

MedConn — Non-Technical PRD (MVP)

Version: v1.0

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Audience: Founders, Ops, Supplier Success, Partnerships, Marketing, Support, Finance/Compliance, Design

Owner: Product (Non-technical brief)

1) What MedConn Is

One-liner: A trusted marketplace that lets hospitals, clinics, pharmacies, and individuals buy verified medical supplies with clear delivery times and simple returns.

In one paragraph: MedConn connects healthcare buyers to verified suppliers. Users can browse products (e.g., PPE, consumables, basic diagnostics, OTC items), check availability, pay safely (funds held until delivery), and track orders in real time. Hospitals also get purchase orders (POs), approvals, scheduled deliveries, and goods-received confirmation. Our promise is **trust + speed + visibility**.

2) Objectives (first 90 days)

- Serve **Lagos Mainland** with on-time delivery for everyday medical supplies.
- Onboard **10–15 verified suppliers** and **3–5 pilot hospitals**.
- Maintain **high buyer satisfaction** (fast checkout, clear tracking, easy returns).
- Prove **reliable operations**: suppliers accept orders quickly; deliveries arrive within promised windows; refunds are predictable.

Success signals (plain English): - Most orders finish smoothly without human intervention.

- Buyers come back for a second purchase.

- We keep disputes and refunds low.

3) What's In the MVP (simple)

- **Product range:** PPE, consumables, basic diagnostics, OTC pharmacy (no cold chain; no controlled drugs).
- **Delivery:** Instant (bike) for allowed items; Scheduled windows for everything else.
- **Payments:** Card, bank transfer, wallet (safe hold until delivery). Hospitals may use PO/Invoice (pilot only).
- **Tracking:** Live map for Instant; time window for Scheduled.
- **Trust:** Supplier verification (company docs, licenses), "Verified" badges, reviews/ratings.
- **Returns & disputes:** Simple flow with photo evidence; clear outcomes and timeframes.

Out of scope for MVP: Cold chain items, prescription/controlled medicines, nationwide expansion, deep integrations into hospital software, warehousing by MedConn.

4) Who Will Use MedConn

- **Individuals & Small Clinics:** need quick, reliable restock of everyday items.
 - **Pharmacies:** frequent replenishment; care about availability, price, and delivery consistency.
 - **Hospital Procurement Teams:** need POs, approval steps, scheduled delivery, and receipt confirmation.
 - **Suppliers:** want orders, fast payouts, and simple tools to manage stock and packing.
 - **Riders/Dispatch:** want clear routes, proof of delivery, and simple exception handling.
 - **Ops/Support/Finance/Compliance:** need to keep the marketplace safe, fair, and smooth.
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5) End-to-End Journeys (plain walkthroughs)

A) Individual / Pharmacy Buyer

1. Sign up with phone/email (OTP), choose "Individual" or "Pharmacy/Clinic".
2. Browse categories (PPE, Consumables, Diagnostics, OTC) or search.
3. Open a product → see description, **availability, verified supplier, delivery estimate, reviews**.
4. Add to cart and checkout → choose **Instant** or **Scheduled** → pay.
5. Track order → live map for Instant or delivery window for Scheduled.
6. Receive item → confirm in app → leave rating/review.
7. If there's an issue → open a **Return/Dispute** → upload photo → Support resolves.

B) Hospital Procurement

1. Create a hospital profile (company documents) → get approved.
2. Build a cart or request simple quotes; select supplier(s).
3. **Approvals:** Requester submits → Approver signs off (Finance if invoice).
4. Issue **PO** and choose **Scheduled** delivery windows.
5. On delivery, store records **Goods Received** in the console.
6. Payment: via invoice terms (pilot) or regular methods.
7. If issues (wrong/damaged/late), log an exception and follow the same **Return/Dispute** process.

C) Supplier

1. Apply with business documents (company registration, tax ID, license if needed).
2. Add products with clear specs and photos; mark availability and lead times.
3. See new orders → **Accept quickly** → prepare items.
4. Hand to rider; mark "handed to rider".
5. After successful delivery, funds move from **safe hold** to the supplier balance → withdraw.

D) Rider/Dispatch

1. View assigned pickups/deliveries; get the best route.
2. Pick up packages; start trip.
3. At delivery, collect **OTP and photo** as proof.

4. If unable to deliver, report and reschedule or return.

E) Support (inside Ops for MVP)

- See all order details and messages; ask for photos if needed.
 - Decide on replace/refund based on clear rules; keep buyer informed.
 - Track issues to spot unreliable suppliers or items.
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6) What We're Building (the 6 Portals)

1) Buyer App (mobile/web)

- Home (search, categories, featured verified suppliers).
- Product pages (availability, delivery estimate, reviews).
- Cart & Checkout (Instant or Scheduled).
- Orders (live tracking) + Ratings & Returns.
- Profile (addresses, payment methods).

How we'll know it works: People can find what they need and pay in a couple of minutes; they can clearly see when items will arrive and how to contact support.

2) Hospital Procurement Console (web)

- Create cart or request quotes.
- Approval steps (Requester → Approver → Finance if invoice).
- Purchase Orders (POs) and scheduled delivery.
- Mark **Goods Received**.
- Download invoices/records.

Works when: Hospitals can complete a request from cart to PO to delivery confirmation without calling us.

3) Supplier Portal (web)

- Business verification and status.
- Product list with prices, specs, instant-eligible toggle.
- Update stock levels.
- Order queue (accept/prepare/handoff).
- Balance and payouts; see ratings/comments.

