

# Transforming diabetes care for 1 mn users

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# Overview

BeatO is an innovative Indian startup that focuses on revolutionizing diabetes management by offering a comprehensive platform of digital health solutions and personalized care for individuals living with diabetes.

With over 1mn users, BeatO is India's top diabetes management company.

# Challenges and Objectives

As a major diabetes care player in the Indian Market, BeatO has solid fundamental principles and an audacious goal.

## Challenges

- Accessibility : >90% of people with diabetes in India are in tier 2 cities and beyond.
- Affordability : High price of testing and doctor visits impaire treatment
- Convenience: Doctor visits can be a full day affair and a frustrating experience.

## Objectives

- Democratisation of diabetes care for 1.2bn people
- Help reduce India's diabetes disease burden
- Put patient at the center and provide top quality care

# Problem Statement

Siam was brought in with three core problems that the organisation was facing.

## **01 Transition from Glucometer to Care Management**

Build on BeatO's user base to provide diabetes management services.

## **02 De-clutter the product to drive up engagement**

With multiple offerings targetted for different users, goal was to simplify

## **03 Stakeholder buy-in**

Ensure the different divisions are brought in on the evolved mission of being a Care First Company.

# Solution Process

We proposed a 5 step process, split between an inside-out understanding of current strenghts and goals, balanced with an outside-in understanding of what the market is doing.

EXISTING ASSESSMENT	STAKEHOLDER ALIGNMENT	USER INTERVIEWS	EXTERNAL RESEARCH	PROTOTYPE & ITERATION
<ul style="list-style-type: none"><li>• Speak to existing customers.</li><li>• Team capability review</li><li>• Audit of current product.</li></ul>	<ul style="list-style-type: none"><li>• Conduct a 2-day workshop with all division heads.</li><li>• Each division head visualise their key objectives and explain key challenges.</li></ul>	<ul style="list-style-type: none"><li>• User segmentation : Create different Target groups</li><li>• 50 + User Interviews to understand user goals</li><li>• User Persona creation</li></ul>	<ul style="list-style-type: none"><li>• Look at the competition and learn from their best practices.</li><li>• Look at allied industries and understand behaviors exhibited by users.</li></ul>	<ul style="list-style-type: none"><li>• Map out the value proposition canvas</li><li>• Create a detailed product roadmap.</li><li>• Create wireframes</li><li>• Delivered clickable mockup prototypes</li></ul>

# Key Artefacts Delivered

User Interviews –  
50+ Interviews

User Persona's & Proto  
Personas

Competitor research

Stakeholder goals

Jobs to be done  
Framework

Gamification –  
Behavioral Models

Product Roadmap &  
Prioritisation

Wireflows – Over 100+  
screens

Moodboard & Visual  
Language

Clickable Mockup  
Prototype

Engineering & delivery

Product Metrics Analysis

# Core Solution Pillars

Based on our research, we identified 5 core user goals on which the BeatO product was to be transformed.

## Personalised

Context-aware, personalised and retains a history of user goals.

## Autonomous

Empower users by giving sufficient information and prioritising action steps. Motivate them with actionable gamification.

## Educate

Allow users to learn about food habits and recipes. Help them understand their reports and doctor comments.

## Records

Sync with fitness systems, store comprehensive history and show progress.

## Support Systems

A community that empathises and provides wisdom and support.  
Peer groups that bring a sense of tribe.  
Coaches that are supportive and motivating.

