



ENTREPRENEURSHIP 6 : USER ADOPTION PLAN

Our team, VisionCoders, is developing a mobile application, called Lendify, that allows people in the same community to borrow and lend everyday items easily and safely. The goal of the app is to reduce unnecessary purchases, promote sharing, and make it easier for people to access items they only need for a short period of time. In addition, the app allows users to earn a small amount of money by lending their items, which encourages more people to participate and increases the number of available items. By connecting neighbors through a simple and secure platform, Lendify helps save money, reduce waste, and strengthen local connections.

How We Encouraged People to Use Our App

To test our application, we shared early versions with a small group of users. 5 people directly tested the app, allowing us to observe how they interacted with the interface and identify areas for improvement.

In addition, we collected feedback from a broader group (9 individuals) through a survey. Participants included Technovation participants, mentors, teachers, and friends, who shared their opinions on the concept, features, and usefulness of the app. This helped us validate the idea even beyond direct users.

Types of Items Users Want to Borrow

- 50% of users want to borrow school or educational materials (books, tools, academic kits)
- 50% are interested in occasionally used items (party equipment, camping gear, bikes)

Key insight: 100% of users mentioned items they don't use often, confirming a strong need for borrowing instead of buying.



Short-Term Needs Behavior

- 67% of users borrowed from friends, neighbors, or classmates
- 17% improvised with alternative solutions
- 33% ended up buying items for one-time use

Key insight: Most people already try to borrow, but there is no structured and easy solution.

Most Important Features

- 50% highlighted safety and trust (reviews, reporting, secure interactions)
- 33% want easy communication between users
- 17% emphasized proximity (nearby items)
- 17% mentioned tracking borrowed items

Key insight: Trust and simplicity are the top priorities for users.

We also used informal promotion, such as discussions at school and word-of-mouth, to present the app and gather honest reactions.

User Feedback

The feedback we received revealed clear and consistent patterns. Most users expressed interest in borrowing items that are used occasionally, such as school materials, tools, event equipment, or outdoor gear. Their main motivation was to save money and avoid buying items they rarely use.

Many users also shared that they had already faced situations where they needed an item for a short time. In most cases, they borrowed from friends or neighbors, improvised with other objects, or bought something they didn't really need long-term. This highlighted a strong need for a more organized and accessible solution like our app.

Another important insight was about trust and safety. Users emphasized the importance of feeling secure when interacting with others. They wanted features such as user reviews, reporting systems, and clear safety guidelines. They also asked for simple communication and the ability to find items close to their location.



Based on this feedback, we made key improvements to our app, including adding user authentication, a review system, reporting features, location filters, and simple contact options. These changes directly reflect user needs and increase trust in the platform.

How We Will Encourage Adoption This Year

During the first year, we plan to promote our app mainly through schools and local communities, since students are one of our main target groups. We will present the app in classrooms, encourage peer-to-peer sharing, and rely on word-of-mouth to grow our user base organically.

We will also use social media platforms such as Instagram and TikTok to showcase real-life situations where the app is useful (for example: borrowing school supplies, event items, or travel equipment). This will help potential users quickly understand the value of the app.

In addition, we aim to reach out to community organizations, such as schools or local groups, to create partnerships and expand our impact. These collaborations will help us build trust and reach a wider audience more efficiently.

How We Will Convince People They Need Our App

To convince users, we will focus on real-life problems they already experience. Many people don't realize how often they buy items for one-time use or struggle to find something they need quickly. Our app directly solves this problem by offering a simple and practical alternative.

We will highlight key benefits such as:

- Saving money
- Avoiding waste
- Gaining quick access to useful items nearby

By showing concrete examples and user experiences, we will make it clear that our app is not just useful, but something people can easily integrate into their daily lives.



Conclusion

Overall, our approach combines user testing, feedback, and targeted promotion to build an app that meets real needs. By involving users early, we improved our features and validated our idea.

Moving forward, we will focus on growing our community and building trust, ensuring our app becomes a useful part of everyday life.