

Entrepreneurship 9: User Adoption Plan (Junior Division)

Directions: This worksheet will help you answer all the questions for your User Adoption Plan.

Note: Please make a copy and then edit.

Team name + Short Project Summary: *suggested 1 paragraph*

OneDay - An app to help teenagers who are starting to have their period with a menstrual cycle calculator, an emotional tracker, and a page of frequently asked questions.

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 told our friends to use it, and also tested it ourselves.

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

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)*

Probably 3-5 people. Some of them said the colors weren't comfortable for their eyes, so we changed it.

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 will create accounts on social media.