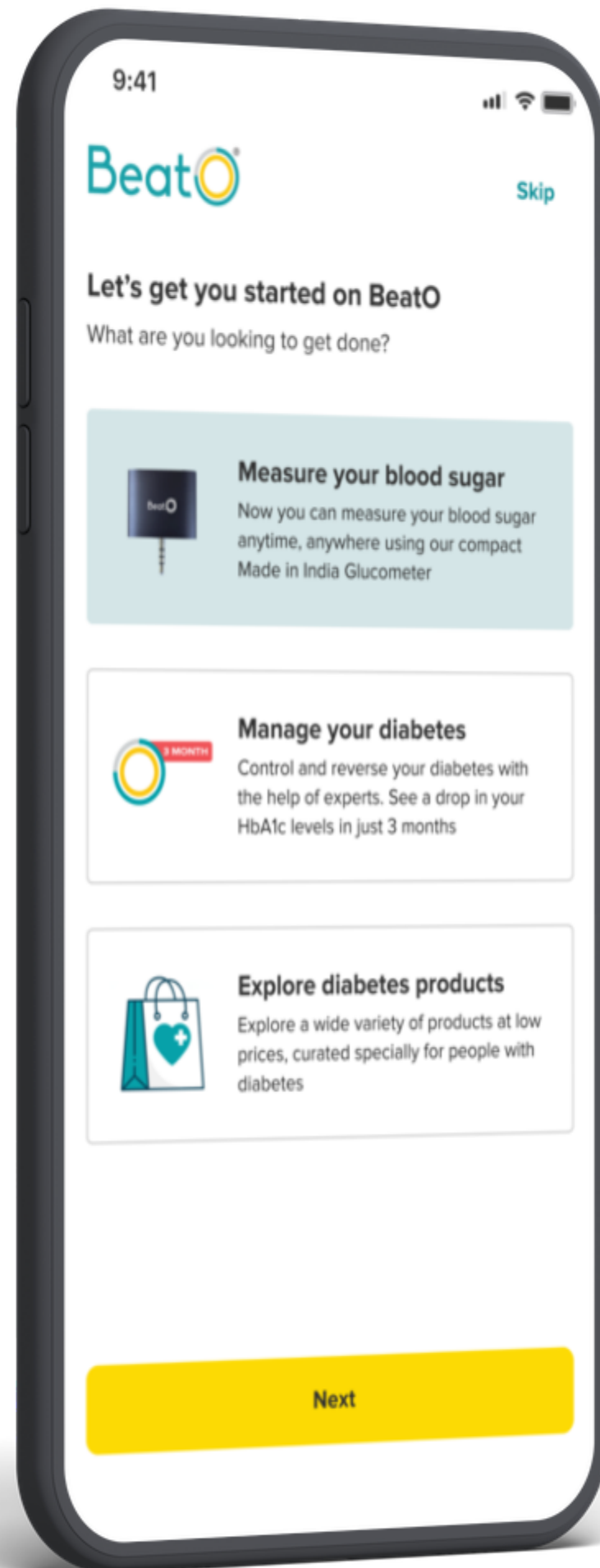
# Stakeholder alignment workshops

We worked with Beato leadership to do lightning speeches of key problems faced, create individual sketches of what each believed the solution should look like and anonymous voting to pick best solutions. This brought alignment of goals and buy-in from the team over the solutions.



# Major Modules Delivered

Here are the key features we designed and developed for BeatO based on our user research insights.

