

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*

Team Oportuniza developed an app aimed at making access to job opportunities in Florestal and the surrounding region easier by connecting, in a simple, fast, and accessible way, people who are looking for work with companies that need to advertise openings. Our project emerged from the perception that many job opportunities do not reach those who need them most, especially people with low levels of schooling or limited access to organized information. The app allows users to view opportunities, create an account, apply for jobs, and access interview tips, helping users not only find employment but also prepare better for this process. In this way, Oportuniza seeks to promote inclusion, expand access to information, and contribute to the social and economic development of the 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 our school classmates, family members, and teachers to explore and test the app in intermediate versions of the project. They navigated through the screens, observed how the information was organized, tested the main features, and shared feedback about usability, clarity, and the app's usefulness. This feedback was important because it helped us identify points for improvement and make adjustments throughout the development process. Their participation helped us make Oportuniza simpler, easier to understand, and better suited to the reality of the users we want to reach.

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

So far, about **20 people** have used versions of our app during the development phase. Among them are school classmates, family members, and teachers, who tested the project and gave us feedback about its usefulness, organization, and ease of use. Because Oportuniza is still under development, we understand that there is still a lot of work to be done before reaching the final version. Even so, these first tests have been very important for identifying improvements, correcting necessary points, and making the app increasingly better suited to the needs of the audience we want to serve.

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)

They described the app as **accessible, easy to use, and well organized**. Classmates, family members, and teachers said that the screens were clear and showed only a few pieces of information at a time, which made navigation and

understanding the app's functions easier. They also pointed out that the buttons were visible and easy to identify, which made the app more practical to use, especially for people who are less familiar with technology.

In addition, we received comments that the app's idea is useful and meaningful for the reality of our community. This feedback helped us understand that we are on the right path, but it also showed us the importance of continuing to improve the project until the final version. Based on these opinions, we realized that we should keep the language simple, the navigation straightforward, and the information well organized so that Oportuniza continues to be an inclusive and easy-to-use app.

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 Oportuniza through social media, especially local WhatsApp groups, Instagram pages, and other digital spaces that are commonly used to share information about job openings and community services in Florestal and the surrounding region. We also intend to present the app at school and talk with members of the community so they can learn about the project and understand how it can make access to job opportunities easier.

In addition, we want to build connections with local businesses, shops, and possible community organizations, showing that the app can be useful both for people looking for work and for those who need to advertise job openings in a more organized way. Our intention is to present Oportuniza as a simple, accessible, and practical tool that brings employers and job seekers closer together.

To convince people that they need our product, we will highlight a real problem: many job opportunities exist, but they do not always reach the people who need them most. Oportuniza was created precisely to reduce this difficulty by gathering opportunities in one place and also offering guidance, such as interview tips. In this way, we show that the app is not just an idea, but a solution that can concretely help the community.