

# KIMBERLY THOMAS | THE FIZZLE BUSINESS SKETCH FOR ZOE

## PROBLEM

Zoe's key business challenges is determining and effectively targeting its intended audience (not having a clear understanding of who it serves leading to poor engagement and revenue) Technical stability and reliability issues can be a major obstacle to success for a telehealth company like Zoe. Finally, the user experience and design of the platform play a critical role in attracting and retaining users. An intuitive, user-friendly design can help boost engagement and improve user satisfaction.

## ELEVATOR PITCH

Zoe is a virtual health platform that connects clients anywhere in the world to offer means of communication and collaboration to bring technology and treatments to their clients.

## SOLUTIONS

To clearly identify the audience, Zoe created personas through market research to determine who the market segment really is, and then analyze the user data. The solution to Zoe's technical stability issues would be to conduct regular maintenance, monitor a logging system to detect bugs and technical issues, conduct loading tests to determine performance patterns and stabilize. To enhance the user experience, Zoe should consider streamline navigation and the layout of the platform to make it easier for users to find what they need to complete tasks more efficiently, gather regular feedback from users to identify areas of improvement, and using AI interaction to have a more personalized and custom experience.

## AUDIENCE

ZOE's target audience includes men and women seeking to improve their diet, health, and weight loss journey. Additionally, the company caters to healthcare providers who are interested in telemedicine consultations and educators looking for online health classes.

## CHANNELS

ZOE utilizes multiple channels to reach its customers, including email, social media, online ads, and direct mail. Target segments have different preferences and respond better to different channels. Customers are located around the world, and they can be found on various virtual platforms. Due to its diverse clientele, customers are typically reached online as they are often behind their computers. Customers can discover ZOE through various means such as search engines, social media, and events, but the most common way is through customer referrals.

## KEY METRICS

The metrics used to assess success for this particular problem and audience at ZOE company are user engagement, retention, revenue, and net promoter score (NPS). These metrics will measure the level of involvement and interaction; companies ability to retain users and customers over time; financial performance over time and customer loyalty and satisfaction.

## DIFFERENTIATION

(1) Virtual Consultations: Join Zoe offers virtual consultations and appointments, to connect patients with healthcare providers; (2) User-Friendly Interface: The platform has a user-friendly interface that is easy to navigate and access, making it accessible for patients of all ages and technical abilities; and (3) Secure Communication: Joinzoe prioritizes the privacy and security of its patients, using secure communication systems.

## REVENUE

The program costs around \$360 (which Zoe takes in six instalments) and requires participants to (self) administer a number of tests  
The consistent amount reported in revenue for ZOE is \$15.7 million.

## COSTS

Zoe, gained notoriety for its COVID-reporting app, has raised \$30 million in funding to expand its services to include tracking nutrition and health. The company received \$70 million in startup funding to cover expenses such as concept and design, technical development, marketing, testing and quality assurance, and user engagement support.

## BUSINESS BOOSTERS

Zoe has several business boosters, including additional funding, enhanced brand recognition, robust technology infrastructure, and distinctive user features.

## PERSONAL FIT

Due to my strong interest in mental and physical health, I have become passionate about understanding the importance of gut health, especially as a friend of someone who suffers from IBS. I believe it's essential to comprehend the biology, effects, and methods to enhance gut health, and I want to raise awareness of these topics among others. As Zoe is a telehealth platform and research firm, I aim to increase awareness of their services to their customers and audience.