MFine - HealthTech

MFine was founded in 2017 to solve a problem of ease of access to exceptional healthcare services from the comfort of the home. Since then, MFine has grown leaps and bounds with the addition of artificial intelligence and other features.

To identify the opportunities/problems, I have divided the scope into two parts. The first part talks about the bigger/broader opportunity or unmet need of a user, whereas the second part is about the small opportunities based on the user experience with the current product.

Unexplored opportunities for MFine could be as follows.

Big/Broader Opportunities -

MFine is solving all medical needs of a user right from self testing to consultation to prescriptions to lab tests to ordering medicines. But the users in this segment might be looking for some additional features as mentioned below.

Care Taker Services - A lot of users are careful about taking precautions post any treatment or recovery. But the perspective changes when kids and old people are in question. Since after treatment or surgeries or recovery, a lot of care is required and a trained individual is required. Therefore, to find and hire the trained person, people look online and offline and generally end up opting for any option available readily.

The user might want to plan a trip where they cannot take old people at home but want to make sure they are safe and taken care of.

The user wants his/her kid to be taken care of by a trained person after a treatment or surgery.

The user stays alone at home and wants someone to take care of them after a treatment or surgery.

Recommendations

- Adding a section of booking a caretaker from a list of options based on user location
- Recommendations feature to the users who just went through severe illness based on user records and prescriptions
- Subscription plans for regular users based on previous booking data

Second Opinion (Specialist) - A lot of patients undergo a surgery in a year and a lot of discussion happens around when, why, and where to have a surgery. People ensure that the procedure they are undergoing will improve their condition, they have chosen

the best doctor, hospital, treatment and package. In a lot of cases people might be misguided or made to make wrong choices in terms of packages.

The user wants to be sure that the choice they have made is correct and will improve their condition.

The user wants to have all the knowledge they need to make a sound decision.

The user wants to make sure that the package or the cost they are charged are as per industry standards or not.

Recommendations

- A special service category with specialized doctors recommending based on the previous tests and treatment reports of the users
- Pre and post surgery action plans along with precautions for the patients developed based on the documents provided

Small opportunities

MFine has a lot of smaller opportunities they can work on to make it a go to app for all health requirements. The following screenshots and observational suggestions are to make the user experience more hassle free and smooth.
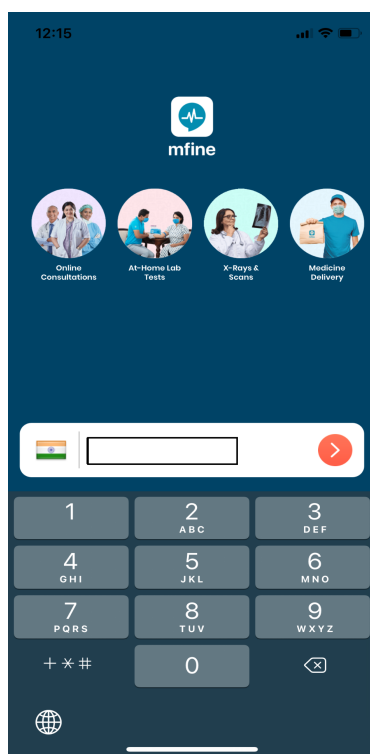
<u>The registration process</u>

