

SMARTPILL

POCKET PHARMACIST



SmartPill App - Pocket Pharmacist Marketing Plan & UI Design

Academic, March - June 2015

Course Chinese Business Culture and Entrepreneurship

Role Product Designer, UI/UX Designer

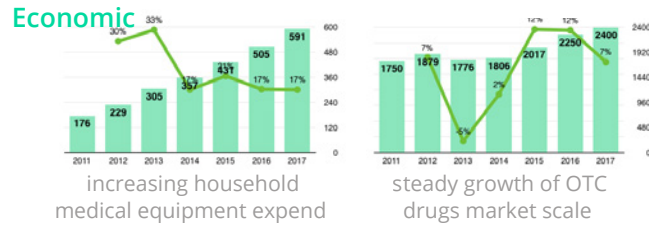
Scope Research, Business Process Design, Strategy, UI/UX

Partners Maggie Long & Zheng Shen

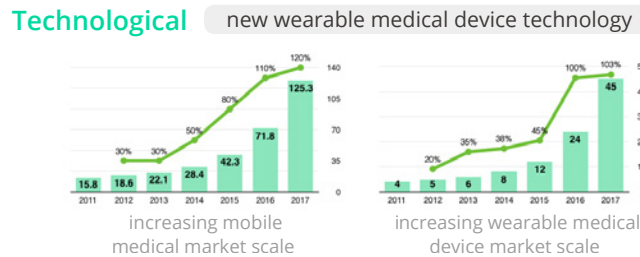
China's hospital medical resource is scarce to afford billions people's daily health care. According to the research in 2014, the number of doctors per 10000 citizen was only 21 and the average waiting time in 3A hospital was half an hour. The bad condition brings patients miserable experience and risk to give wrong diagnose. The youngs in China is becoming unwilling to go to hospital and wait in long queue if they feel not that bad. To deal with slight illness or their occupational disease, they buy themselves pills by parents' experience or searching on the Internet. But both way are not safe. Cold with similar symptom can be the wind-cold, wind-heat or rheumatism-cold type which mess people deeply. With increasing mobile medical market and new technology, there should be a better way to improve the experience and accuracy in self-diagnostics.

1 PEST + MARKET ANALYSIS

Political no specific laws¹ increasing community care
financial support from government Internet Plus bonus



Social difficulties and high expense in medical care
occupational disease under work pressure
traditional Chinese diagnostics² and modern medicines bias



Competitors & Standards¹

	category	app	experience	accuracy
I	drugs database	DXY Drugs	★★★	★★
	education + paper	Apricot Tree Stand	★	★★★★★
	body measurement	MiHome Health	★★★★	★
	EMP management	Good Doctor	★★★	★
II	illness diagnosis	Chunyu Doctor	★★★	★★★★
	online doctor	Personal Doctor	★★★★★	★★★★
	women + baby care	5U Doctor	★★★★	★★★

