

User Adoption Plan

Our team, HelloTech, developed a mobile application that helps people become more aware of their water and energy consumption. Many individuals waste these resources without realizing it, which impacts both the environment and their financial expenses. The app provides useful information and tips to encourage more sustainable habits, helping users reduce waste and make more conscious decisions in their daily lives.

Initial testing involved internal use by the team and feedback from our mentor to gauge user interaction and usability. Following this, we recruited external users. They were asked to use the application and share their experience, which was crucial for evaluating the app's usability, engagement, and overall impact.

So far, 6 users have tested our application. We conducted these tests to evaluate the app and collect feedback. Overall, the usability results were very positive, with an average rating of 4.83 out of 5, showing that the app is easy and intuitive to use. When asked if they would use the app in their daily lives, the responses were mixed: about half said yes, while the other half said maybe. This indicates that the idea is good, but there is still room to improve user engagement. One of the strongest aspects identified was the app's impact. More than 80% of users said the app helps them save water and energy, and 100% reported that they became more aware of their consumption after using it. As a suggestion for improvement, users recommended adding a feature to track water consumption more precisely, such as in milliliters or liters.

Overall, the feedback was very positive, especially regarding ease of use and its impact on environmental awareness, while also highlighting opportunities for improvement, such as more detailed consumption tracking.

We plan to promote our application through social media platforms such as Instagram, TikTok, and Facebook. Our content will highlight how the app helps reduce excessive water and energy consumption, lower financial expenses, and contribute to environmental preservation. In addition, we aim to reach out to local community organizations and schools to present our project and encourage people to use it.

To convince users to adopt our app, we will focus on its practical benefits, such as helping people save money, reduce waste, and contribute to environmental

sustainability. We believe that showing the app's real-life impact and simplicity will motivate more users to try it and continue using it.