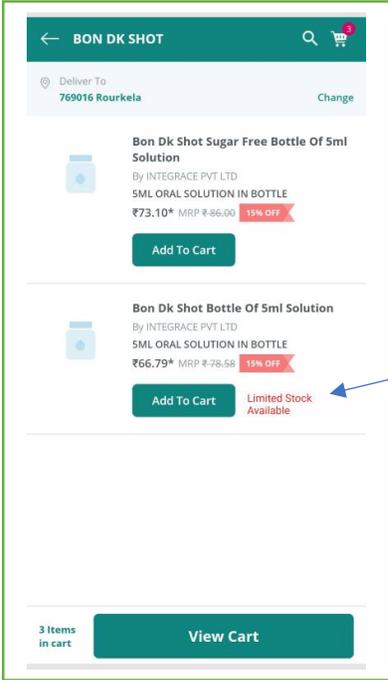


Voice led search: Allows users to search faster

Trending Products : A way to discover the new products for search based customers.

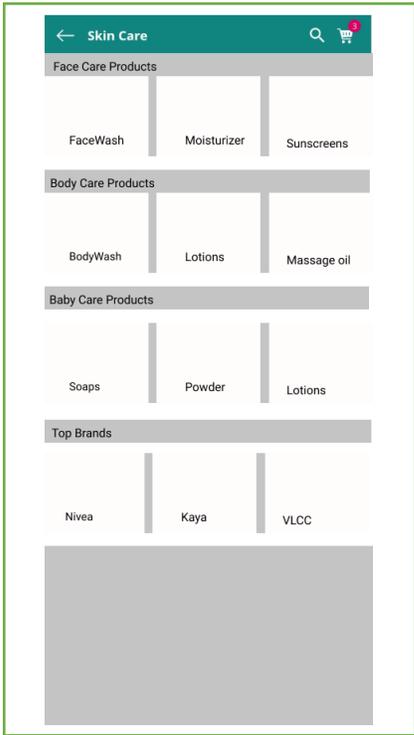
Faster way for cart addition in the search page itself

Stock availability on the product listing page



Notifying users about the stock availability

Categorization of products



Simplified categorization of products

7.0 Exploring the post-order experience

Postorder experience can further be classified into two categories:

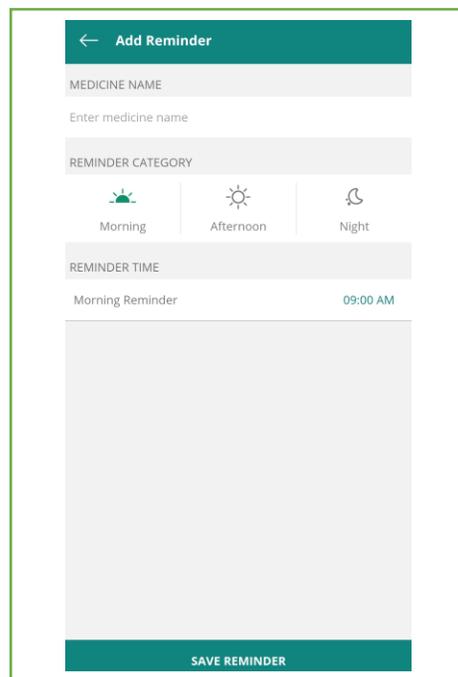
1. Dosage Reminder
2. Articles about different categories of diseases.

We will focus on the dosage reminder and deep dive into some of the ways where we can improve the adoption and in turn can increase the the conversion rate of users quickly by doing refills.

7.1 Challenges faced in Dosage reminder

PP1: No way to remind the patient who are not Pharmeasy users.

Explanation: For the patients typically old age/less tech-savvy people depend upon their caretaker either their family members or any other siblings. Pharmeasy dosage reminders reach the user and not to the actual patient for whom the reminders are intended for.