CLASS I - BASIC

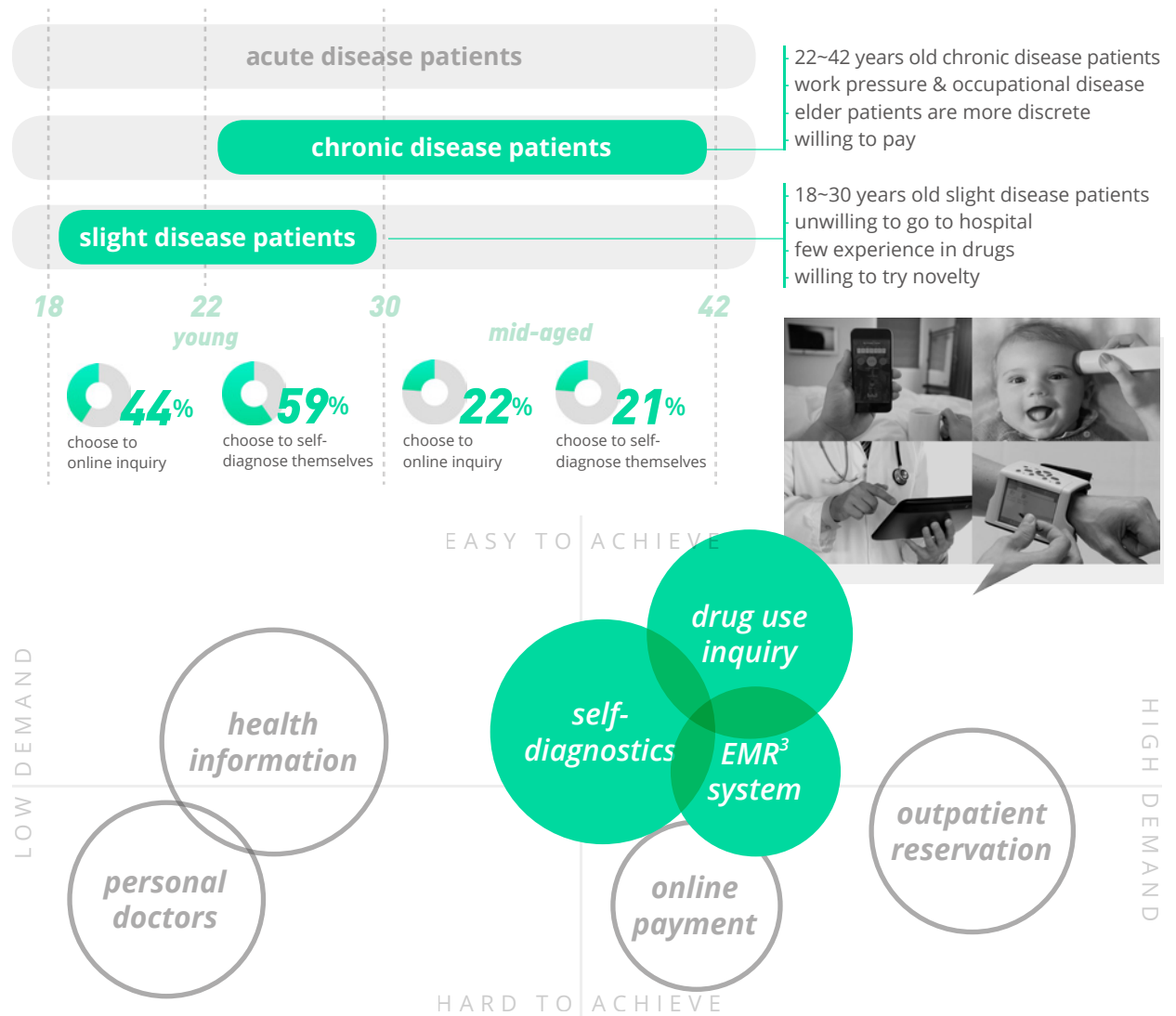
use technology to help
user have healthier body



CLASS II - ADVANCED

use body data to diagnose or
use medical resources

2 TARGET USER + MARKET POSITIONING



SmartPill offers self-diagnostics and drug use inquiry services for the young and mid-aged patients with slight or chronic disease.



