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TaskRemote

1. Executive Summary

The modern family is engulfed by parents having to spend more time making an income than spending time raising their kids. An important aspect of kids' development (especially in the age of electronic devices) is the balance between healthy activities such as chores and physical activity and screen time. The overwhelming hours many parents spend at their jobs or running errands acts as an obstacle to teaching their kids the importance of this balance. In fact, so many busy parents end up losing their motivation to uphold this footing, resulting in kids dropping responsibilities for video games and social media. It seems that these people need a way to manage the balance of their kids' activities remotely in a surefire manner.

Our target client is the busy, working parent who often finds themselves out of the house and away from their children and wish they could spend more time teaching their kids an able-bodied lifestyle, or enforcing healthy habits. TaskRemote is an application with cross-compatibility that allows parents to manage their kids' activities remotely to manage screen time and promote a healthy lifestyle right from their phones. It works by giving parents many options they feel necessary to enforce healthy habits. These options include restricting certain websites or applications until proper tasks are completed, providing kids with a schedule, allowing parents to approve chore completion, and sending parents notifications about their kids' activities. Kids can communicate task completion through the app itself or any apps that happen to be unrestricted such as text message. It is compatible for iOS, Android, and Microsoft devices, and it's interface operates under the use of user accounts.

Current competitors to TaskRemote have been received very negatively, with interfaces being difficult to use, apps being buggy and/or abandoned, and come with a scary price tag. Many of them are found to contain many loop-holes for kids to beat the system and are overall unreliable for enforcing good habits. These competitors also do not operate remotely, and are not cross-compatible. Children also are not encouraged to complete chores through only the app.

TaskRemote tackles these problems one-on-one with simple solutions. TaskRemote will notify the parent through app notification or text message if anything is tampered with on their childrens' side. Remote control of accessible media is implemented by linking devices through a user account, which is managed by the parent's device. Parents will also have the option to unlock screen time after certain chores are completed. Kids access the internet through all forms of devices so cross-compatibility is important, and our application achieves that.

2. Gap in the Market

In the current market, solutions are incredibly buggy, come at a high price, are difficult to use, and contain many flaws that allow systems to be bypassed. Applications are not capable of being remotely accessed and are not cross-compatible with different operating systems. Many of these projects are abandoned, and have not been updated in years.

Parents who use TaskRemote will gain the ability to monitor the progression of their childrens' chores and activities before allowing access to virtual entertainment, from no matter where they are, with little difficulty. Customers will migrate to TaskRemote because of an interface that is easy to use and maintained. Users will remain with us because of access to all services other solutions do, plus any missing features and security, for a lower competitive price.

3. Meeting the Market's Needs

TaskRemote will meet the market's needs by providing a secure, remote, and cheaper mobile application to assist busy parents in enforcing healthy schedules for their kids. The purpose of this application is to be a more secure, reliable, and intuitive successor of its competitors. TaskRemote will be easy to install, connect, and integrate into common electronic devices kids commonly spend many hours on.

4. Implementation

4.1. Management

TaskRemote will be managed by its developers/owners.

4.2. Development

What technology would we use to develop the app? Android and iOS operating system. For future development, we will expand the desktop environment.

4.3. Marketing and Distribution

Our official website will be developed where we will introduce the core features of the app, educational contents which help customers use the app effectively and educate the importance of managing kids' screen time. The app will be tested by famous reviewers, and popular review websites.

Our app will be distributed through Google play store, App store.

4.4. Monetization

Subscription for premium functions.
Ads for free users.

5. The Problem and Our Solution

The problem with existing solutions is that users cannot control or view child activity remotely, contain many loopholes for kids to bypass the system, and are no longer being maintained. Children can easily fake chores being done to bypass a lock. Back-end development of all current applications contain bugs making the application incredibly difficult to use if not inoperative. Current applications also do not fully ensure chores are completed before screen time is granted.

Our solution will allow parents to be notified each time their child/children completes a chore or activity and begins their screen time. Our application will also allow an option for parents to require their children to send proof of chore completion through picture messages for approval before accessing screen time. Kids will be encouraged by the app to complete activities by unlocking access to screen time after a certain amount of chores are completed.

