

Entrepreneurship 9: User Adoption Plan (Junior Division)

Directions: This worksheet will help you answer all the questions for your User Adoption Plan.

Team name + Short Project Summary: *suggested 1 paragraph*

Team Name: Você ainda é você.

Our team developed an app designed for people with Alzheimer's and their family members/caregivers, with the goal of promoting greater autonomy, safety, and well-being in daily life. The app will have two access profiles and will offer features such as routine and medication reminders, an SOS button, a smart album with photos, names, and voices, meaningful songs to stimulate memory, cognitive games, accessibility options, and user progress monitoring by a family member or caregiver. Our proposal brings together technology, care, and human connection to support the person with Alzheimer's while preserving their identity, life story, and emotional bonds.

How have you gotten people to use your app or invention?: *suggested 1-2 paragraphs*

(Example: We invited friends and family to test, partnered with organizations, publicized on social media, etc.) Note: this does not have to be the finished product but can be intermediate versions of the project.

We invited family members, friends, classmates, and people close to us to learn about and test early versions of our app, even while it was still in development. We presented the idea, explained how the app could help people with Alzheimer's and their caregivers, and showed some of the screens and features we had already planned, such as reminders, an album with photos and voices, meaningful songs, and an SOS button.

We also talked to people in our community to understand whether the idea made sense and whether it would really be useful in daily life. This contact was important for receiving suggestions, identifying improvements, and realizing that the project has the potential to help many families. Even as an intermediate version, these tests and presentations helped us make the app clearer, more accessible, and closer to users' real needs.

How many people have used your app or invention so far?

So far, about **15 people** have interacted with early versions of our project, including family members, friends, classmates, and people close to us. Since the app is still in development, this number mainly refers to tests, presentations of the idea, and feedback on planned features, rather than a finished final version. Even so, this process has been very important for receiving opinions, identifying improvements, and understanding how to make the app more useful, accessible, and suited to the real needs of people with Alzheimer's and their caregivers.

What feedback did they give you?: suggested 1-2 paragraphs *(give as much detail as possible with particular feedback that may have influenced changes to your designs)*

The people who learned about and tested the early versions of our project said that the idea is very important because it can help both the person with Alzheimer's and their family members and caregivers in daily life. They highlighted as positive points the routine and medication reminders, the SOS button, the use of meaningful songs to stimulate memory, and the album with photos, names, and voices, which was seen as a very emotional and useful feature to strengthen memories and bonds.

One person who saw the project said: **"This app can help the family feel safer and help the person with Alzheimer's feel more supported and remembered with care."** This kind of comment showed us that our idea truly addresses real needs. We also received suggestions that influenced changes in our planning. Some people said the app needed larger text, clearer icons, fewer buttons on each screen, and audio commands to make it more accessible. Others suggested that the family/caregiver area should have a more private space to add important information and monitor the user's progress. This feedback helped us think of a simpler, more welcoming app that is better adapted to users' real needs.

How do you plan to get people or organizations to use your app or invention this year?
suggested 2-3 paragraphs

- *social media, marketing, outreach to community organizations*
- *How will you convince people they need your product?*

This year, we plan to promote our app through social media, using posts that explain in a simple way how it can help people with Alzheimer's and their families in daily life. We also want to create short videos and images showing important features of the app, such as medication reminders, the SOS button, the album with photos and voices, and meaningful songs to stimulate memory. In addition, we plan to present the project in schools, health units, community groups, and places that support older adults, so that more people can learn about the idea.

We also want to connect with professionals and organizations that work with health, caregiving, and aging, such as caregivers, nursing homes, community centers, health departments, and institutions that support families. Our goal is to show that the app is not just a digital tool, but real support for daily routines, safety, and emotional bonds.

To convince people that they need our product, we will emphasize that the app brings together, in one place, resources that can make life easier for those living with Alzheimer's. It helps organize routines, strengthens emotional memory, improves communication between the user and the caregiver, and provides more peace of mind for families. We want to show that our app was created from a real need and designed to make care more human, accessible, and effective.