

PRD One-Pager — Medication Adherence App

Version: 1.0

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Confidential draft — for portfolio use only

Goal: Improve antihypertensive adherence via *smart reminders*, *BP self-tracking*, and *micro-education* — privacy-first; **not medical advice**.

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Adoption (wk1)
≥ 60%

Sessions/week (wk4)
≥ 4

Retention_30d
≥ 35%

1) Problem & Context

- Non-adherence leads to poor BP control and preventable complications.
- Patients forget doses; BP logs are inconsistent; feedback loops are weak.
- Opportunity: lightweight mobile app tailored for Vietnam to improve adherence and self-efficacy.

Vietnam market

Privacy-first

Non-diagnostic

2) Target Users

- Senior–Caregiver (65–75): clear reminders; caregiver alerts.
- Working Adult (35–55): low-friction routine.
- Multi-morbidity (50–70): polypharmacy; requires logs & export for clinic visits.

3) Needs

- Flexible reminders (snooze, quiet hours, retry window).
- Simple BP diary with trends and thresholds.
- Credible Vietnamese micro-education content.
- Strong privacy controls (local by default; explicit export/share).

4) Value Proposition

- Smart reminders • BP diary • Contextual micro-education • Caregiver mode.

Simple UX

Localized content

Care support

5) Competitive Snapshot

- Pill reminder & BP tracker apps (local and global).
- Differentiator: combined adherence + BP + micro-education (+ caregiver mode), privacy-first.

6) v1 Scope / Core Features

- Medication schedule & reminders (multi-drug, snooze, retry window).
- BP log with simple trends and alerts.
- Symptom diary (quick optional notes).
- Contextual Vietnamese education (bite-sized, curated).
- Caregiver notification on repeated misses.

7) Non-Functional & Compliance

- Not a medical device; does not replace clinical advice.
- Data minimization; local storage by default; explicit export/sharing.
- Clear disclaimers; curated sources; avoid harmful self-treatment.
- Aligned with WHO mHealth guidelines.

8) Risks & Mitigations

- Over-notification → mitigated via batching, snooze, quiet hours.
- Low retention → addressed through light onboarding and caregiver nudges.
- Privacy concerns → transparent settings, no default cloud sync.

9) Success Metrics

KPIs to be refined post-pilot.

- **Adoption:** ≥ 60% of users complete setup within week 1.
- **Engagement:** Median ≥ 4 sessions per week at week 4.
- **Retention:** ≥ 35% active at 30 days.

10) Next Steps

- Finalize v1 content set and caregiver flow.
- Pilot with 50–100 users; collect structured feedback.
- Iterate based on segmentation dashboard and KPI trends.

Owner: Le Bao Khuyen

Timeline: 6–8 weeks

Appendix (sources):

WHO. *Hypertension Control Brief*, 2023.
Systematic Reviews on Medication Adherence, 2022–2024.
Ministry of Health Vietnam. *Patient Education Materials*, 2024.

Appendix 2 — Cluster Summary

Cluster	Sessions_per_week	DAU_7d	Retention_30d	Feature_Adoption	Satisfaction	Count
Power Users	6.55	5.84	0.91	0.54	4.06	177
Trial / Low Adoption	2.61	2.07	0.66	0.43	3.34	197
Reminder-focused	3.26	2.75	0.80	0.58	4.31	226

Data are synthetic (n=600) for portfolio; clustering = KMeans (k=3) with StandardScaler.