6. Industry Need for Our Technology

TaskRemote will be the compact, easy to use, remote application for busy parents to manage their kids' schedules and ensure responsibilities are completed before screen time on any device is permitted. Parents without the time to moderate a healthy schedule will be able to do so at the tip of their fingers from any location.

7. Market Analysis / Primary Market / Secondary Market

Our target customers are parents who are busy and looking for solutions to manage their kids remotely.

According to the United States Census Bureau, in 2020, 40% of all households are families with their own children under 18. Besides, 25% of children under age 15 living in married-couple families had a stay-at-home mother, and 1% had a stay-at-home father. According to the Bureau of Labor Statistics, in 2020, among married- couple families with children, 95.3% had at least one employed parent in 2020, and 59.8% had both parents employed. These statistical figures indicate that the number of families which

have kids and both parents are employed is high. This is also the market that we are going to penetrate. The market volume is large.

Our primary market will be families with children in the U.S., especially the ones with both parents participating in the labor market.

As we expect the foreign market will share the same characteristics with the U.S. market, we plan to expand our product to other countries starting with English-speaking countries, then other countries.

8. Marketing Strategies

8.1. Overview

We are targeting busy parents. In order to make our product widely populate the market, we will keep our product easy to use and be available on multiple platforms. Keeping in mind that the app is going to be used by both parents and kids, we pay the most of our investment in the UI of the app. Core functions of the app will be available for free account users with some limitations. The subscription for power users will unlock premium features. In order to make the subscription plan flexible, we offer both monthly subscription and annual subscription, and customers can cancel at any time.

8.2. Primary Customer analysis and entry strategy

Primary customer analysis:
Our customers are parents who are employed and have children. They are also inspired by technology and want to use technology to manage their kids and protect their kids from harmful aspects of technology. Therefore, the availability of our app on both App Stores and Google Play Store will make it easier to reach our customers.

Entry strategy:
Our app is free to download on multiple platforms. All core functions are freely available with some limitations. Users can immediately use our app without any signup. Once they want to save their profile, they can register an account.

In order to reach the right audience who are our potential customers, we plan on submitting our app to popular app review websites. App review websites usually generate a good amount of targeted traffic via SEO. Therefore if we can get our app featured on several websites, then we will surely grab some early-adopters and loyal users.

In order to educate customers about the importance of our app to the development of children, we can create and distribute our educational content through different means such as Youtube channel, Facebook page, and our website.

8.3.   Core competency

Our app is used by both parents and kids; therefore, the UI of our app will be easy to use and friendly.

Data security: all user data will be encrypted and never be shared to the third party.

Educational resources: we create and collect useful parenting tips to help the customers use our app in the best way.

8.4.   Sales Strategy

Pricing
Although core functions are free to all users, they have limitations to encourage user pay for power features. Power users who pay subscriptions can be differentiated from free users by power features.

They include:
- Unlimited number of kids can be managed. According to www.statista.com, the average number of children under 18 in families with children in the United States in 2020 is 1.93. This can be used as the key level to differentiate power users from free users where free users are limited to manage only 1 kid, and there is no limit for power users.
- Unlimited number of chores/tasks can be assigned to a kid daily.

Based on those analysis, our pricing strategy will be followed by the subscription pricing models. We will keep the price for subscription lower than competitors, and offer extra saving for annual subscription.

Positioning
We plan on designing our app to be highly useful and easy-to-use for any parents who are seeking a solution to manage their kids.

Promotion
Parents who signed up and had their kids complete their first task can get a free trial for 1 month.

Referral program: users who refer our app to new users can receive 1 month free of subscriptions.

Place
Developer website, iOS App Store and Google Play Store

9.   Competition

Parental Control - Screen Time & Location Tracker
This is a parental control that operates on iOS and Android.

Unglue
Unglue is an IOS based parental control app. Project is no longer fully functional.

Apple's Screen Time
This is the main competition for this application. Apple's Screen Time allows parents to limit kid's screen time, but does not allow them to give it as a reward, and it is not cross platform.

Google Family Link
This is the main competition for this application. Google Family Link allows parents to limit a kid's screen time.

OurPact
OurPact is an IOS/Android subscription based parental control application that includes app rules, time allowance, family location, text blocking, and web filtering. It does include reward based screen time.

10.   Development Strategy

Because our app is not a specific customer or client, we cannot have input from customers during the development of the app. Therefore, we make surveys and analyze the customers' needs, then we list down the requirements for our app.

