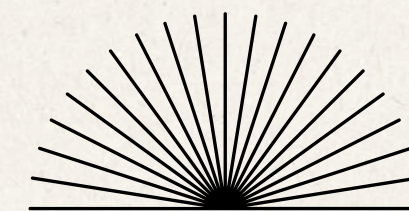


# **FAMILY STORY APP**

**PRESENTED BY:**

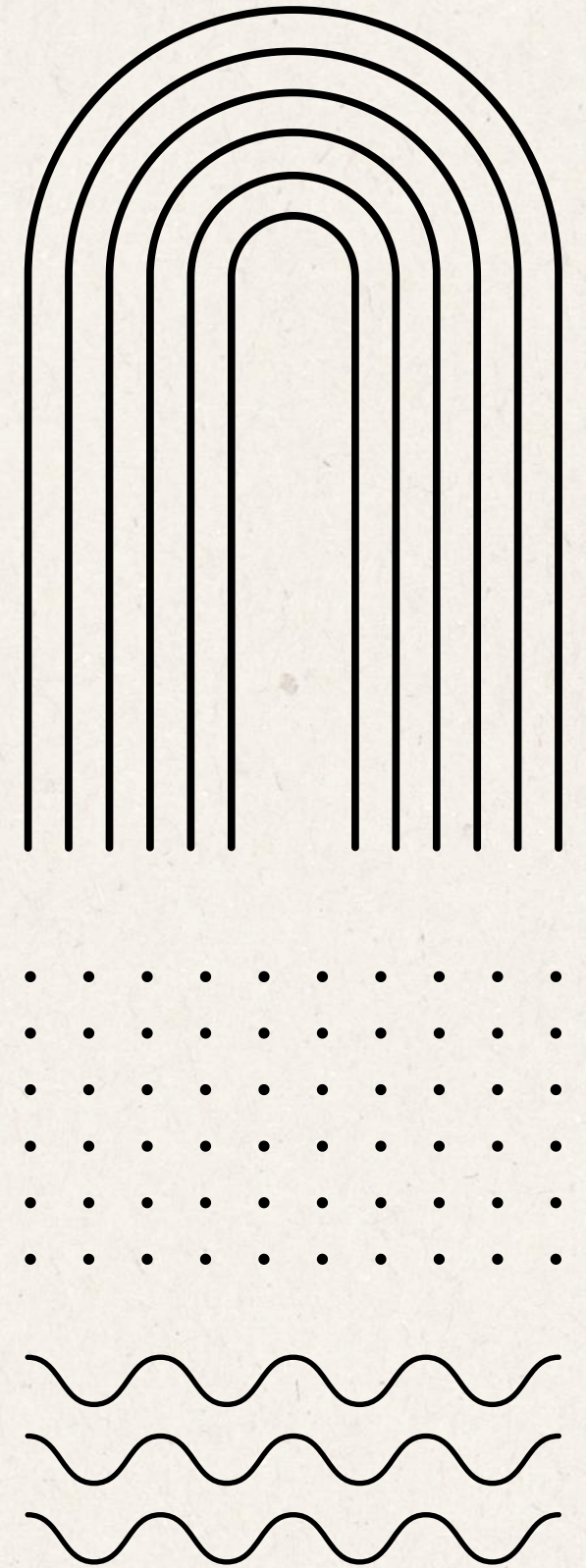
**Sergei Khmiziuk   Ayda Yurtoglu   Karabo Kobola   Constance Arnoux**





# Overview

1. Title
2. Overview
3. Situation and problem
4. Solution and value proposition
5. Functionalities and screens
6. CR : acquisition and retention :
  - a. Strategy
  - b. Accounting and analysis
7. Market study: users/customers :
  - a. Qualitative
  - b. Quantitative
8. Market study: competitors
  - a. Qualitative
  - b. Quantitative
9. Detailed analysis of users behavior w.r.t. the problem
10. Users problem and app





# Situation and Problem

## Situation

- Stories that connect grandparents to grandchildren are growing older.
- Precious family memories live across various shapes : old notebooks, phone galleries, and voice notes.
- Family gatherings are rare occasions when stories are shared across generations.
- The moments that shaped a family's identity lives into fragments and details.