1. While adding a mobile number and hitting the next button, it is less intuitive to press the red arrow, a CTA saying get OTP would have been better.
2. The commitment is high while registering as there is no way to skip that screen, one has to register only without even experiencing or using the app.
3. "I have a hospital code" - There is no clarity what it means and where it could be used and how to get it.
4. Accepting terms of the app comes after you have entered the details, but if I don't accept the app would still have my details.
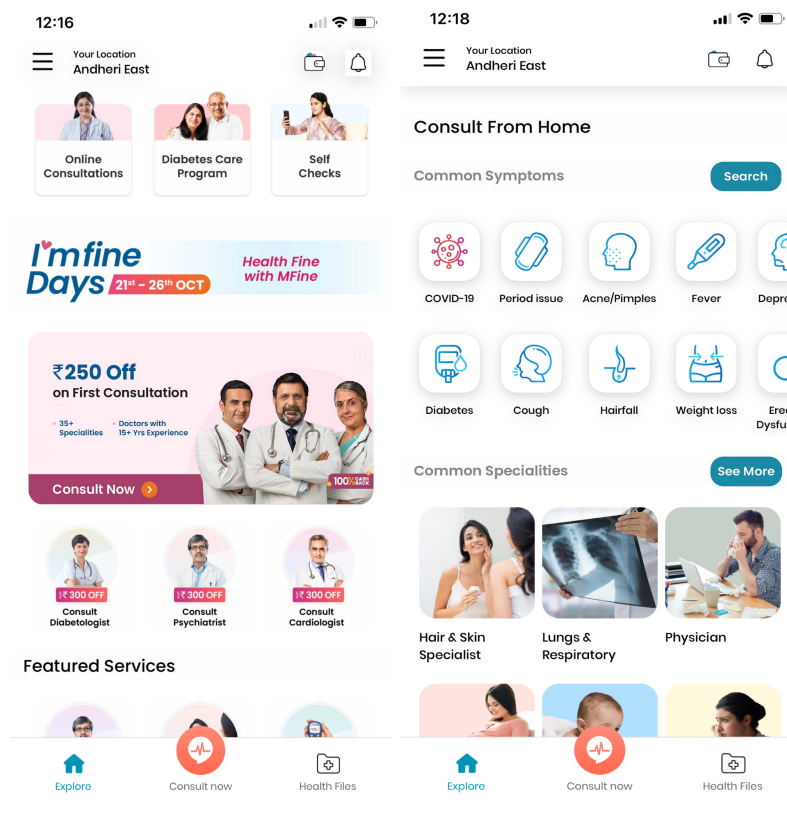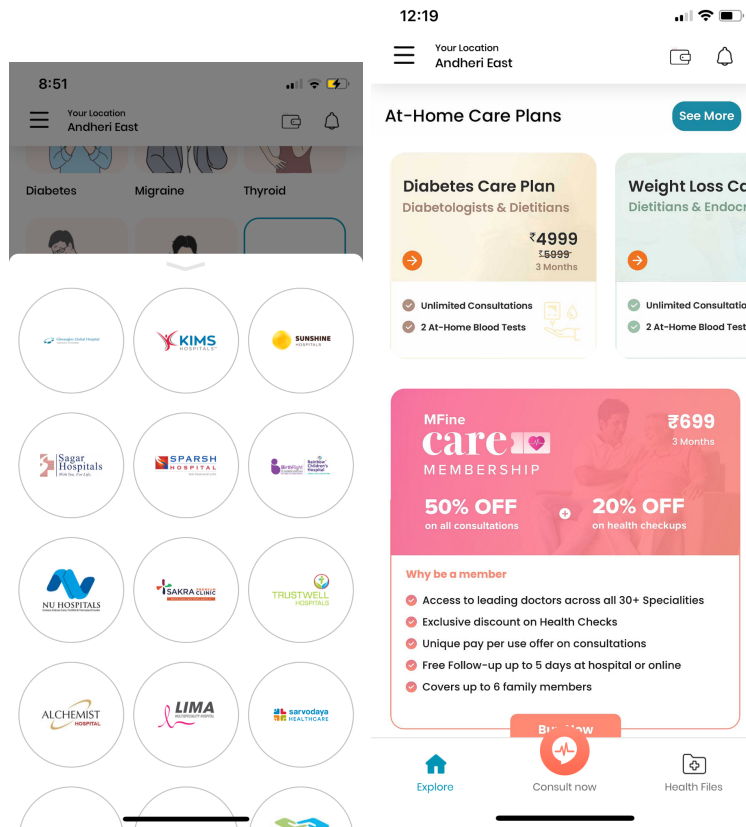
In app user experience