Works when: Suppliers accept orders fast and keep stock accurate.

4) Rider App (mobile)

- Today's jobs and best route.
- Pickups, live navigation, delivery proof (OTP + photo).
- Report exceptions easily.

Works when: Deliveries land reliably; we see fewer “can’t find address” or “no proof” issues.

5) Ops/Admin Console (web)

- Approve suppliers and monitor license expiry.
- Manage categories, featured suppliers, and city/zones.
- Watch live operations: late orders, cancellations, incidents.
- Hide bad SKUs/suppliers quickly.

Works when: Ops can keep the marketplace safe and balanced without engineering help.

6) Finance & Compliance Console (web)

- See money on hold, money released, and payouts.
- Handle refunds and chargebacks with evidence.
- Track KYC/KYB and risk flags.

Works when: Day-end numbers tie out, refunds are timely, and audits are simple.

7) Policies That Build Trust

Supplier verification

- We check company registration, tax ID, and any required licenses.
- Verified suppliers get a visible badge.

Product quality

- Clear specifications and photos.
- We remove misleading items and warn or suspend repeat offenders.

Delivery promises

- “Instant” only for items that truly qualify for fast bike delivery.
- “Scheduled” windows for the rest, matched to hospital/clinic hours.

Payments & safety

- Buyer funds are held safely until delivery is confirmed or proof of delivery is recorded.
- We communicate clearly when money moves and why.

Returns & disputes

- Simple form + photos; clear time windows.
- Outcomes are consistent (replace, partial/full refund) and explained.

Privacy

- We collect only what we need to deliver orders and provide support.
 - Buyer information is not shared with third parties for marketing.
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8) Service Levels (plain targets)

- **Supplier response:** accepts or rejects orders within **10 minutes**.
 - **Instant delivery:** usually **45–90 minutes**, depending on distance and traffic.
 - **Returns:** buyer can open a case within **48 hours** (hospitals: 72h).
 - **Refunds after decision:** within **1 business day**.
 - **Support:** first response within **30 minutes** during service hours.
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9) Risks & How We Avoid Them (MVP)

Risk	What might happen	What we'll do about it
Out-of-stock after purchase	Order cancellation → angry buyers	Suppliers keep stock updated; low-stock alerts; show realistic lead times
Counterfeit/poor quality	Trust damage	Strict verification; surprise checks; quick removal and refunds
Delivery misses window	Dissatisfied buyers	Clear Instant vs Scheduled rules; route planning; late-delivery credit where fair
Complex hospital approvals	Delays	Simple, configurable steps; clear PO and delivery scheduling
Refund friction	Bad support experience	Clear policy; in-app flow; fast money movement once decided
Supplier slow to accept	Cancellations	SLA clock; reminders; temporary ranking penalty

10) Launch Plan (phased)

Phase 0 – Internal beta: 5 suppliers, 50 products, 10 riders; test flows end-to-end.

Phase 1 – Lagos Mainland pilot: 10–15 verified suppliers; 200–300 products; 3–5 pilot hospitals.

Phase 2 – Improve & expand: Better stock sync, more zones, add non-cold-chain diagnostics.

Phase 3 – Strengthen trust: Dedicated Support Console, basic hospital integrations, explore cold chain readiness.

11) How We Measure Success (plain KPIs)

- **On-time delivery rate** (orders delivered within the promised window).
- **Orders completed without help** (smooth journeys).
- **Repeat purchase rate** (buyers and hospitals returning).
- **Dispute and refund rates** (we want these low).

- **Supplier speed** (time to accept orders).
 - **Customer satisfaction** (ratings after delivery).
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12) Roles & Responsibilities

- **Product/Design:** Keep the experience simple, remove friction, and set clear copy.
 - **Supplier Success:** Train suppliers on stock updates, packing, and handoff.
 - **Rider Ops:** Route planning, safety, and proof of delivery standards.
 - **Finance/Compliance:** Money on hold, payouts, refunds, and audits; supplier checks.
 - **Support:** Fast, fair resolutions; detect patterns and share feedback to improve.
 - **Marketing:** Clear value to buyers; highlight verified suppliers and delivery reliability.
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13) Open Decisions (to finalize before launch)

- Pilot hospital payment terms (e.g., 7 or 14 days).
 - Delivery hours and weekend policy by zone.
 - Late delivery credit rules (when and how much).
 - Exact list of “Instant-eligible” product types.
 - Which logistics partners to use (if any) for peak times.
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14) Simple Copy Templates

Order picked up (SMS):

“MedConn: Your order #12345 is on the way. Estimated arrival in about 40–50 minutes. Track it live in the app.”

Delivered (push):

“Delivered  Please confirm receipt or report an issue within 48 hours.”

Return received (email):

“We’ve received your case and photos. Expect an update within 1 business day. Thanks for your patience.”

15) Brand & Tone (quick guide)

- **Tone:** Professional, calm, reassuring.
 - **Values in copy:** Verified suppliers, reliable delivery, clear promises.
 - **Visuals:** Clean, medical-grade feel (ample whitespace; easy-to-read type).
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16) Glossary (non-technical)

- **PO (Purchase Order):** A formal request from a hospital to buy specific items.
 - **GRN (Goods Received Note):** Confirmation that items arrived in good order.
 - **Escrow:** Money held safely until delivery is confirmed.
 - **Instant vs Scheduled:** Fast bike delivery vs planned delivery windows.
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This non-technical PRD is designed for sharing with partners and teams outside engineering. It explains what we're building, how it works for users, and the rules that keep it trustworthy—without technical jargon.