## Problem

- Families struggle to preserve their shared history across generations.
- Beloved traditions, recipes, and personal moments vanish over time.
- Younger generations inherit only pieces of the story, missing the rich context of their roots.
- The essence of family heritage is at risk of being lost as there is no dedicated, interactive space to gather and relive memories.



# Solution and Value Proposition

## **Solution:**

- A Digital Family Story Tree where every story, photo, and recipe become a growing branch of your family's history.
- Each member contributes memories, voices, and perspectives, creating a shared story that blossoms over time.
- Scattered memories from phones, notebooks, and messages are united in one warm, interactive home.
- Heritage is preserved, explored, and celebrated, carrying family stories into the future.

## **Value Proposition:**

Families gain a lasting, organized way to preserve their heritage with measurable improvements in memory preservation, engagement, and connection:

- 100% centralized storage of family memories – no more scattered photos, notes, or stories across multiple platforms.
- Higher engagement across generations – children and younger users spend 3 times more exploring family history when it's presented as a dynamic, visual story tree instead of static albums.
- Reduced memory loss over time – families retain more stories and traditions because they are documented collaboratively rather than verbally.
- Stronger emotional connection – families who use the platform report feeling more connected through regular shared updates, reminders, and storytelling moments.



# Functionalities

## 1. Add New Family Members

- a. Users can add a new person to the Family Story Tree with name, picture, and basic details.

## 2. Viewing Mode

- a. Tree View: A visual, branching family tree.

## 3. Member Profile Pages

- a. Click any family member to view their: Age, Birthday, Recipes, Memories, Advice

## 4. Add New Content to Profiles

- a. Users can add new:

- i. Recipes

- ii. Memories (photos, text, stories)

- iii. Advice or notes

- b. Content gets linked to the selected family member.

## 5. Editable Information

- a. Users can update or modify a family member's details or contributions at any time.



# Screens

Family Tree

Welcome Back

Login

Sign Up

Login

Email\*

Password\*

Log In

Family Tree

Welcome Back

Login

Sign Up

Create Account

Full Name\*

Email\*

Password\*

Sign Up

Sign Up + Login

jei

Add a memory of your loved one...