1. "I'm fine days" - No description about it, not even a clickable banner, confusing for the user.
2. Information overload - the home screen contains a lot of information that increases a user's cognitive load while analysing all of it.
3. Explore by concern section redirects to a weblink which deteriorates a user's experience by switching to another platform.
4. Choosing a hospital - When a user clicks on "see more" option in the hospitals section there is no way to go back and a user has to select a hospital to proceed.
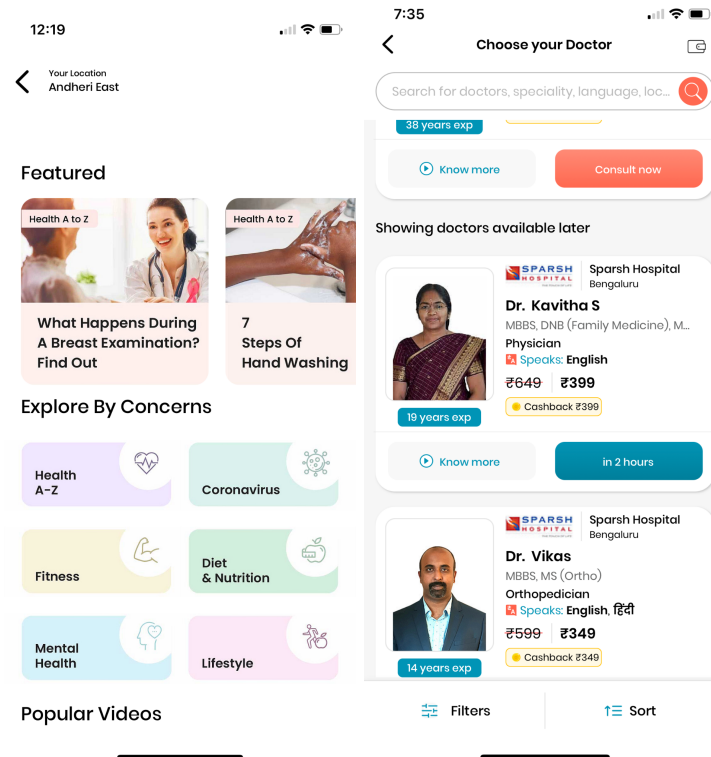
Relevancy

1. A lot of doctors are from Bangalore which makes users feel that in case they would want to visit the doctor offline, it would be difficult.
2. The most common issues people use the app for are not the first thing you see on the home screen. The common issues are listed down the page which a user explores after scrolling.
3. Featured Services are a separate heading from Consult From Home, it is confusing for the users to understand if the featured services could be availed from home or not as some of them are appearing in Consult From Home section as well.

A product requirement document is prepared for the categorization of various services based on the evaluation done on various parameters.

Categorization of Services Offered in Mfine App

The spec document talks more about Why, What, and When needs to be built for categorization of services offered at MFine app. The document does not include the "How" part of it i.e. technical implementation.
Author: Jotsimran Bains, Fictional PM of MFine
Last updated: December 3rd, 2021

Current Status: On Track, Phase 1 Ongoing

Links: Pitch Doc | Backend Tech Spec | Frontend Tech Spec | Design Spec | QA Plan

What is categorization of services?

It is a new layout that we are thinking of, to make the user journey frictionless and with less cognitive load. It is basically to put similar services in the same bucket to make it easy for a user to navigate.

Why build this feature?

- **It is part of MFine's OKRs (Providing best healthcare experience online)**
    - **OKR** - To make the user experience with the app friction free so they have access to glitch free healthcare services
    - **KR** - Categorization of the services on the app home screen
- **Usage of MFine App**

- 1 million MAU of MFine
- 0.2 million daily unique users of MFine
- ~10% of DAU book an appointment
- This makes app experience and ease of navigation a really important feature for the app users
- Recent report by our Data Science team showed a **strong correlation between user experience and ease of navigation with customer retention**
  - New users who book an appointment on the first use have 20% higher chances of retention than the users who did not
    - Detailed report here
  - **Improving retention is one of the main OKRs for MFine in H2'20**
- **Request from users**
  - **Survey findings**
    - We recently sent out a survey to 1 million power users of Healthcare apps (power users = those who have booked appointments in last 30 days)
      - Details on the survey sent and its findings can be found here
    - Ability to navigate easily and categorization is counted as the most requested feature
  - **Focus Group Discussions (FGD)**
    - We did an FGD in our SF office
      - Details can be found here
    - The FGD report also mentioned categorization as a 'must have' feature
- **Competition parity**
  - Other health care apps like Tata 1mg are providing categorization based on the services provided and have added these features from the very beginning

Why build this feature over other features in our backlog?

Prioritisation sheet here - The excel spreadsheet shows the prioritization scoring of different features.

