



# ENTREPRENEURIAT 6 : PLAN D'ADOPTION PAR LES UTILISATEURS

## Nom de l'équipe + Résumé du projet (1 paragraphe suggéré)

Team Name: TeaTech

Our app aims to encourage everyone, from regular citizens to volunteers and even organizations, to help fight against plastic pollution, one (big or small) step at a time. The Cleanup page facilitates finding or organizing cleanup events. Users can report polluted locations on the map page to let organizations and local communities know where to clean up. Finally, our gamified informative page can let people who may not have time to volunteer learn about pollution and alternatives to single-use plastic to adopt more sustainable lifestyles, helping the planet in their own way.

## Comment avez-vous incité les gens à utiliser votre application ? (1 à 2 paragraphes suggérés)

**Remarque : il ne s'agit pas nécessairement de l'application finie, mais de versions intermédiaires de l'application.**

We sent several emails to local and global organizations (like the Ocean Cleanup) to see if they were interested in our app, and invited friends and families to test it.

## Combien de personnes ont utilisé votre application jusqu'à présent ?

14 people.

**Quel est le retour d'information qu'ils vous ont donné ? (Suggestion de 1 à 2 paragraphes - donnez autant de détails que possible en indiquant les réactions particulières qui ont pu influencer les changements apportés à vos projets)**



Our testers particularly appreciated our report map and cleanups page. However, they were concerned about legitimacy when it comes to trash location reports, since they could be faked. We thus added a social verification system, where others have the option to report a user in case there is a fake report or a violation of our app's rules. Plus, if the user is reporting trash in a location they're not currently at, our app will notice it and they won't be able to submit the report. Although this doesn't perfectly prevent all spam or fake reports, these eliminate a handful and have been approved by late testers. We still plan to add more safety measures in the future, like location verification (that checks if certain places that couldn't have any plastic pollution are entered).

We were also advised by 5 testers to add some sort of leveling up system to encourage unmotivated users to take action and continue using the app, which further convinced us to add gamification. Our current system is based on quest completion (ex: joining a cleanup event or reporting a trash hotspot), where the user needs to complete 3 to upgrade levels. Albeit the gamification is very underdeveloped and the updates/data persistence still has yet to be implemented in the app, we hope to further complexify the system by adding a leaderboard, more quests and rewards.

Other smaller improvements we've done include adding a custom distance filter for the Cleanups "Near You". We also added a tutorial for using the app in the settings to help those less familiar with technology, like seniors, since that was a major concern from our testers as well.

## **Comment comptez-vous inciter les gens ou les organisations à utiliser votre application cette année ?**

***(Suggestion de 2 à 3 paragraphes - par exemple, médias sociaux, marketing, sensibilisation des organisations communautaires)***

We will create a social media account on YouTube and FaceBook promoting the application, and plan to consistently post at least twice a month, leading with our goal to get everyone, from organization to busy students or elderly neighbors, to take steps, no matter how big or small, to reduce plastic pollution.

Also, since our goal is mainly to reach volunteers and organizations, we will design posters placed around volunteer centers. We've also sent emails to local organizations asking if they would like to test our app or partner with it, and also plan to attend numerous plastic collecting volunteer events to further gather data about volunteer interest.

Finally, we will also share the app to our classmates and ask local libraries or grocery stores for



permission to put up posters to promote our project.

### ***Comment allez-vous convaincre les gens qu'ils ont besoin de votre application ?***

By showing the actual consequences of plastic pollution on their own health as well as animals and the environment. There are also many sources, like articles, videos, museum exhibitions and others that already show the consequences of plastic pollution. This can motivate them to volunteer, make thoughtful actions in their daily purchases or use our app.