Title

Text

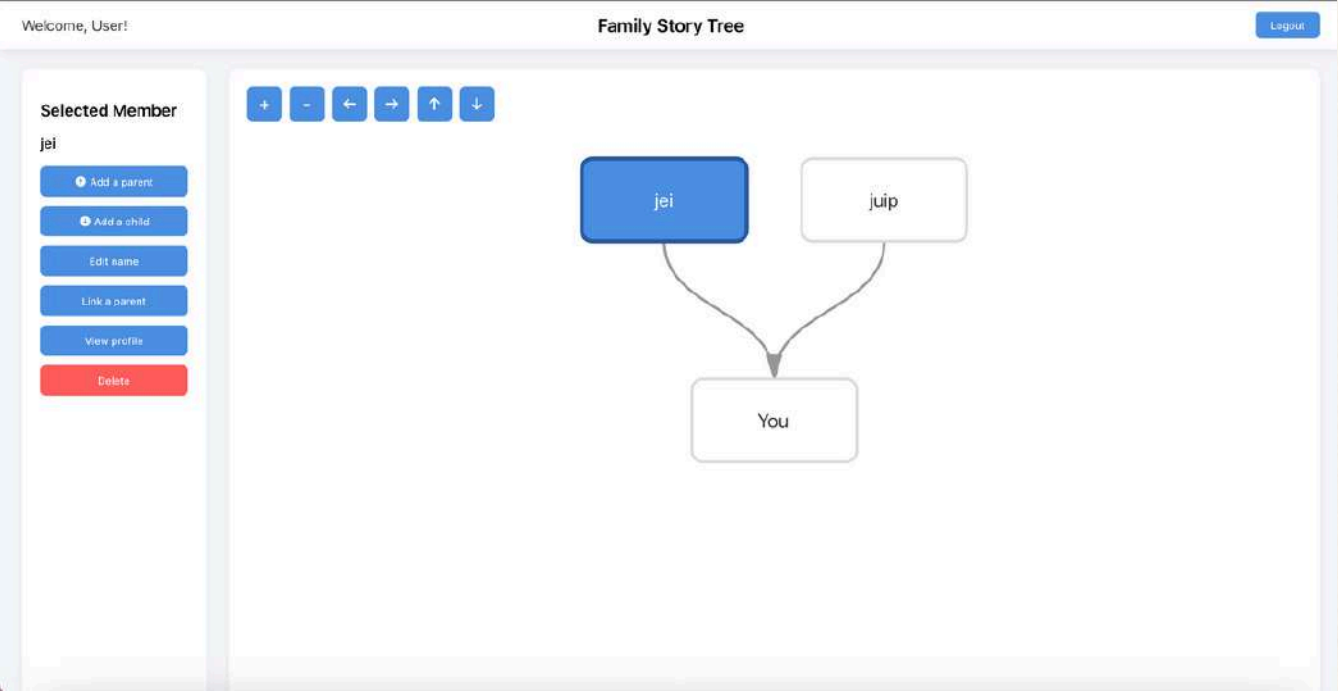
12/03/2025

Add Memory

Memories

No memories yet.

Add New Member



Initial Page

jei

juip

Edit Member

Name:

jei

Save

Cancel

Edit and Delete Members



# CR: Acquisition and Retention

## Acquisition:

- **Initial Users:** Start with friends and social circle members who are interested in preserving family memories.
- **Word of Mouth & Referrals:** Growth driven primarily through family-based invitations and personal recommendations.
- Every family member who joins can invite relatives, spreading the platform organically.
- **Emotional Storytelling & Collaboration:** Shared memories and interactive features encourage users to bring in more family members.
- Referrals unlock extra functionalities for both inviter and invitee, creating a simple, sentimental, and shareable loop.

## Retention:

- Ongoing prompts to capture new memories, e.g., daily/weekly questions, story submissions.
- Birthday and anniversary notifications, prompts to try old family recipes, and photo reminders.
- The evolving visual family tree and collaborative contributions create continuous emotional value.
- Preserved heritage encourages long-term engagement and repeated platform use.

## Strategy

- QR-code invites for easy onboarding for other family members to join the family group
- Generational storytelling prompts
  - “What is a lesson your parents or grandparents taught you that you still remember today?”
  - “Can you share a story about a family tradition you grew up with and how it started?”
- Automated photo reminders & milestones
  - Remind when there is a birthday or anniversary in the upcoming days
  - Remind good memories in a year

## Accounting & Analysis

- First Contribution Rate: % of new users who upload a story/photo within the first 48 hours.
- Monitor engagement: weekly active contributors, prompt response rate, story/photo uploads
- Measure retention: returning family sessions, long-term tree growth, cohort analysis (how many users are active after a certain time period)



# Market Study: Users/Customers

## 1. Market Size & Interest

- The global genealogy market was valued at USD4.61 billion in 2024 and is projected to reach USD8–10 billion by 2035, growing steadily due to increasing digital access and interest in ancestry.
- Key growth drivers include digitization of historical records, rising interest in personal heritage and migration history, and wider adoption of DNA-based ancestry testing.
- Regional market share: North America is the largest (~40%), followed by Europe (~35%), Asia-Pacific (~15%), and the rest of the world (~10%), reflecting broad international adoption of genealogy platforms.