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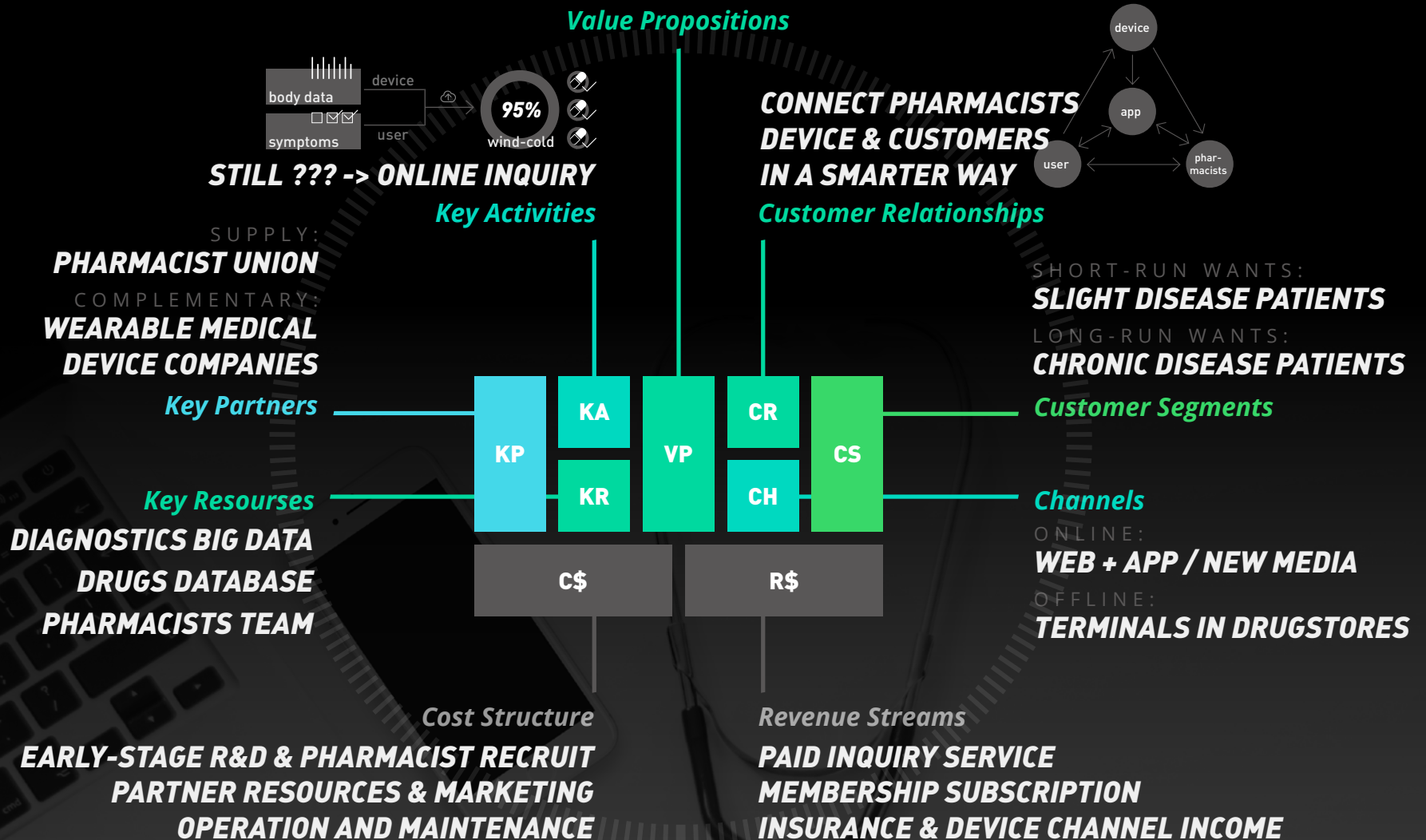
¹ There is no specific law in mobile medical care in China. I use standards by FDA in the U.S. to classify apps in China.

² With traditional Chinese diagnostics, patients are more focus on their symptom instead of body index data. But most patients are likely to use western medicine.

³ The Electronic Medical Record System is a function here and doesn't means the professional system connected to the medical center in China.

3 BUSINESS MODEL INNOVATION

THE MOST CONVENIENT AND ACCURATE SELF-DIAGNOSTICS SERVICES WITH ADDITIONAL INQUIRY



4 MARKETING STRATEGY

- Membership trial
- Family Plan discount
- Discount ADs in drugstores
- Marketing Campaign in flu season

For patients

- Early-stage Payment bonus
- Achievement evaluation system
- High Customer Score Reward
- Long-term cooperation agreement

For pharmacists

- Buy device, get free membership
- Selling Ads in app
- HealthKit & CareKit compatibility
- Exhibition in Medical Equipment Fair

For device company

PROMOTION PLACE PRODUCT & PRICE



SmartPill has its own **App** for self-diagnostics and drug use inquiry services. **Watch App** also provide monitor alert.

Customers can download the app in AppStore by themselves or under instruction of our partners.

We also provide free **Service Terminals** in the drugstore for patients to self-diagnose with medical devices quickly before they buy drugs.



Service terminal

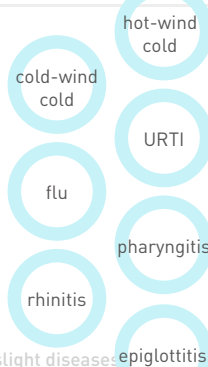


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Self-diagnose Kinds of cold / URTI / Rhinitis / Pharyngitis ...
Monitor Diabetes / Hypertension / Hyperlipemia

facial swelling
mucus
runny nose
cough
headache
lassitude
loss of appetite
nausea
cold fits
dyspnée
fever ...

symptoms



slight diseases

tinnitus
insomnia
vertigo ...
blood pressure
BMI
blood sugar
blood fat

symptoms + body data



chronic diseases

¥15 /10min
psychological price result
for drugs inquiry services

¥30 /month
psychological price result
for illness monitor services

Free Version for patients who...

- have short-run wants to self-diagnostics service
- only self-diagnose at most several times per month
- feel anxious in flu season to prevent illness

Membership for patients who...

