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

Itellectual 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.