

## **1. What is the utility of the prototype?**

The prototype is designed to help users quickly and easily find the right medications by analyzing their symptoms or uploaded prescriptions. It offers personalized product recommendations from the pharmacy's catalog, compares prices of active ingredients, and simplifies the purchasing process through WhatsApp. This tool enhances the user experience and facilitates more efficient, guided access to health products.

For the prototype, I used a Kaggle dataset from a random pharmacy and the WhatsApp number of a pharmacy chain in Guatemala.

## **What are the main design decisions chosen?**

1. I decided to divide the prototype into three tabs: Smart Suggestions, Upload Prescription, and Price Comparison to separate the different uses of this Pharmacy assistant.
2. I used Cohere to generate medicine suggestions from symptoms.
3. Suggestions and prescriptions are matched against a real medicine dataset with simulated prices, compositions, and manufacturers.
4. Instead of building a checkout system, I decided to use an "Order via WhatsApp" button with for a direct communication channel (facilitate the process for the customer).
5. I used plotly bar charts to let users compare prices across medicines containing the same ingredient, with filters to refine results.

## **Main difficulties found?**

1. Initially, I tried integrating external APIs for medicine data, but results were inconsistent or incomplete, so I opted for a dataset instead and create a new column with simulated prices.
2. Balancing the amount of information shown (like side effects, composition, etc.) without overwhelming the user.
3. When displaying too many medicines in the price comparison, the chart became unreadable. I addressed this with price-based sliders and filters.

**Choosing the business case was the hardest part for me. I did 3 prototypes with different cases, but while working on them, I kept feeling they weren't original enough or didn't truly solve a real problem.**