

# Online Pharmacy Platform – EcoPharmAI

---

## 1. Problem Statement

### Main Problem Addressed:

In Germany, individuals often face inconvenience in purchasing over-the-counter (OTC) medications due to:

- Limited access to local pharmacy inventories online.
- Time and environmental costs associated with centralized delivery.
- Lack of immediate, expert-like assistance for non-prescription ailments.

### Solution Overview:

EcoPharmAI is an online pharmacy platform that:

- Allows users to order OTC medications online.
- Automatically routes the order to the nearest local pharmacy with available stock to reduce CO<sub>2</sub> emissions.
- Integrates Generative AI to recommend appropriate non-prescription medications and offer first-aid advice in real-time.

---

## Main Functionality

- **Geo-based Order Routing:** Matches customer orders with the nearest pharmacy.
- **GenAI Health Assistant:** Recommends OTC products or provides first-aid guidance based on user queries.
- **Inventory Integration:** Real-time syncing with pharmacy stock levels.
- **Eco-friendly Logistics:** Uses bicycles or green delivery methods for local transport where possible.

---

## Intended Users

- General consumers in Germany seeking OTC medications.
- Environmentally conscious users preferring sustainable delivery.
- Individuals needing basic health advice without visiting a doctor.
- Pharmacies looking to expand their digital presence.

---

## GenAI Integration

EcoPharmAI uses GenAI for:

- **Health Query Resolution:** Users can describe symptoms, and the AI suggests potential OTC options.
- **First Aid Chatbot:** Guides users through steps in minor emergencies (e.g., burns, cuts).
- **Search Enhancement:** Natural language search for medicines or symptoms.
- **Customer Support:** 24/7 AI support for questions about usage, dosage, and alternatives.

---

## User Scenarios

### 1. Anna's Migraine Relief

- Anna has a headache late at night.
- She asks the AI for a recommendation.
- It suggests ibuprofen, confirms availability at a nearby pharmacy, and arranges eco-friendly delivery.

### 2. Max Needs First Aid Help

- Max's child scrapes a knee.
- He types "what to do for a child's scraped knee?"
- AI guides him through cleaning and dressing the wound and recommends antiseptic cream.

### **3. Sabine Looks for Herbal Alternatives**

- Sabine prefers natural remedies.
- She types "natural sleep aid."
- AI recommends valerian root, shows options in stock nearby, and allows her to order.