

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.