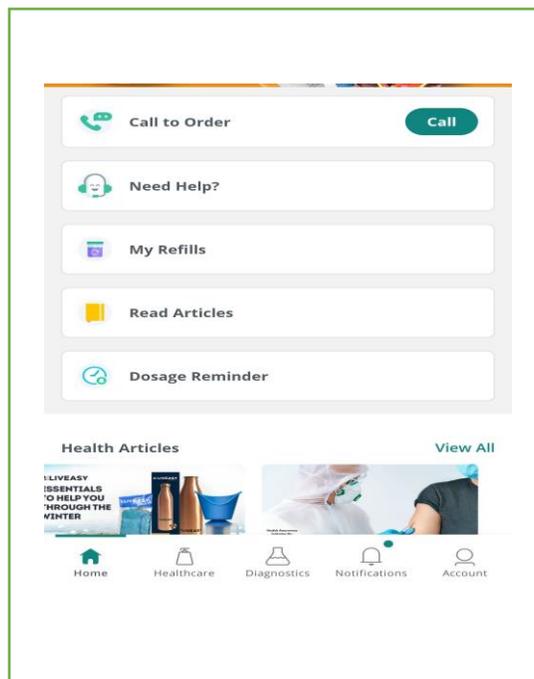
The screenshot shows a mobile application interface for adding a reminder. At the top, there is a teal header with a back arrow and the text "Add Reminder". Below the header, there are three main sections: "MEDICINE NAME" with a text input field containing the placeholder "Enter medicine name"; "REMINDER CATEGORY" with three radio button options: "Morning" (with a sun icon), "Afternoon" (with a sun icon), and "Night" (with a moon icon); and "REMINDER TIME" with a text input field containing "Morning Reminder" and a time selection field set to "09:00 AM". At the bottom of the form is a teal button labeled "SAVE REMINDER".

PP2: Missing meal information on dosage reminder page

Explanation: For patients who take more medicines need a reminder to take their medicine before or after the meal. Missing this vital information may confuse patients and increase the cognitive load for them to take the decision.

PP3: Discoverability of the dosage reminder

Explanation: Currently the dosage reminder option is below the homepage which requires maximum effort to reach and may not be properly discoverable by all the users.



PP4: No CTA to remind users to purchase the refill before the stock goes out.

Explanation: Currently there is no way where users can be reminded to buy the refill. Although dosage reminders keep track of the medicine been taken and the number of days it takes to complete but it shows no reminder to the user to buy the refill before the stock goes out.

7.2 Proposed Solution

Improved dosage reminder page:

A new reminder tab for other can be created where the details such as patient name, Phone Number can be provided. Mode of reminder can be sent to the patient such as SMS/automated call.

What it solves:

→ PP1&PP2&PP4 i.e creating a way to remind people who are not pharameasy users and reminding both user and patient to refill before the stock goes out.

Impact:

→ Improves customer's trust and satisfaction

Implementation:

- A separate tab on the dosage reminder page will be created.
- Patient's name and phone number can be entered in the page which will notify the patient through preferred way of communication i.e. via SMS/automated-call.
- Meal information can be selected to remind users to take the dosage before or after the meal.
- After tracking few days of dosages , users and patients(if selected) should be notified to buy the refill before the stock goes out. This helps users to have enough time in their bucket for replenishment and to avoid the last minute hassles.

7.3 Success Metrics

Solution	Metrics to assess
Improved dosage reminder page	% of users successfully creating a reminder for others. % of refill conversion rate post adding this feature

7.4 Mockups

Reminder for self

The mockup shows a mobile application interface for adding a reminder for oneself. At the top, there is a teal header with a back arrow and the text "Add Reminder". Below the header, there are two tabs: "Reminder for self" (which is selected) and "Reminder for others". The form consists of several sections: a "MEDICINE NAME" field with the placeholder text "Enter medicine name"; a "REMINDER CATEGORY" section with three radio button options: "Morning" (selected), "Afternoon", and "Night"; a "REMINDER TIME" section with the text "Morning Reminder" and "09:00 AM"; a "Breakfast" section with two radio button options: "Before Food" (selected) and "After Food"; and a large grey rectangular area at the bottom for additional details. At the very bottom, there is a teal button labeled "SAVE REMINDER".

Reminder for others

The mockup shows a mobile application interface for adding a reminder for others. It features the same teal header and "Add Reminder" title as the self-reminder screen. The tabs are "Reminder for self" and "Reminder for others", with "Reminder for others" selected. The form includes: a "MEDICINE NAME" field with the placeholder "Enter medicine name"; a "PATIENT'S NAME" field with the placeholder "Enter Patient's name"; a "PHONE NUMBER" field with the placeholder "Enter Patient's Phone Number"; a "MODE OF COMMUNICATION" section with two radio button options: "SMS" (selected) and "CALL"; a "REMINDER CATEGORY" section with three radio button options: "Morning" (selected), "Afternoon", and "Night"; a "REMINDER TIME" section with the text "Morning Reminder" and "09:00 AM"; a "Breakfast" section with two radio button options: "Before Food" (selected) and "After Food"; and a large grey rectangular area at the bottom for additional details. At the very bottom, there is a teal button labeled "SAVE REMINDER".