

## Critiques

people  
exaggerating  
their  
symptoms

can  
encourage  
reliance/abuse  
of medication

problems with  
kids trying to  
buy cough  
syrup (<18)

children  
could  
misuse  
the app

## Laws

FDA  
Regulations

HIPPA

Children's  
Online Privacy  
Protection Act

Consumer  
Protection  
Laws

Intellectual  
Property  
Laws

Liability  
and  
Indemnity

## Most basic features

notification  
for next dose

see if regularly  
taken perscriptions  
medications interact  
with OTC  
medications

enter symptoms ->  
return recommended  
over-the-counter  
med

symptom tracker-  
see if they've been  
taking it for too long  
-> suggest that they  
see a doctor

## Pricing

ads to cover  
costs along  
the way

Free- kids  
dont have  
\$

pay premium  
to be able to  
chat with  
pharmacist

## Advertisement/ Marketing

ads on apps  
with high  
teen/ young  
adult  
presence

pop-ups  
on college  
campuses

search  
engine  
ads  
(Google)

young  
influencer  
promotions =  
relatable

word  
of  
mouth

Adolescents often lack guidance in self-administering common over-the-counter medications like Tylenol and Advil, relying on parental advice through phone calls. To foster independence and ensure safe self-care practices, there is a need for an Over-the-Counter Medication App. This app will enable adolescents to input symptoms, receive personalized medication suggestions, and receive reminders for timely doses, promoting responsible medication management among the youth.