

Research Project - Family Tracker & Important Document Hub

Problem Statement (Skylar)

The problem our team is hoping to solve is the lack of communication between a family. Communication is such an important part of a healthy family and helps keep the family connected. The goal of this app is to allow families to know where their loved ones are, track their daily routes to see if something is off and keep track of the family's medical history. Talking to friends and colleagues around us, we have found that there is an abundance of people who have little to no communication with their family. While we understand that there might be some people who have had rough past or may not have any family at all, this app would still be focused to help those connect to someone just to make sure that they are safe. The app's purpose is not to just be a tracker for your mom to see where you are, it's more of a way to make sure your family is safe and, in the spot, that they need to be in.

Market Analysis (Jake)

We anticipate the target market to be adults in their 30's and up. Many adults whether it be the mother or father of children or just an adult with a spouse that would like to keep track of their loved one(s) to know that they're safe and maintain important records and documents associated with their family. The main target would be families to use the app, marketed to mainly parents of those families. We know that maternal instinct is a very strong thing and mothers are biologically wired to want to protect their children. Many mothers talk to each other about their children and what they are going through while raising them. Being a mother is a very unique experience and women

often share the maternal instinct and get together to discuss what works and what doesn't. We plan to mainly target mothers who use social media and watch YouTube videos of family vloggers and other videos with these audience statistics.

Financial Projections (Skylar)

Looking at our financial projections we will need some serious revenue to come in. We first researched apps that were similar to our idea such as Life 360. On average, it cost between \$3000 to \$18000 to make a tracking app with features on it. We believe that it would probably be near the \$18000 range due to all of the features we would want on the app. With that price tag, we would have to offer different memberships on the app starting with a free feature, then a plus feature at \$5 per person, then a family plus feature which would be a \$15 bundle for a whole family. The only problem that we would have is finding the startup money, that would be from us asking for angel investors or even fundraising on our own to create the app. Once we have enough to at least start with the creation of the app, we could move on to selling our product and using whatever revenue we generate to expand the app in different directions.

Global Implications (Stacey)

The reason for a person to go missing can vary for different reasons such as abduction, running away, or injuries with fatal results. These issues don't just occur in the US, it's an issue many countries deal with around the world. According to "Missing Child Europe" 250,000 children go missing in the EU every year. Right now, Missing Child Europe has a database that lists these cases and updates. But with the app's

family location tracking it can help prevent the person from going missing in the first place or locate a person quicker.

Another way the app can be implemented at a global scale is during travel. About 37.79 million US citizens traveled overseas last year. As travel becomes more accessible for not only Americans but for people around the world there is an increase in traveling more and to further locations. Although this is exciting it can also be concerning for family and friends who want to stay safe and connected. People have found a way to stay connected around the world. WhatsApp has become the easiest way for people to communicate internationally. A loved one can be halfway across the world and they can still be only a call or text away. Other popular options people around the world have been using is social media. Facebook offers the Check-in feature to locate friends and family around the world. But these options involve voluntarily keeping the status of your location updated. Our app will allow you to track someone in real-time.

Currently, no country can say their health care system keeps its records 100% online. Some countries like Canada have created online databases for doctors to get access to patient health records. Alberta Netcare is a database that provides physicians in Alberta access to patient health records and offers an online portal called My Health Record where people can access their own health records. Having all your medical records on the app will also be beneficial for those who work, study or travel abroad and are seeking medical attention. Having the patient's health records and being able to share it with the physician in whatever country they are located will allow for easier

diagnosis and assistance with better quality care treatment. It can also prevent them from using medication or methods that could be harmful to the patient. This is ideal because trying to contact and get records from the patient's other doctors from another country could be difficult for privacy reasons and communication reasons.

Diversity Implications (Stacey)

This app would be beneficial for all age groups. In 2019, The National Crime Information reported that 235,367 females and 212,723 males reported missing were under 21. Which is much higher than the group of reported cases over 21 which was 98,285 males and 62,823 females. Even though numbers less after 21 the fear of someone going missing doesn't disappear and that's why this app would be valuable for any age group. It's beneficial for parents who want to keep their children safe because they are traveling around from school to playgrounds to friends' houses and keeping elderly safe who might need to be located for health concerns. This app can help people from all age groups. Also, important to note from the statistics is the role of gender. In the under 21 group females have a high chance of going missing while in the over 21 groups the roles flip, and males are more likely to go missing. This demonstrates how no matter the gender both males and females are in danger of going missing and that why our app is inclusive, and users can track other users in their plan regardless of gender.

This app would help the populations for people and families from different socioeconomic backgrounds. For example, it helps families with low socioeconomic situations by storing information and results that can be used again so they don't have

to pay to be retested for that information again. Keeping health records is also beneficial for people of any age group. For college-age students who are moving away for the first time, it is beneficial to have their health record on the app in case of an emergency or any other medical attention they may need while they're away. For kids those 18 and under who are away at summer camp or school they could find themselves in an emergency that could require a hospital visit and for other incidents like knowing their allergies while they're outside the home. Some programs that are trying to offer more health resources options is the US's program [healthypeople.gov](https://www.healthypeople.gov) created by the office of Diseases Prevention and Health Promotion which offers advice for people of different age groups, ethnicities and members of the LGBTQ community. This program is great at being inclusive to different backgrounds, but our app will be even more personal because it includes anyone regardless of their identity but also is more specific to the app users' own background.