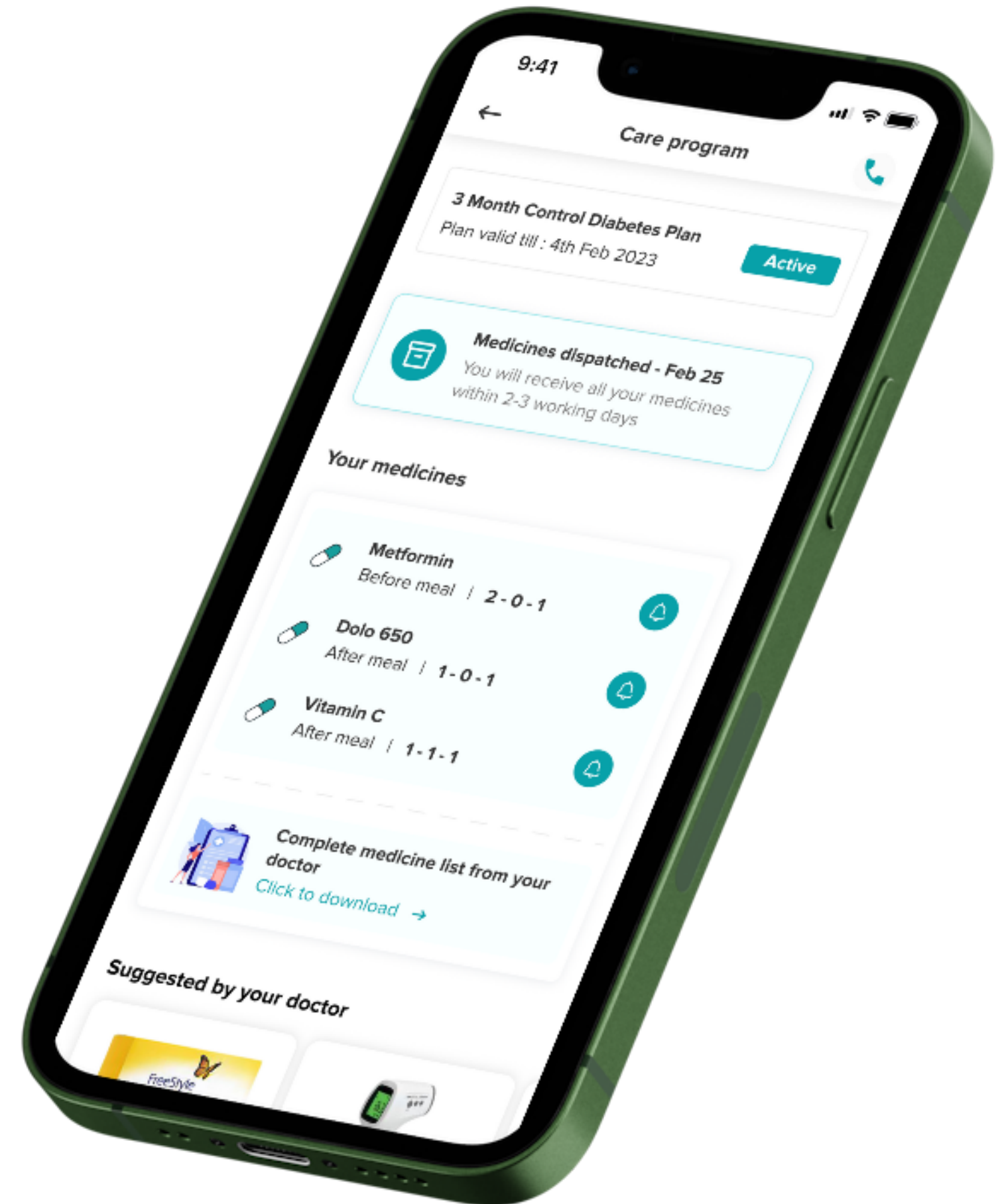


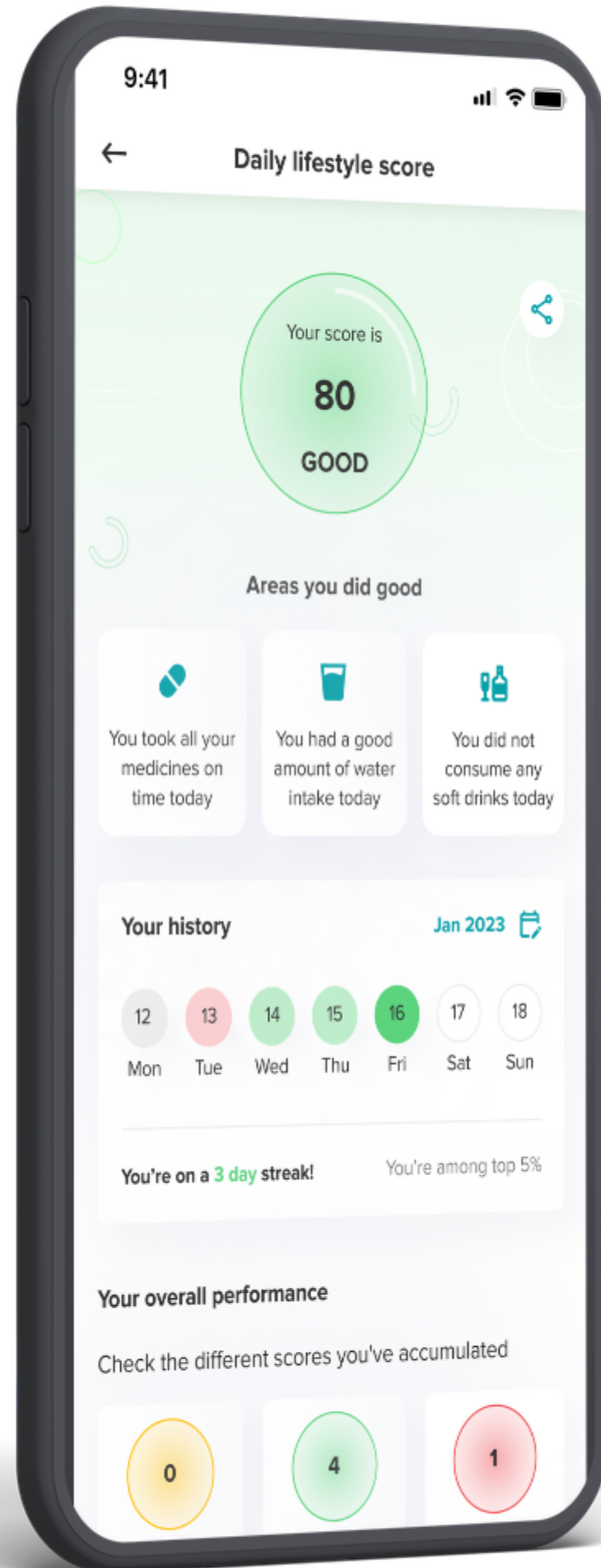
## Goal Specific Onboarding

With BeatO solving for glucometer, care program and commerce. We created an onboarding journey based on user goals. This increased the day 1 retention score and overall task success ratio.

## Care Workflow

Care management happened over whatsapp, with users often being confused about what to expect when. Our workflow