

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*

Denúncia anônima - We developed an anonymous reporting app designed to support women experiencing physical, psychological, or verbal abuse. The app is disguised as a game to ensure user safety and discretion, allowing users to report incidents and access real support services such as police, legal guidance, and psychological help.

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 shared early prototypes with friends, classmates, and teachers to gather initial feedback. We also presented the concept in school environments to simulate real usage and understand how users would interact with a disguised interface. This helped validate the idea and improve usability.

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

Approximately 10–15 people interacted with our prototype during testing and presentations.

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)*

Users found the idea of disguising the app as a game very effective for safety. Some suggested making the interface even simpler and more intuitive, especially for quick access in urgent situations. Based on this, we improved navigation and clarified key actions like reporting and accessing help.

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 the app through social media campaigns focused on awareness and safety. We also aim to connect with schools, community groups, and organizations that support women to introduce the app as a helpful tool. These partnerships can help build trust and reach users who need it most. To convince people of its value, we will highlight the app's main benefit: providing a safe, discreet, and accessible way to seek help. By focusing on real impact and user safety, we aim to encourage adoption and trust.