Pre Launch Data & Research

Links for the various reports used in the reasoning to build the feature are given below. (I have not added the links as the numbers are fictitious for writing this spec document)
Key Numbers for MFine App
Request from users: Survey findings
Request from users: FGD findings
Report on impact of MFine UX on retention
Competitive Intel Report

Main User Stories & Features

- As a user, I would like to see clear categorization of services to reduce cognitive load of choosing
- As a user, I would like to see most common symptom tab at the top screen to directly explore that section
- As a user, I would like to book an appointment/test as fast as possible
- As a user, I would like to easily navigate through various services in the app
- Segregating application home screen into three different tabs based on most frequently booked services categories (Common Diseases, Order Medicines, Lab tests)
- Generating pop-ups for latest health camps or offers rolled out by the company
- Using AI to identify medicine ordering pattern and providing nudges to reorder or repeat order, increasing acquisition and retention of users
- Personalized subscription plans for regular users in lab test category based on patterns identified using AI

Goals of this feature

- Make navigation through the app as frictionless as possible, so that the user do not feel cognitive load in exploring the different services
- Competition parity
- Improve retention and acquisition rates of MFine app by providing best apps experience possible

Success metrics

- 10% of MAU of MFine should book a service from the app
- Increase in time spent on the app by 5%
- Improve retention rates of MFine by 10%
- 5% Increase in repeat users on the app

Potential metrics watch out / impact

- Services booked daily
    - 10% increase in bookings after introducing more relevant service tabs
    - 3 most commonly booked services (Order medicine, book a lab test, consultation for common symptoms) count as 50% of all the services booked
    - If we introduce tabs based on these 3 features then other services will be negatively impacted

- Based on anecdotes during FGDs, users want to navigate as easily as possible

- Unique services booked
  - Daily average of 0.1 million users who book a service on the app
    - Out of these 0.1 million, ~20k users book a service during the day
  - We need to accept that there would be less traction for other services as we focus on the most used services

- Retention of MFine new users
  - Service categorization would have a positive impact on retention of MFine new users
  - Building a better health care product should help in improving retention
    - We will test impact on retention by doing an AB test
    - Control will be new users without this new categorization feature
    - Experiment variant will be the segment of new users who have access to service categorization
- Usage of each service
  - For now we are going with 3 most commonly used services for the categorization exercise
  - We will monitor the usage of each service

DACI

| Decision	Driver	Approver	Contributors	Informed
We have decided to focus on 3 services as of now. The services are decided based on the data and insights present in the report here.	Manoj	Manoj's Boss (Note: In some cases it can be Manasjyoti himself or some external stakeholder. Depends on who is the owner of this decision)	Sahil (Data analytics) Akshay (Design head)	Sandeep (Sales Head) Atul (Operations) Vijay (Design)

Product Requirements (The What)

Requirement	Priority	Phase/Milestone	Status
Show service category banner at the top of the homescreen on Mobile apps (Android and iOS)	Must Have	M1	Done
Default service banner selected when a user enters the app	Must Have	M1	Done
Provision of slide to switch service categories within the app	Must Have	M1	Done
Sorting most relevant content in particular service segment as per user data	Must Have	M1	Ongoing
Onboarding/ demo of the working of the category banners	Must Have	M1	Yet to Start
Allow users to rearrange the banners as per their convenience	Should Have	M2	Yet to Start
Remove/undo reaction by tapping on the emoji next to the message	Should Have	M2	Yet to Start

Each banner should have search bar for users to input exactly what they are looking for	Must have	M3	Yet to Start
Send push notification whenever a service is booked	Should have	M3	Yet to Start

User Flows
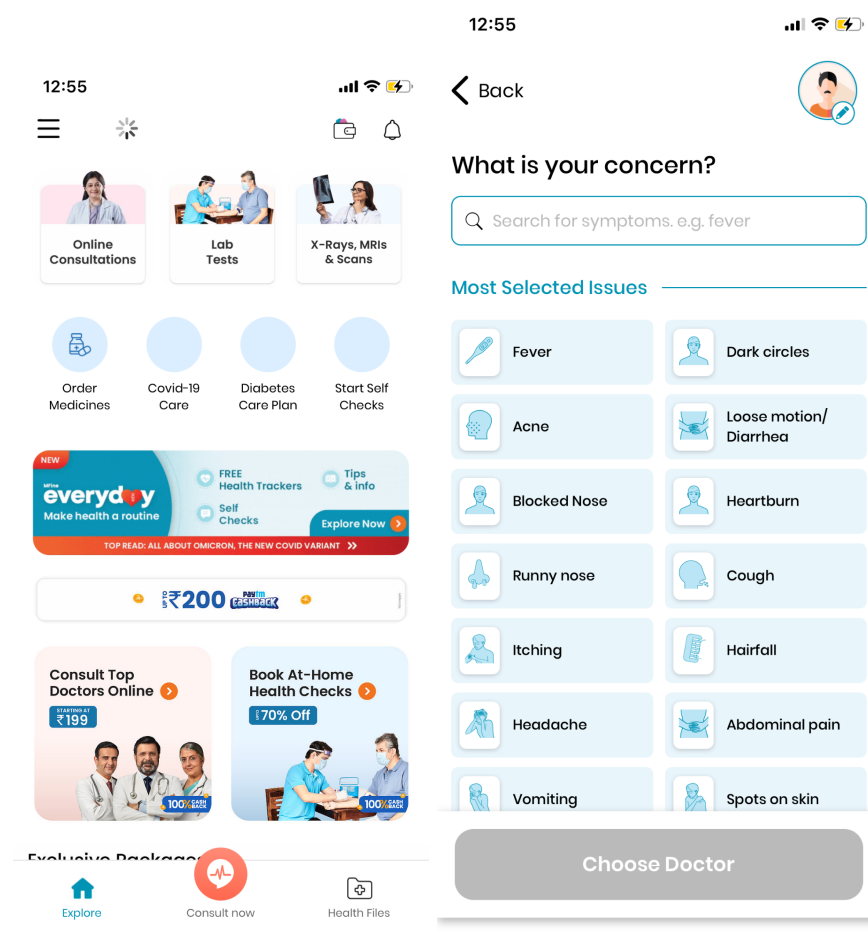
How do we educate customers about this feature?

