

## Entrepreneurship 6: User Adoption Plan (Junior Division)

**Directions:** This worksheet will help you answer all the questions for your User Adoption Plan. *Note: Please [make a copy](#) and then edit. Use it to formulate your thoughts, then copy and paste into a separate document to submit.*

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

***Bloom is a teen wellness app designed to help users build a healthier relationship with themselves. It includes Sage, an AI companion for 24/7 emotional support, along with wellness content on body positivity, healthy habits, and self-acceptance. The app also provides weekly affirmations, myth-busting against social media misinformation, and access to crisis support. With a clean, private, and age-appropriate design, Bloom offers a safe, judgment-free space for teens to learn self-love and improve their well-being.***

**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.*

I introduced early versions of Bloom to a small group of friends, classmates, and teen athletes to get initial feedback on usability and relevance. This helped me understand what features felt most helpful, such as the AI companion and wellness content, and what needed improvement. I also ran informal testing sessions where users could explore the app and share honest reactions, which guided my updates and refinements.

I have not officially launched Bloom or shared it on social media yet. Instead, I have focused on developing and refining the concept and prototype through internal testing and feedback from a small group of peers and potential users. This early stage feedback has helped me understand what features are most valuable and how the app should feel for teens.

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

10 people

### **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 feedback I received focused mainly on clarity, tone, and overall user experience. Several testers said the chatbot responses initially felt too formal or generic, so I adjusted Sage's replies to sound more supportive, natural, and teen-friendly while still being emotionally safe. Users also mentioned that some feature names were confusing or too clinical, which led me to rename certain sections to be more intuitive and relatable. In addition, feedback on the icon set helped me simplify visuals so they felt more consistent and easier to recognize while navigating the app.

I also received comments about the app's visual design, especially the color palette. Some users felt the original colors were either too dull or not calming enough for a wellness space, so I shifted toward softer, more balanced tones to create a more comforting and positive environment. Overall, the feedback helped me make Bloom feel more approachable, cohesive, and aligned with its goal of being a safe and supportive space for teens.

### **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, I plan to introduce Bloom through a combination of social media, school communities, and outreach to organizations that already support teens. I will use platforms like Instagram and TikTok to share short, relatable content about mental wellness, body positivity, and the impact of social media. I also plan to connect with schools and youth groups to present the app, allowing teens to try it in environments where they already feel supported.

In addition, I aim to reach out to community organizations and wellness-focused groups that work with teens, such as youth centers or mental health initiatives. By presenting Bloom as a valuable and accessible resource that complements the support they already provide, I hope to build partnerships that encourage wider use. These collaborations can also help establish trust and credibility for the app.

To convince people they need Bloom, I will focus on clearly communicating the problem it addresses: constant social media pressure, misinformation, and the lack of safe, judgment-free spaces for teens. By sharing real feedback from early testers and demonstrating how features like a chatbot (Sage AI) and the Myth Buster provide immediate, practical support, I can show the app's real impact. My goal is to make it clear that Bloom is not just another app, but a meaningful tool that helps teens feel understood, informed, and supported in their daily lives.