informed users of key touch point and introduced them to their care team to build trust and familiarity.





## Daily Lifestyle Calculator

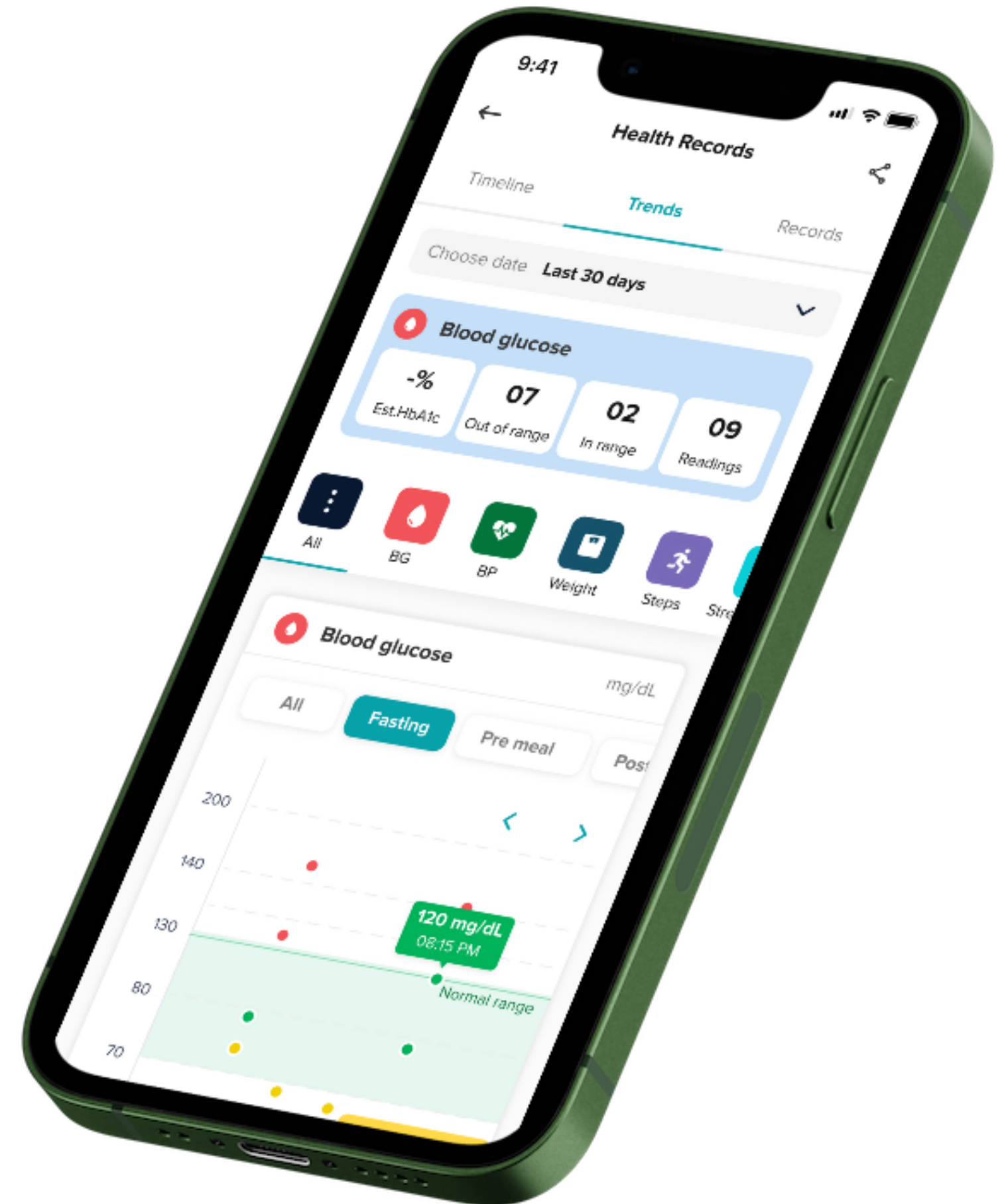
We came up with the daily lifestyle score to give user autonomy and feedback over their lifestyle choices. In 30s, they get a quick daily assessment of their lifestyle choices. Gamified elements like streaks and social ranking keeps users motivated.