Based on those requirements, we will design the structures for our app.

Then we begin the implementation process.

We will conduct testing to ensure the product has no error and all the requirements are met. We will use the design documents, personas, and user case scenarios to create our test cases.

Finally, we will deploy the app in the market, and keep maintaining and updating the app at a consistent pace.

11.   Barriers

Main barriers of entry have to do with pre-existing conditions of the market and current public opinion:
- Gaining positive publicity may be difficult as the common perception of software similar to ours is mostly negative.
- Maintenance of cross-platform implementation may not be timely and efficient.
- Standing out against similar solutions implemented by market leaders that already exist.
- Common public may be difficult to market to, standing out features may be hard to understand.

12.   Critical Risks

Major risk is that people may not switch from other parental control apps. The parent and children may already be used to what application that they use, so may not switch. Also if it is integrated in the OS it may be hard to make it seamless in comparison.

As a team we need to continue to develop unique features that sets us apart from the rest of applications.

Some parents do not acknowledge the negative impact of the long period of screen time on kids, or making the kid become more independent by encouraging them to complete assigned chores/tasks.

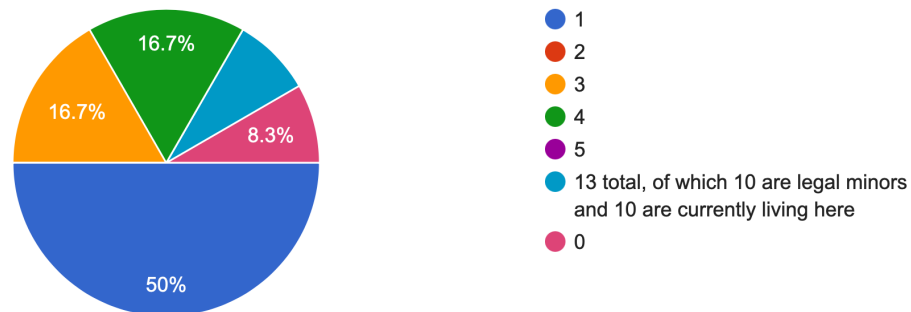# 13.   Interviews

Result analysis:
- The parents who answered the survey seem to be busy, they spend less time with their children, 50% of them spend less than 3 hours per day with their children.

- About 33.3% of the children do not complete their chores, and 50% of the parents pursue parenting advice or information about encouraging their kids to complete their chores/tasks. This means the parents do care about the responsibility of the kids to do chores, the contribution of the kids to family activities. Those figures also indicate the ineffectiveness of the parents' current solutions.
- 66.7 % of the children have their own electronic devices, and 33.3% of the children have screen time more than 3 hours. These are the number of hours reported by the parents given that they spend time with their kids. The actual numbers are likely more than reported. We also notice that 16.7% of the parents do not know how much time their kids spend on social media and gaming.
- 83.3% of the parents never tried to use a parental control app, and the noticeable reasons are: "not familiar with the app", "don't know how to use the app" , and privacy concerns.

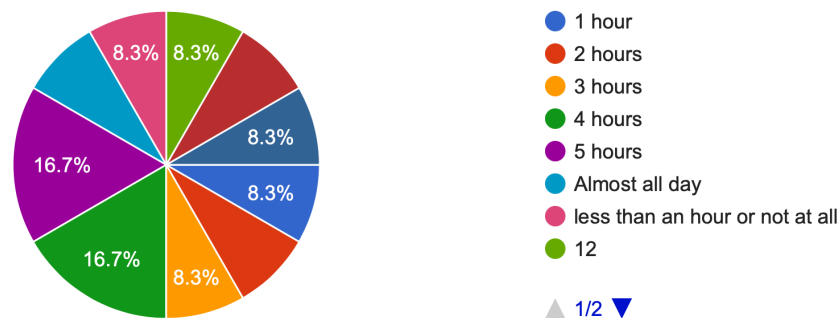The following is the summary of the responses to our survey:
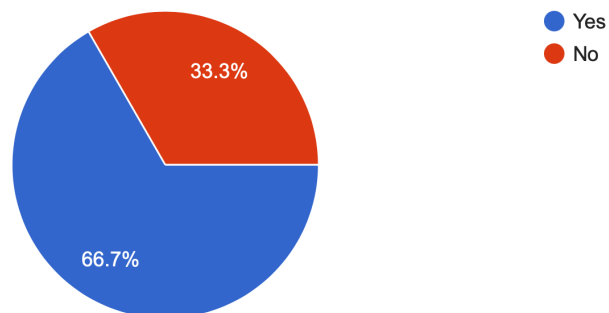
How many kids do you have?

