

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*

Garbage Block is a game-based app created to raise awareness about river pollution and the importance of protecting marine life. Inspired by the reality of our community, the project shows how improper waste disposal can harm the environment, cause rivers to overflow, and affect people's lives. Through interactive challenges, the app teaches in a fun and educational way about proper waste disposal and caring for nature. In this way, **Garbage Block** combines technology, learning, and social responsibility to promote behavior change and contribute to a more aware and sustainable community.

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 friends, family members, school classmates, and people from the community to learn about and test early versions of **Garbage Block**. Since our project is still in development, we presented the idea, the screens, and the game dynamics to gather honest opinions about the concept, the environmental message, and the ease of use.

We also used conversations and a form shared with local residents to better understand how people view the problem of river pollution. This contact with the public was important to validate the relevance of the project and to realize that an educational game can be an interesting way to raise awareness among children, teenagers, and adults about caring for the river and the community.

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

So far, about **10 people** have tested or explored early versions of our project, including friends, family members, and school classmates. Since **Garbage Block** is still in development, this initial contact was important to present the idea, observe users' reactions, and receive suggestions for improvement. These early tests helped us validate the concept and realize that the app has the potential to raise awareness among different audiences about river pollution and the preservation of marine life.

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)*

People who tested the early versions of **Garbage Block** said that the app's idea is interesting, educational, and important for our community because it addresses a real problem: pollution in our city's river. Some comments showed that the game has the potential to attract especially children and teenagers, since it teaches in a lighter and more interactive way. One person said that "learning while playing makes the message easier to understand," and another commented that the app can help people think more carefully before throwing trash in the streets and rivers.

We also received feedback saying that we still need to improve the game. Some people pointed out that it would be important to improve the flow of the levels, make the challenges more interesting, and create a more engaging experience for users. Others suggested organizing the visual elements better, using clearer instructions, and making the screens more attractive. This feedback was very important because it helped us realize that, in addition to being educational, our solution needs to become increasingly creative, functional, and engaging in order to truly raise awareness.

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?*

We plan to promote **Garbage Block** through social media, school presentations, and direct contact with people in the community. Since our app addresses a real problem in our city, we want to show that it can be an important educational tool to raise awareness among children, teenagers, and families about river pollution and the preservation of marine life. We also plan to share the project with teachers, schools, and local groups so that the app can be used in environmental education activities.

In addition, we want to connect the project with organizations and community initiatives that care about the environment. Our goal is to present the app as a simple, interactive, and accessible way to teach about proper waste disposal and caring for rivers. To convince people that they need our product, we will emphasize that **Garbage Block** is not just a game, but an awareness tool that combines learning, technology, and local reality.

We believe that when people realize the app is about a problem that directly affects the city where they live, they better understand its importance. For this reason, we want to show that small changes in behavior can create a big impact, and that our app can help with this process in a light, educational, and engaging way.