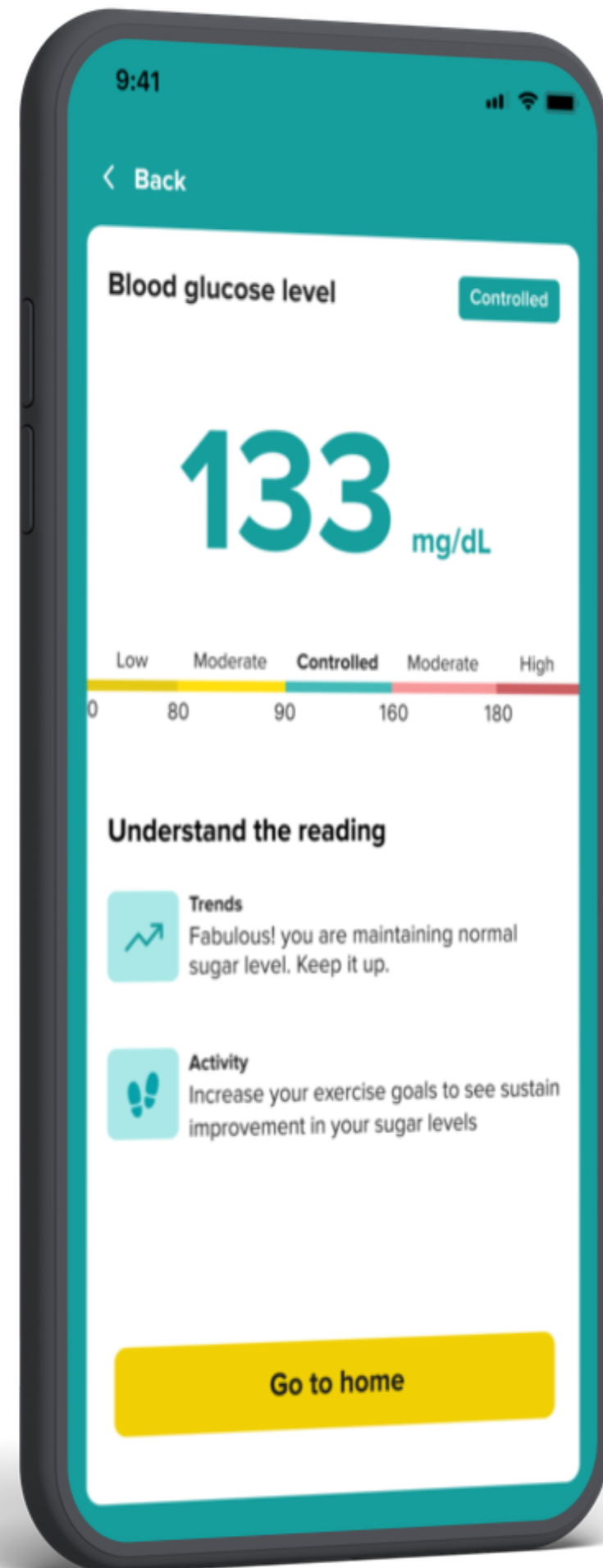
## Unified Health Records

From our research, we understood that users found it difficult to find records and prescriptions when needed.

Additionally, it was important for the patient to be able to share information with the Caregiver or doctors at relevant times.

A simple, unified records section saw tremendous improvement in engagement.





## Monitoring Workflow

Testing blood glucose with BeatO's glucometer was the core-loop of the product. Thousands of users monitored their blood on a daily basis.