- need drug use inquiry frequently in months
- have chronic diseases which need to be monitored
- need to monitor the family's illness and get alerts

Free

- Self-diagnostics services
- Possibility analysis & drug advice
- Illness history in EMR

¥9.9

- Drug use inquiry service online or on the phone for one time

¥29.9
/month

- **Unlimited** drug use inquiry service
- **Body data monitor** & alert for family
- **Multi-user** EMR system for family

5 WIREFRAME & USER INTERFACE DESIGN

- Sign up for new users or log in or log in for returning users
- Create a new health profile and get connected to the devices

1 Create Profile

Wireframe for the 'Create Profile' screen. It includes fields for Name, Age, Weight, Height, Medical History (with a 'Choose' button), and Link device (with two input fields).

Filled version of the 'Create Profile' screen. Name: Dad, Age: 45, Weight: 72 kg, Height: 177 cm, Medical history: None. It also shows options for auto-updating body data from 'alej_bdmasure', 'Glucose meter', and 'Healthkit (need permission)', and a '+ Connect with new device' button.

- Want to start a self-diagnose
- Create a profile

2 Check Dashboard

Wireframe for the 'Check Dashboard' screen. It shows 'Body data (1/3)' with a BP graph (110/85), 'History' with 'Cold 90%' and 'Cold 90%', and a 'Self-diagnose' button at the bottom.

Filled version of the 'Check Dashboard' screen. It shows 'Dad' updated 2 min ago, '108 / 64' blood pressure, 'Hot-Wind Cold 69%' with a description, 'Pharyngitis 70%', and 'Cold-Wind Cold 58%'. A 'Self-diagnose' button is at the bottom.

- Check the up-to-date data
- Confirm to create a case

- Auto-updata body data
- Ask user to pay attention if data is something wrong
- Show a self-diagnose button
- Always provide a way to back

3 Symptom Input

Wireframe for the 'Symptom Input' screen. It includes 'Self-diagnose Choose symptoms', 'Fever 38.5', 'Cough', 'Headache', 'How do you feel about your nose?', 'Facial Problems', 'Sweat', and '+ Others'.

Filled version of the 'Symptom Input' screen. It shows 'Fever 38.5', 'Cough', 'Headache', 'How do you feel about your nose?' with 'with yellow snot' and 'dry inside' selected, 'Facial Problems', 'Sweat', and '+ Others'.

- Describe the detailed feeling
- Modify some body data if needed

4 Analysis & Advice

Wireframe for the 'Analysis & Advice' screen. It includes 'Self-diagnose Analysis', 'Preliminary Result', 'Contact pharmacist', 'Possibilities' (Hot-Wind Cold 99%, Cold-Wind Cold 20%, Flu 10%), 'Recommendation Pills', 'No Pill Therapy', 'Tips', and 'Lifestyle Tips'.

Filled version of the 'Analysis & Advice' screen. It shows 'Hot-Wind Cold 99%', 'Recommendation Pills' (Ginkgaling Pills, Vitamin-C Pills, 999 Cold Infusion, Pipa Syrup), 'Vegetable Therapy' (Turnip soup, Pear soup, etc.), and 'Lifestyle Tips'.

- Check possible illnesses and drug advice of illness
- Check the detail and tips of each illness

5 Drug Use Inquiry

Wireframe for the 'Drug Use Inquiry' screen. It includes 'Inquiry Dr. Long 2:25', a 'Contact pharmacist' button, and a 'Submit Report' button.

Filled version of the 'Drug Use Inquiry' screen. It shows 'Inquiry Maggie Long 2:25' with a video call interface and a 'Submit Report' button.

- Request an appointment with available pharmacist
- Talk to professional pharmacist and receive report later
- Talk to patient, ask for detail and finish the report (For pharmacists)

6 Pay & Rate (Later)

Wireframe for the 'Pay & Rate' screen. It includes 'Review', 'Dr. Long "Willing to help"', a star rating, a comment field, and an 'OK' button.

Filled version of the 'Pay & Rate' screen. It shows 'Report Received Hot-Wind Cold', 'Maggie Long "Willing to help"', a star rating, a comment field, and an 'OK' button.

- Pay the fee
- Rate the inquiry
- Set as preferred pharmacist
- Report a mistake if the report is wrong





THANKS!

ZHEN WANG

visit alej.wang to learn more about me.