- Onboarding flow will be created on figma - Link will be added later on
- Different hooks will be present to show that a new layout/feature has been added in the homescreen

Non-Product Requirements

Requirement	Priority	Phase/Milestone	PIC	Status
Marketing: Update MFine Blog page on User experience	Must Have	Post M3	Marketing	Yet to Start
Marketing: Announce feature to the world through our social media accounts	Must Have	Post M3	Marketing	Yet to Start
Start PR for this feature	Must Have	Post M3	PR	Yet to Start

Configurability

- This feature should be configurable based on
    - UserIds
    - Location
    - OS
    - Device
    - User segments

Roll out Plan

- M1
    - Alpha on 10th Jan
    - Beta on 20th Jan provided there are no major bugs or concerns in Alpha
    - Will launch on Prod as an experiment on 25th Nov
    - Experiment plan

- M2
    - Alpha on 7th Feb
    - Beta on 14th Feb provided there are no major bugs or concerns in Alpha
    - Will launch on Prod after we have results on M1 experiment results
        - Rough timeline 20th Feb
- M3
    - Alpha on 5th Feb
    - Beta on 14th Mar provided there are no major bugs or concerns in Alpha
    - Prod on 24th Mar

Open Questions

- [Stakeholder from Marketing] How did we select the 3 services we are showing in M1
    - [Manoj from Product]
        - We went through the most commonly used services
            - on healthcare apps in general
            - on MFine
            - on our competitors
        - Finally selection 3 to show all common services
            - Lab test booking
            - Order Medicines
            - Book a consultation
    - [Stakeholder from PR] Will we start shipping on Prod starting from M1? Should we wait till M3 for our PR drive around this feature?
- [Manoj from Product]
    - We will start doing experiments starting M1
    - PR can wait till all 3 Milestones are shipped on prod

Feature Development Checklist for M1

Items	Status	Date
PM Spec v1	Done	15 September
Strong WHY	Yes. Mentioned in the Spec	15 September
Kick Off with Design	Done	20th September
Wireframes	Done	4th October

Feedback on Wireframes & PM - Designer alignment	Done	8th October
Kick Off with Devs + QA + Design + Security Team + UX Writer	Done	10th October
Backend Tech Spec	Done	20th October
Frontend Tech Spec	Done	27th October
PM - Dev Huddle	Done	30th October
Spec Freeze (After iterations of scope cuts and creep based on Dev and Design discussions)	Done	2nd November
Design Freeze (with High fidelity designs shared on Zeplin)	Done	5th November
Roll Out Plan	Done	10th November
--- Dev ---	Ongoing for M1	
QA (includes backward compatibility)	To be done (TBD)	To be done (TBD)
Copy freeze	TBD	TBD
Alerts for failure	TBD	TBD
Metrics on backend	TBD	TBD
Analytics events	TBD	TBD
Design Sign Off	TBD	TBD
Product Security Design Review	TBD	TBD
PM Sign Off	TBD	TBD
QA Sign Off	TBD	TBD
HOD Sign Off	TBD	TBD

Demo to Stakeholders	TBD	TBD
Ship on Prod	TBD	TBD