Goal was to reduce failed state scenarios leading to reduction in support tickets. This ultimately impacted user satisfaction score.

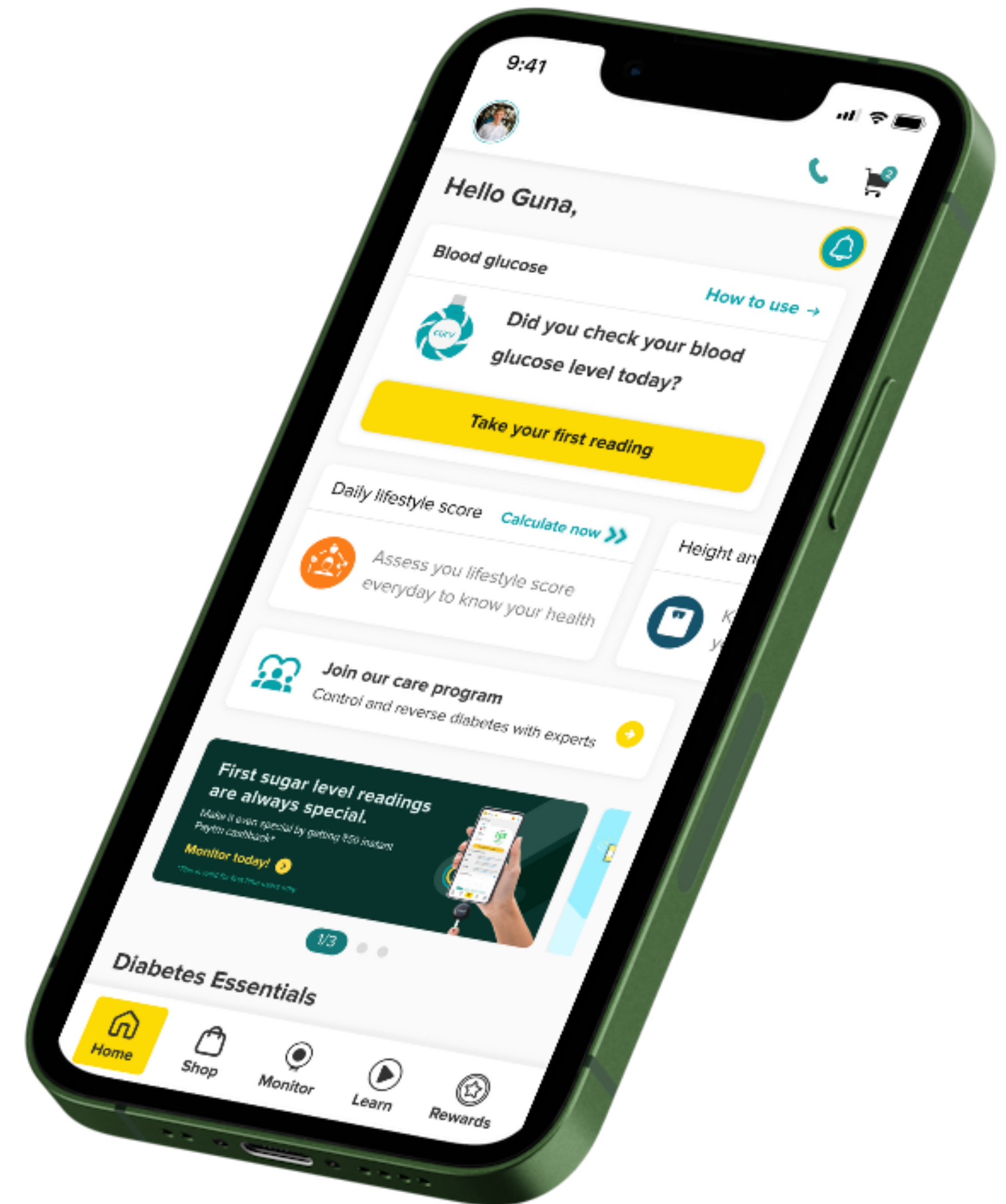
We piggy backed the core loop to allow people to see key trends and seek support from a doctor or coach incase of a high reading.