## 2. Key Trends & Preferences

- Digital-First Research: ~80% of genealogists rely on online archives and digital resources over physical archives (PMC, 2022).
- Home-Based Research: ~95% appreciate online access to work from home rather than visiting physical archives (Springer, 2022).
- Platform Usage: ~30% of genealogists use major platforms like MyHeritage for research (PMC, 2022).
- Emerging Trends (Qualitative): Users increasingly value multimedia integration, mobile access, and collaborative family trees, though no robust quantitative data exists yet (Evidentia Software, 2024; Genealogy Foundation, 2024).

## 3. Barriers / Challenges

- Complexity: Detailed research can be time-consuming; casual users often drop off.
- Privacy concerns: Users hesitate to upload personal or sensitive family data.
- Cost: Premium subscriptions (\$100–200/year) limit access for casual users.
- Localization gaps: Global platforms often lack detailed local records for non-US/UK regions.



# Market Study: Competitors

Competitors	Key Features	Global Reach	Cost	Strengths	Weaknesses
MyHeritage	Global ✓ • DNA ✓ • Collaboration ✓	Yes	\$\$	Strong global diaspora network; supports 40+ languages; large historical datasets	Subscription-heavy; limited free features; weaker European archives vs Geneanet
Ancestry.com	Global ✓ • DNA ✓ • Collaboration (Partial)	Yes	\$\$	Largest genealogy archive globally; strong US adoption; powerful DNA matching	Expensive; US-centric; limited European coverage
Geneanet	Global (Partial) • DNA ✕ • Collaboration ✓	No	Freemium	Leading platform in France/Belgium; excellent European archival access; strong community	Fewer global records; weaker non-European support; aging interface
Heredis	Global ✕ • DNA ✕ • Collaboration ✕	No	\$\$	Professional-grade tools; strong privacy control; advanced tree management	Desktop-only; not designed for casual family sharing; no DNA integrations
Geneatique	Global ✕ • DNA ✕ • Collaboration ✕	No	\$\$	Detailed genealogy tools; trusted by European genealogists; strong offline features	Limited global relevance; not beginner-friendly; lacks social or collaborative tools
WikiTree	Global ✓ • DNA ✕ • Collaboration ✓	No	Freemium	Free and community-driven; strong collaborative structure; global reach	No private trees; not visually modern; limited storytelling or multimedia capability



# **Detailed Analysis of users behavior w.r.t. the problem**

**One week after the deployment of the app**

## **Engagement level**

13 active users.

34 events per user in average.

Peak engagement: 12pm–3pm.

## **Memory creation**

Users have started creating the tree structure, but actual content is still minimal.

Memories added: 3 (~0.23 per user).



# Users problem and app: conclusion and decision

## One week after the deployment of the app

### Conclusion

- The **user problem is validated**: families are interested in building and organizing their family tree.
- Core functionalities show high completion rates (81–95%).
- Content creation is low, which is expected at this early stage as users focus on learning the app and setting up the tree.

### Decision / Next Steps

- Continue the project.
- Observe user behavior over a longer period.
- Collect additional qualitative feedback to better understand how users approach content creation.
- Re-evaluate the product direction after a longer usage period based on richer behavioral data.



# Appendix Overview

- 2b. Appendix overview (list of all slides in appendix)
- 3b. BMC, including revenue streams, price (do not repeat elements presented above)
- 5b. Java code + demonstration
- 5c. manual prototype: detailed design (an example of a tool: SMS notifications or google calendar)
- 5d. application (of web site)
  - a. technology chosen
  - b. team tests
  - c. team/external interface tests
- 6b. CR : acquisition et rétention : users list
- 7b. interviews : questions, results (example of a tool: questionnaire within the application)
- 7c. questionnaire : questions, results
- 7d. market study (users/customers) : sources, other elements if necessary
- 8b. market study (competitors) sources, other elements if necessary
- 9b. users behavior and feedback and analysis: manual prototype:
  - a. team
  - b. external users (and interviews)
- 9c. users behavior and feedback and analysis: application:
  - a. team
  - b. external users (and interviews)
  - c. contents of tracking of the history of users actions in the app
- 10b. financial plan multi-annual (limited): expenses, breakeven point (arguments)
- other slides possible, but only if unavoidable
- 11b. possible slide:
  - a. student in charge de la page des rendus
  - b. étudiant responsable de la page de présentation de la startup