12 responses

- 1
- 2
- 3
- 4
- 5
- 13 total, of which 10 are legal minors and 10 are currently living here
- 0

On average, how many hours do you spend with your kids daily?

12 responses

- 1 hour
- 2 hours
- 3 hours
- 4 hours
- 5 hours
- Almost all day
- less than an hour or not at all
- 12

1/2

Does your kid complete all of his/her chores?
12 responses

- Yes
- No

33.3%

66.7%

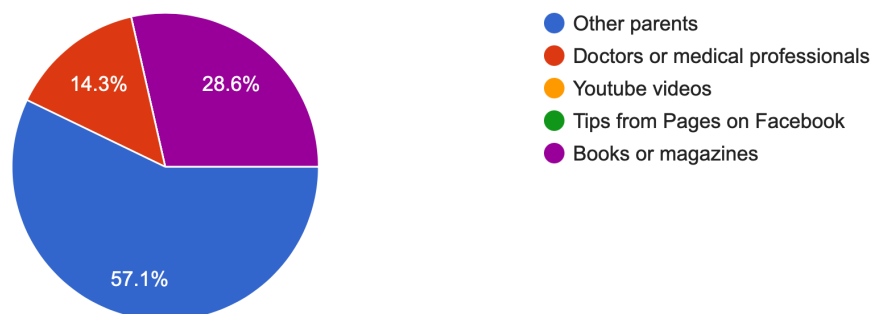## Have you ever pursued parenting advice or information about encouraging your kids to complete their chores/tasks?
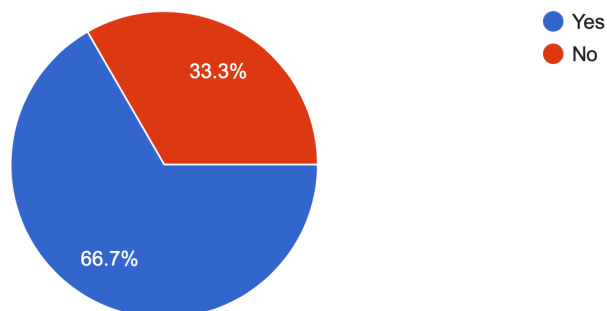12 responses

- Yes
- No

50%

50%
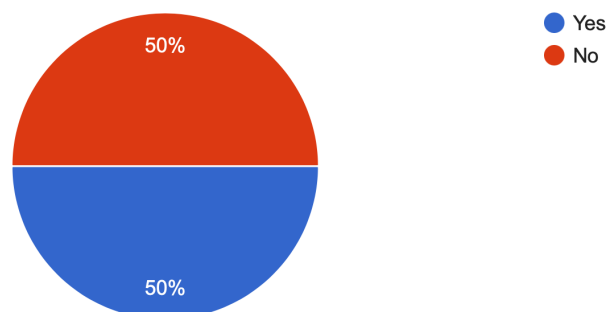
If yes, where did you find the advice or information?
7 responses

- Other parents
- Doctors or medical professionals
- Youtube videos
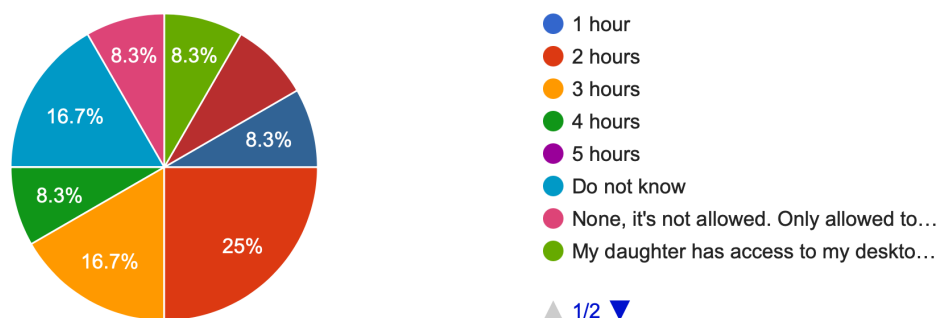- Tips from Pages on Facebook
- Books or magazines