Competition (Allen)

In the current market, there are a handful of products that have similar goals and functions to our app. Mobile apps such as Life 360, GPSWOX, and Sygic offer various features along with the base location services that they all share in common. Among these additional features are driving speed trackers, custom location creators, location history, and in-app communications between members within the same plan. Many of these mobile apps also offer similar price packages to ours: a free trial period followed by a monthly/yearly charge, a limited but completely free base app with optional premium packages, or a freemium model that allows you to pay for the individual

features that you use. These companies advertise their apps as being a one-stop shop for all the information you would need about the location and relative safety of your loved ones, as well as offering tangentially related features such as crash detection and to-do list features.

One of the most apparent weaknesses of many of these apps is that their objective usefulness is limited in scope. Apps such as Verizon's Family Locator have all the core features of its competition, but have very few additional features that would deem it more valuable to consumers, despite its above-average pricepoint. Sprint's FamilyWall has a below-average price point, but is missing many of the safety features that are core to their competition, and requires its users to manually and regularly reshare their location, as the app does not track members' locations continuously. Whether it is software limitations, licensing issues, or a lack of innovation, many of our competitors have limited their potential audience by offering similar services to the others without offering enough additional features to make their product more appealing than their competition.

Potential Solutions (Skylar)

The main problem we are trying to tackle is the issue of communication between a family and any potential harm such as kidnapping or robbery. There are many apps such as Uber, Lyft or even a security app that have a built in feature that allows the user to hold their thumb on a button if they feel they are in danger and if they lift their thumb off of that it will send an alert out. While this is very effective for passengers in a car, this wouldn't work for our app if the user was driving. So for our solutions, we would want to

allow the family to input their daily routine and where they go so that if the GPS were to notice the users cellphone in an unknown location, it would alert the family. The other problem we are trying to solve is the lack of medical records on a person in an accident. What our app would provide is a safe for all the family's medical records that one could look at quickly to help out the family member. These are very easy problems to connect to a family due to the fact that most families nowadays are always worried about their children or spouses traveling.

Marketing Strategies (Jake)

We plan on marketing heavily through the use of social media and using influencers to push the app. To reach our target audiences, we will use ads on various social media networks such as facebook, twitter, and instagram to offer promotions for an initial free period for mothers or fathers to sign up their families and try out the app. After a period of 14 days, we would start to push the payment plans if the user takes a liking to the app. We would market a “peace of mind” assurance to our customers through the use of social media campaigns intended to showcase features of the application. Another way we intend to market the app is through use of YouTube pre roll ads. These ads would present scenarios in which a mother or spouse would be worried and running through scenarios in their head of why they can’t reach their loved ones. Maybe your daughter has a new boyfriend, or you hear of a serious car accident on the news and your loved one doesn't pick up. These qualms would be relieved when the user pulls up the app and sees that their child or spouse is exactly where they said they would be. Another way we intend to market is through YouTube channel influencers that

have our desired audience of women 30 years and older. We would intend to reach out to influencers for a sponsorship of their video to showcase the app from a person they trust and cannot be blocked from ad-blocking programs.

According to a Nielson/Carat/YouTube Branded Video Study conducted in May of 2017, working with influencers leads to lifts in brand metrics, from familiarity to affinity to recommendation. We would utilize this trust and authenticity in influencers to build brand recognition and expose our app to a wider audience.

Limitations & Challenges (Allen)

One of the biggest issues in marketing location-tracking software and apps is ensuring the security of the information that is being held by the app. As previously mentioned, parents, and especially mothers, would have a hard time investing their personal information into an app that they do not trust to keep their location history, family, and medical records. To help remedy this initial resistance to investing in our app, we would need to lay out not just how we collect their information, but what we do with it once we have it. This can be done through an extensive Privacy Policy, as well as through an easy-to-find button somewhere within the Help or Settings tabs of the app so that no one feels that we are hiding the truth from them.

Additionally, medical records are a tricky thing to receive from a doctor's office. The usefulness of this feature relies entirely on what insurances will allow compatibility with our app, and how much information we are given altogether. This could be remedied by including a function to allow manual input of medical information that may

be crucial in emergency situations, such as blood type, disabilities, history of chronic conditions, and information on how to reach the user's doctor.

Finally, creating location-tracking software that is up to par with our competition would require several competent coders and software developers. Alongside our location-tracking features would be several features that would rely on the accuracy of the users' locations, and as such our software would need to be as close to perfect as feasibly possible given our budget. Of course, this technology can be innovated and improved upon as the app grows in users and revenue begins to stream in, but if we wish to advertise it as a location-tracking service, then we can't cut corners during development.



