

User Adoption Plan (Junior Division)

Technovation Girls

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CareTime User Adoption Plan

Introduction

Our team, InnovationGirls, developed the CareTime app, a solution designed to support the care and supervision of elderly people. The app connects seniors and their caregivers, allowing them to monitor daily tasks such as taking medication and attending medical appointments. It also includes an emergency (SOS) button and quick access to medical records.

Our main goal is to improve seniors' safety, autonomy, and quality of life while giving peace of mind to their families.

Testing and Feedback

To test the app, we invited friends, family members, and acquaintances who live with or care for elderly people to try the prototype. We also presented the app directly to seniors and caregivers, showing the main features such as registration, login, task scheduling, and the SOS button.

This process helped us check whether the interface was simple and easy to use.

So far, about five people have tested and reviewed the app. Overall, users found it accessible and said the reminders and alarms helped a lot with daily routines, especially medication control. The SOS button was also praised for providing extra security in emergency situations.

Users suggested some improvements, such as increasing button size, making instructions more visible, and improving contrast for better readability. These suggestions were essential to improve accessibility.

Marketing Plan

We plan to promote CareTime through social media and other communication channels. We will create short videos, posts, and simple tutorials explaining how the app helps seniors and caregivers in their daily routines.

In addition, we intend to share the app through hospitals, clinics, and healthcare networks such as community health centers (UBS). We also plan to present the project at senior associations to build direct contact with the elderly community.

Another important strategy is word-of-mouth promotion through families and caregivers, since many people live with seniors and can directly benefit from this solution.

Our goal is to start with local promotion and gradually expand to reach a wider audience.
