

USER ADOPTION PLAN

Team name + project summary:

Our team name is PPGS. We developed Cuide-se, an app designed to protect women in vulnerable situations. Its main feature is a disguise function, as it appears to be a self-care app, ensuring safety if the user is in a risky environment. The app also offers a support space where users can share experiences, provides useful contacts for reporting and seeking help, includes data and charts about violence against women, and allows menstrual cycle tracking.

How did you get people to use your app?

We presented the prototype to friends, family members, and school colleagues, inviting them to test it and share feedback. We also shared it in group chats to make access easier and encourage participation.

How many people used your app?

Approximately 25 people tested our application.

What feedback did you receive?

We received positive feedback, including praise for the idea and its relevance. We also received suggestions, such as improving the interface and making some features clearer. These suggestions were analyzed and implemented to enhance the user experience.

How do you plan to get more users this year?

We plan to promote the app through social media using awareness and informational campaigns. We also intend to create materials such as posters and present the project to community organizations.

In addition, we will highlight the importance of the app in protecting women, showing how it can help in real risk situations. Our goal is to raise awareness about this issue and encourage people to use Cuide-se as a support and safety tool.