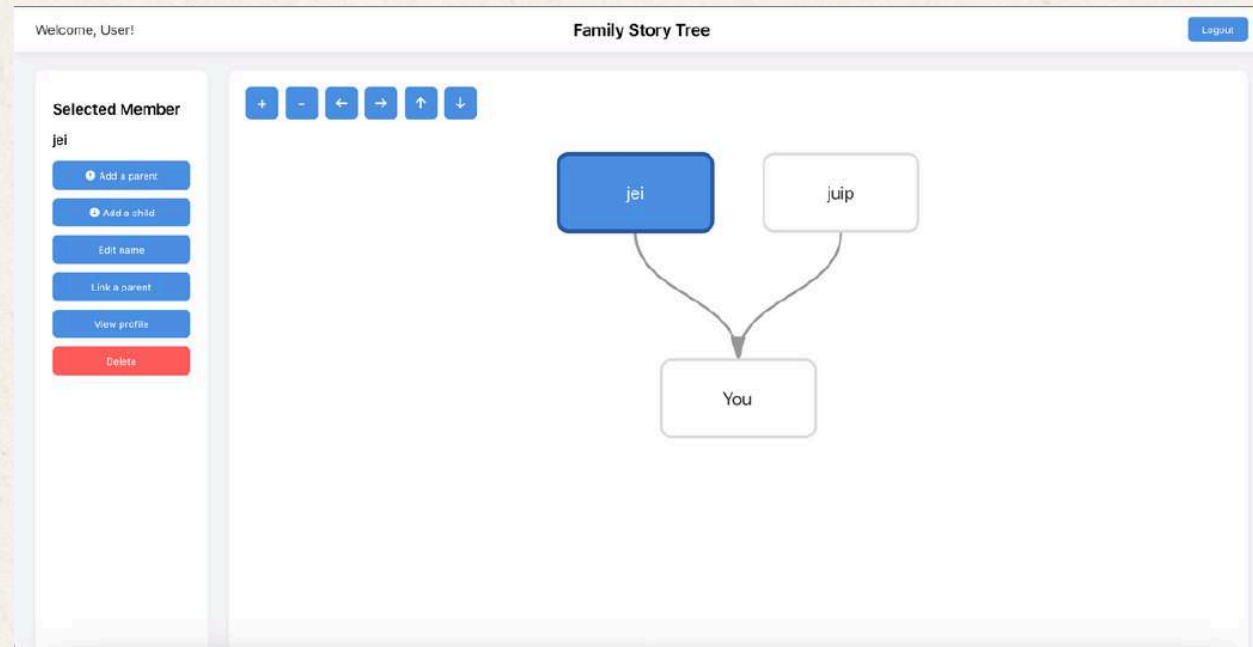
# BUSINESS MODEL CANVAS

Project Title: Family Tree

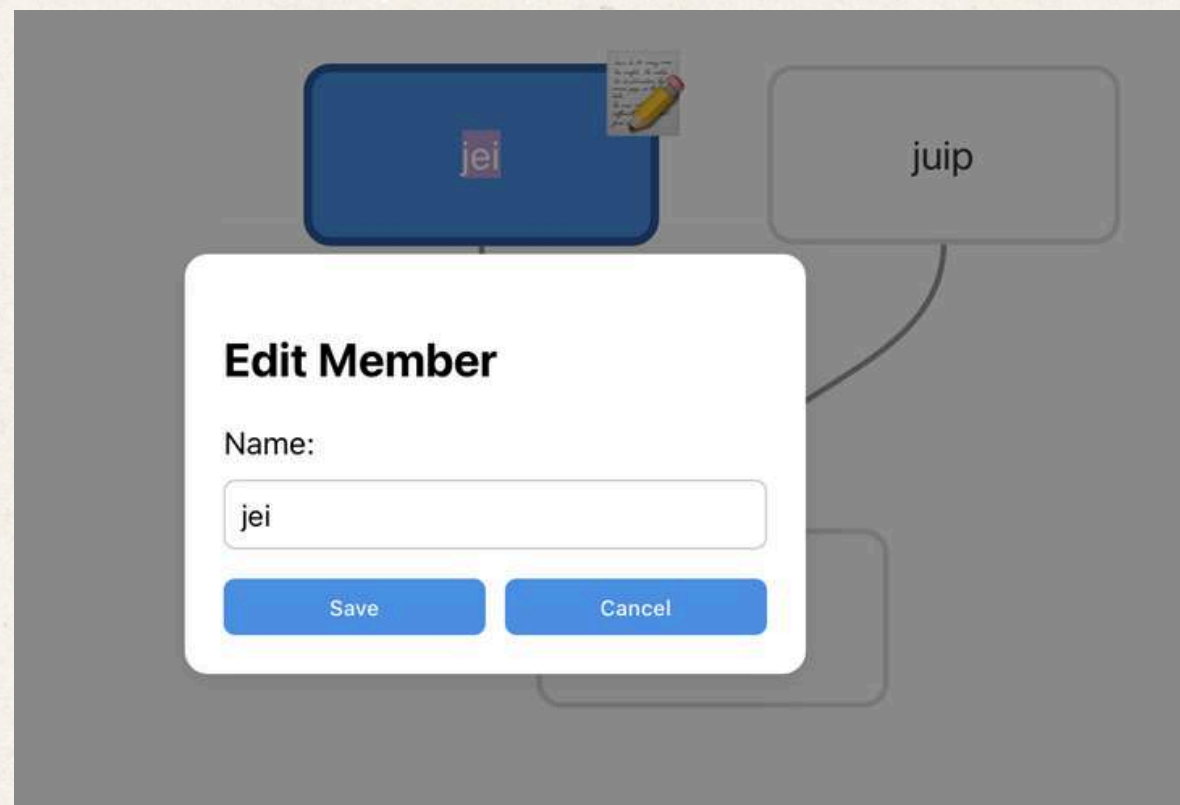




# Manual Prototype: detailed design



The form is titled 'jei'. It has a heading 'Add a memory of your loved one...'. Below this are three input fields: 'Title', 'Text', and a date field containing '12/03/2025'. An 'Add Memory' button is at the bottom. Below the button, it says 'Memories' and 'No memories yet.'



The interface is titled 'Family Tree' and says 'Welcome Back'. It has two buttons: 'Login' and 'Sign Up'. Below these is a 'Login' heading. There are two input fields: 'Email\*' and 'Password\*'. At the bottom is a 'Log In' button.



# Application (of website)

**Technology Chosen:** We are using Javascript and ReactJS for frontend and also Javascript for the backend.

**Team tests:**

- Issues with saving data when logged in fixed (Dec 1st)
- Implemented data encoding for security

**Team/external interface tests:**

- Request for a easier way to add siblings (Dec 4th)
- When deleting a top-level member the tree view could get broken (Dec 15th)



# CR: acquisition and retention (users list)

## Team members:

- Ayda
- Karabo
- Sergei
- Constance

## Other :

- Selen (Friend of Ayda)
- Damla (Friend of Ayda)
- Abulele (Friend of Karabo)
- Tebogo (Sister of Karabo)
- Volker (Friend of Karabo)
- Moleboge (Aunt of Karabo)
- Debanjana (Friends of all)
- Xingchen (Friends of all)
- Mahsa (Friends of all)
- Lilou (Friend of Constance)
- Saarah (Friend of Constance)
- Anaëlle (Sister of Constance)
- Bénédicte (Mother of Constance)
- Romane (Sister of Constance)
- Lionel (Father of Constance)

