

PRD One-Pager — Medication Adherence App

Version: 1.0

Date: 2025-09-17

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%
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KPIs subject to refinement post-pilot.

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 and 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.