14.3%   28.6%

57.1%

Do your kids have their own electronic devices (electronic devices can be smartphones, tablets, computer, etc.)?
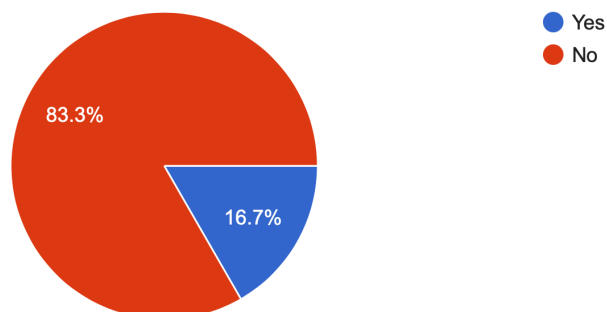
12 responses

- Yes
- No

33.3%

66.7%

How much time on average do each of your kids spend on social media, gaming, or streaming services on a week day? (Game consoles, Youtube, Netflix, Facebook, Instagram, TikTok, etc.)
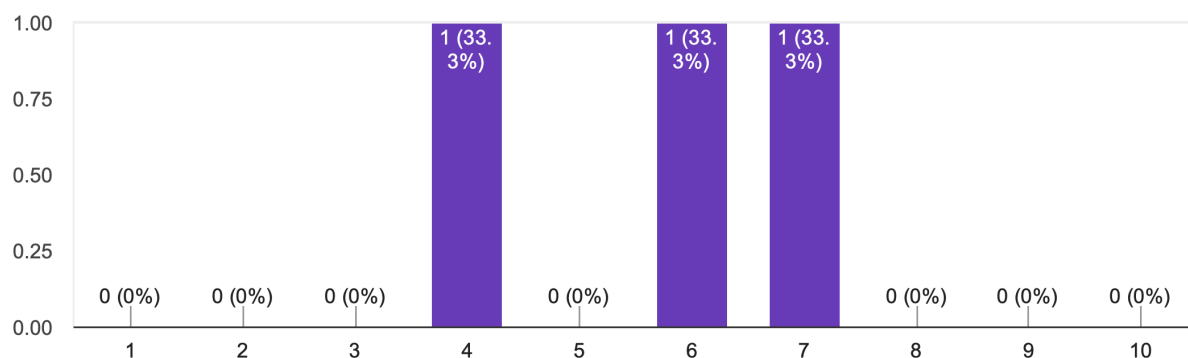
12 responses

- 1 hour
- 2 hours
- 3 hours
- 4 hours
- 5 hours
- Do not know
- None, it's not allowed. Only allowed to…
- My daughter has access to my deskto…

△ 1/2 ▼

8.3% 8.3%
16.7%
8.3%
8.3%
16.7%
25%

Have you ever tried to use a parental control app?

12 responses

- Yes
- No

83.3%

16.7%

If yes, what was your experience with this? Rate 1 - 10 where 1 is worst and 10 is best.

3 responses

If yes, is/was the app a positive or negative experience for you and your kid? Give specifics.

3 responses

I had an older son set up Chromebook controls with a whitelist and time-of-day restrictions.

Positive experience

Don't use the app

If no, why not?

7 responses

I guess I'm lucky enough my daughter doesn't like social media and instead loves spending everyday with me at the range (she's only 6yo but already shoots 3gun competitions), in fact last year for her 5th birthday she asked and got as a present a daniel defense mk18 instead of a smartphone, I'm so proud!

My kids younger than 10 don't have their own devices (they share a family tablet and have access to a family computer to do homework/online classes), so there is a certain level of control when they are using them. My older kids are 11 and 13, they have their own cell phones but are also at an age where I can trust them to be relatively safe. They're smart introverted kids who aren't fooled by scammers and are too shy to follow through on them anyways, and most parent controls feel like an invasion of privacy.

Not familiar with app

My kid doesn't use app

Don't know how

I trust that my kids are doing what they are supposed to and that they will still do what they need to do.

Because it's an invasion of privacy