



USER ADOPTION PLAN (JUNIOR)

Team Name + Brief Project Summary

Our team is called **TechPower Girls**. We created an app named **ClimexAlert**. The application aims to provide real-time weather information, allowing users to check the temperature of different cities quickly and conveniently. In addition, the app offers weather alerts, sustainable tips to promote environmental awareness, and provides emergency contacts with a direct call function, facilitating access to essential services in risk situations.

The proposal is also aligned with **Sustainable Development Goal 13 (Climate Action)**, aiming not only to inform but also to encourage responsible behavior. The application features a simple and intuitive interface, making it accessible to different audiences, and uses API integration to ensure updated and reliable data.

How did you get people to use your app?

We presented our project at our schools and to our family members, and we created an online form where everyone could respond and give feedback about our app.

How many people have used the app so far?

Our testing was conducted through a survey, in which 52 people responded to our form and evaluated the features implemented in the application. This allowed us to gather feedback and better understand user needs.

What feedback did these people give you?

We received various feedback and selected a few examples, such as: “This application is also an important ally for people who, like me, do fieldwork. The weather directly influences material collection in the field, and the app contributes to better planning.” “I found it to be a very complete app, not only regarding weather information. I would highly recommend it to others, and it will be very useful in everyday life.” “Very important in times of so many climate changes, when more and more disasters are happening.”, among others.



How do you plan to get people/organizations to use your application or invention this year?

We plan to promote our application through presentations in schools, community groups, and local organizations, showing its features and practical benefits. We will also use social media to increase visibility and reach a wider audience. Additionally, we intend to create simple and informative materials, such as tutorials and demonstration videos, to make it easier for people to understand how to use the app. Partnerships with institutions and professionals who work with climate, environment, and field activities will also be essential to encourage adoption. Continuous feedback will be collected to improve the application and better meet users' needs.

How will you convince people that they need your application?

We will convince people by showing, in practice, how the application can make their daily lives easier. We will highlight its benefits, such as quick access to weather information, important alerts, sustainable tips, and emergency contacts. We will also use real examples and demonstrations to show its usefulness, as well as share user testimonials. In this way, people will be able to understand the value of the application and how it can be useful in different situations.