WhatsApp community



# Interviews: Questions, results

1. Can you describe how your family currently keeps track of memories, photos, stories, or traditions?
2. How do you usually share family stories or recipes with relatives?
3. What challenges or frustrations have you faced when trying to preserve family memories?
4. Have you ever lost a memory, photo, or story that was important to your family? Can you tell me about that experience?
5. How do you feel about the idea of a central place where all family memories are stored and shared?
6. How important is it to you to preserve your family history for future generations? Why?
7. What impact does losing family memories or stories have on you or your family?
8. When you try to organize family memories, what are the biggest obstacles you face?
9. How do you feel when family members cannot access or contribute to these memories easily?
10. Have you tried other apps or methods for preserving family memories? If so, what did you like or dislike?
11. Did you encounter anything confusing when you first opened the app?
12. How did you decide what to do first when using it?
13. How easy or difficult was it to add a family member or memory?
14. How would you describe your overall experience building the family tree?
15. Did anything feel confusing or harder than expected while navigating the app?
16. How did you feel about storing sensitive family information in the app?
17. If you could change one thing to make the app better for you, what would it be?
18. Is there anything else you'd like to share about your experience or what you wish existed?



# Questionnaire: Questions, results

## 1. First Experience

- How often do you use the app?
  - Daily / Several times a week / Weekly / Monthly / Rarely
- What do you mainly use the app for? (Select all that apply)
  - Adding memories / Viewing family stories / Adding family members / Sharing photos or recipes / Other: \_\_\_\_\_

## 2. Usability

- How easy is it to navigate the app?
  - Very easy / Easy / Neutral / Difficult / Very difficult
- How easy is it to add new memories or family members?
  - Very easy / Easy / Neutral / Difficult / Very difficult
- Did you encounter any confusing parts of the app? If yes, please describe: \_\_\_\_\_
- What features do you enjoy the most? \_\_\_\_\_
- What features do you find the least useful or hardest to use? \_\_\_\_\_

## 3. Emotional & Sentimental Feedback

- How does using the app make you feel about your family and family history?
  - Very connected / Somewhat connected / Neutral / Somewhat disconnected / Very disconnected
- Has the app changed the way you interact with family stories or memories? If yes, how? \_\_\_\_\_
- Which part of using the app gives you the most emotional satisfaction? \_\_\_\_\_
- Are there moments when using the app makes you feel frustrated or overwhelmed? Please explain: \_\_\_\_\_

## 4. Value & Impact

- Do you feel the app helps preserve your family memories better than before?
- Strongly agree / Agree / Neutral / Disagree / Strongly disagree
- How likely are you to recommend the app to other family members or friends?
- Very likely / Likely / Neutral / Unlikely / Very unlikely
- Which improvements or additional features would make the app more meaningful to you? \_\_\_\_\_

## 5. Optional Open Feedback

- Any other thoughts, stories, or suggestions you want to share about your experience with the app? \_\_\_\_\_