FamilyHub

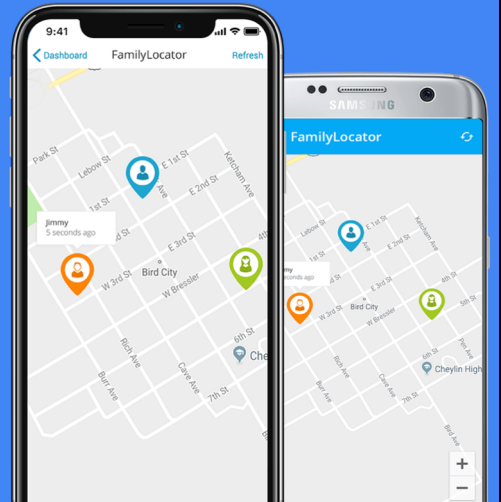
An iPhone / Android app for keeping track of loved ones and important documents.



Download on the
App Store



GET IT ON
Google Play



1

What we're trying to solve

The problem our team is hoping to solve is the lack of communication between a family. Communication is such an important part of a healthy family and helps keep the family connected. The goal of this app is to allow families to know where their loved ones are, track their daily routes to see if something is off and keep track of the family's medical history.

2

Who we're targeting

- We anticipate the target audience to be men and women in their 30s or older
- Parents of one children
- Couples who want to ensure safety of their spouse
- Mothers in maternal organizations like facebook groups for moms or mother related instagram accounts
- Mothers who use social media sites (Facebook, Twitter, Instagram)
- Plan to reach targeted audience through YouTube sponsorships with influencers.



3

Financial projections

Looking at our financial projections we will need some serious revenue to come in. We first researched apps that were similar to our idea such as Life 360. On average, it cost between \$3000 to \$18000 to make a tracking app with features on it. We believe that it would probably be near the \$18000 range due to all of the features we would want on the app.

Our Bundles:

Free - Basic Features

Plus - \$5 Drive time updates with families, personal health documents and more features

Family - \$15 Provides the whole family with plus features to the app plus upgraded family health documents page.

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Global implications

Our app can will be able to benefit not only US families but families and people around the world.

- People go missing for different reasons such as abduction, running away, or injuries with fatal results.
- These issues don't just occur in the US, it's an issue many countries deal with around the world.
- According to "Missing Child Europe" 250,000 children go missing in the EU every year.
- It would benefit the 37.79 million US citizens who traveled overseas last year. And any other traveler around the world who needs medical record on hand in case of emergencies.



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Diversity implications

Our app would be personalized to people of any background but also be beneficial to people of :

- Different genders
- Age groups
- Socioeconomic backgrounds



- Helping families with low socioeconomic backgrounds by keeping health records in hand so no repetition of test is needed.
- The tracking feature keeps track of family members weather their off in college or daycare

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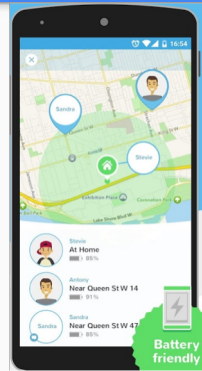
Our competition

Most common strengths:

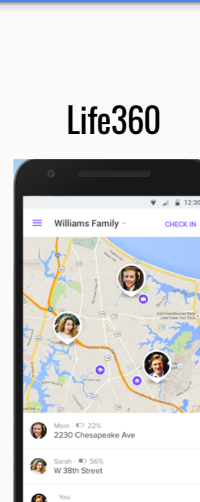
- Continuous location tracking
- Customizable location markers
- In-app communication
- Driving speed detection

Most common weaknesses:

- Price & Value vs Competition
- Limited features



GPSWOX



Life360



Sygic

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Our solutions to the problem

We want to allow the family to input their daily routine and where they go so that if the GPS were to notice the users cellphone in an unknown location, it would alert the family.

We also want to have a way to organize any family medical documents in an easy way for an emergency response team to access

Features in the app:

- Family Tracking
- Family Medical records
- Alerts of family members not where they are supposed to be
- Family group chat
- AroundMe Feature (What restaurants/parks/etc. are around you)

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Marketing strategies

- Emphasis on social media marketing on various platforms
 - Facebook, Instagram, Twitter, YouTube
- Offer promotions on these platforms for initial free 14 day trial on premium family bundle, showcase features of the app
- Market the “peace of mind” assurance
- YouTube pre-roll ads with several scenarios of spouses/parents worrying about their loved ones
- Heavily market through YouTube influencers and creators that have our desired audience of women of 30’s and up or that have children.
- Paid sponsorships of influencers and creators to utilize the trust and authenticity of their relationship with fanbase to build brand recognition and expose app to a wider audience.

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Limitations and challenges

1. Security of personal information

- a. *How can we guarantee the safety of our users’ private information?*
- b. *How can we show users that the information they give is secure?*

1. Working with medical records

- a. *How will we coordinate with medical professionals to receive private information?*
- b. *If users opt out of sharing this information, what can we do as a Plan B?*

3. Complexity of location-tracking software

- a. *How will we build a location-tracking app that is up to par with our competition?*
- b. *How much will the development of our app cost, and how long will it take?*



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