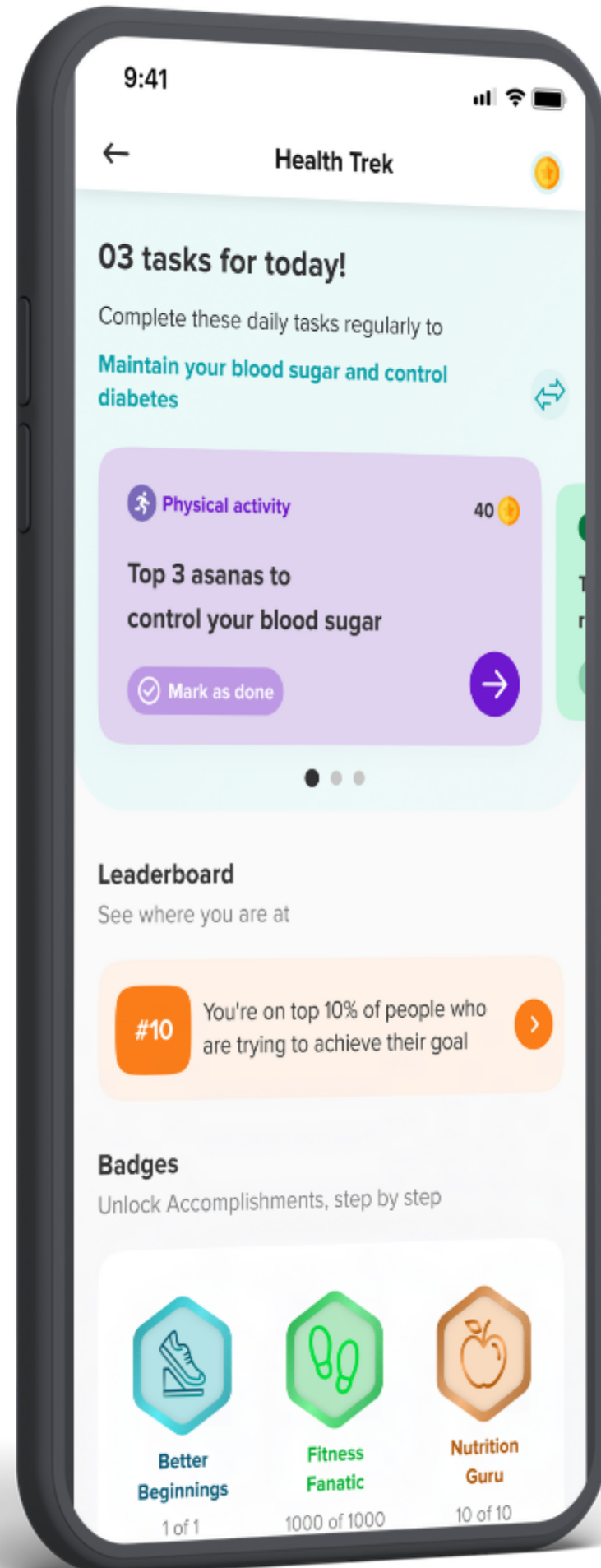
## Revamp Homepage

One of the biggest areas of concern was decluttering the homepage.

We organised the information hierarchy to allow users to perform daily tasks first and then find additional exploratory functions like diabetes commerce.

Increased DaU, also led to better diabetes essential CTR.





## Daily todo's

Extending our core finding of giving users Autonomy to manage their tasks. We built the todo's module to give clear, habit stacked tasks to users.

This allowed them to have a prioritised list of goals. Backed with leaderboard and badges for achieving key milestones, this put the user in control, leading to better compliance, and therefore outcomes.

# Outcomes achieved

Over the next few quarters, we worked with BeatO team to iterate on solutions we built and worked towards achieving our overall goals.

## **01 13% increase in user onboarding**

Simplified, goal specific user onboarding.

## **03 43% increase in W1 app retention**

Tools like Daily Lifestyle Score increased user retention.

## **05 100% increase in entry of users into care program**

Care purchase cleaned up, focussed on educating user and building trust.

## **02 42% increase in user activation**

Cleaned up kit activation process with guided tours and packaging information.

## **04 29% increase in Day 1 app retention**

Goal specific onboarding tied with clear day 1 goal.

## **06 44% increase in CTR for diabetes commerce**

Simplified homepage interface, allowed users to easily find and purchase diabetes products.

# Thank you.

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The future belongs to  
those who see possibilities  
before it becomes obvious.

## OFFICE LOCATIONS



- Broadway, Chennai
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