# Market Study sources

1. GrowthMarketReports – Genealogy Products and Services Market Global Industry Analysis (2025). Their report estimates regional revenue: e.g. about \$2.1 billion for North America and \$1.3 billion for Europe in 2024. [Growth Market Reports](#)
2. Cognitive Market Research – Global Genealogy Products and Services Market Report 2025 (Global Edition). Provides forecast to 2028 and historical data; useful for market-size and growth-rate estimates. [Cognitive Market Research](#)
3. The Business Research Company – Genealogy Products And Services Market Overview (2025 report). Reports a global market size of \$4.61 billion in 2024, and forecasts growth to 2029. [The Business Research Company](#)
4. Polaris Market Research – Global market report estimating that the genealogy products & services market will reach \$13.56 billion by 2034. Useful for long-term projection and trend analysis. [Polaris](#)
5. GlobalMarketStatistics – Their Genealogy Products and Services Market Report estimates the 2024 market size at around USD 4.21-4.21 billion, with expected growth through 2033. [Global Market Statistics](#)
6. HTF Market Insights – Recent 2025 report giving market forecast (2023–2030). Useful for seeing recent trends and regional segmentation by service type. [HTF Market Insights](#)
7. Kings Research – Analysis report on genealogy products and services market, providing regional analysis and growth drivers. [kingsresearch.com+1](#)
8. Verified Market Reports – Their 2023–2033 global forecast report offers data on market-type splits (DNA testing, family records, etc.) and regional contributions. [Verified Market Reports](#)
9. MarketResearchIntellect – Their 2025 report (in French) provides a global market size estimate (\$5.5 billion for 2024) and forecasts up to 2033 – useful especially for European context. [Market Research Intellect](#)
10. MarketIntelto – Report on genealogy tourism (heritage-travel tied to ancestry interest), which complements genealogy software/services – illustrating how ancestry interest affects related markets (heritage tourism etc.).



# Market Study competitors sources

1. MyHeritage – Global genealogy platform with DNA testing and Smart Matches.
  - a. Source: MyHeritage Official Website, 2025
2. Ancestry.com – Largest historical archives, DNA testing, interactive trees.
  - a. Source: Ancestry.com Corporate Overview, 2025
3. Geneanet – European genealogy platform with freemium community trees.
  - a. Source: Geneanet Official Website, 2025
4. Heredis – Desktop genealogy software with offline archives and advanced tree management.
  - a. Source: Heredis Official Website, 2025
5. Généatique – Desktop genealogy software for professional genealogists.
  - a. Source: Généatique Official Website, 2025
6. WikiTree – Free collaborative global family tree platform.
  - a. Source: WikiTree About Page, 2025
7. Competitive analysis & adoption patterns:
  - a. Source: Genealogie Pratique – Classement Logiciels, 2025
8. Market adoption and user preferences for genealogy platforms:
  - a. Source: Auprès de Nos Racines – Genealogistes Connectés Survey, 2024
9. DNA testing trends in genealogy:
  - a. Source: Kings Research – Genealogy Products and Services Market Report, 2024
10. Global genealogy market overview & platform growth trends:
  - a. Source: The Business Research Company – Genealogy Products and Services Market, 2024



# **Users behavior and feedback and analysis**

## **Manual prototype**

### **Missing Relationship Types**

- Users want the ability to add siblings, not only parents and children.
- Current options feel incomplete for real family structures.

### **Need for Flexible Tree Organization**

Users expect to rearrange family members within the tree (drag & drop) to create a clearer, more personalized layout.

### **Onboarding & Interaction Confusion**

- Several users were unsure how to add new members and how to attach memories.
- This indicates a need for clearer affordances, guidance, or onboarding.



# Users behavior and feedback and analysis

## Application

Event	Executed	Intend	Conversion
Add child	34	42	81 %
Add parent	53	56	95 %
Link parent	20	27	74 %
Delete member	32	34	94 %
Edit name	9	10	90 %
Add memory	3		
View profile (from menu)	7		
View profile (click)	7		
View profile (double click)	4		
Zoom in	32		
Zoom out	26		

Distinct users	13
Average events per user	34
Median events per user	17
Max events per user	128
Activity peak	12:00-15:00



# **10b) financial plan multi-annual**



# 11b) Presentation Video



[https://drive.google.com/file/d/1v34y3L\\_E-ZCPDFhWSaaJcaFUJWjhS5F6/view?usp=share\\_link](https://drive.google.com/file/d/1v34y3L_E-ZCPDFhWSaaJcaFUJWjhS5F6/view?usp=share_link)