FAMILY TREE APP

PRESENTED BY:

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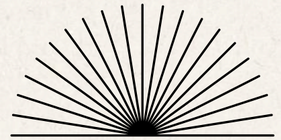


Overview

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:
Families today capture their memories across many disconnected platforms—phones, social media, notebooks, photo albums, and voice notes. There is no dedicated, interactive, or long-lasting space designed specifically for preserving family stories. As a result, meaningful memories, recipes, traditions, and personal histories often get lost or forgotten over time, especially across generations. Families want to stay connected to their roots, but they lack a simple, engaging way to document and revisit their shared heritage together.

Problem:
Families struggle to preserve their shared history in a meaningful, organized, and engaging way. Memories often become fragmented—saved across phones, social media, paper documents, or not documented at all. As older generations pass down stories verbally, much of this knowledge gets lost because there is no unified, interactive, or collaborative space designed specifically for capturing and sharing family heritage. As a result, important traditions, recipes, photos, and personal stories fade over time, leaving younger generations with incomplete or missing parts of their family's identity.

Solution and Value Proposition

Solution:

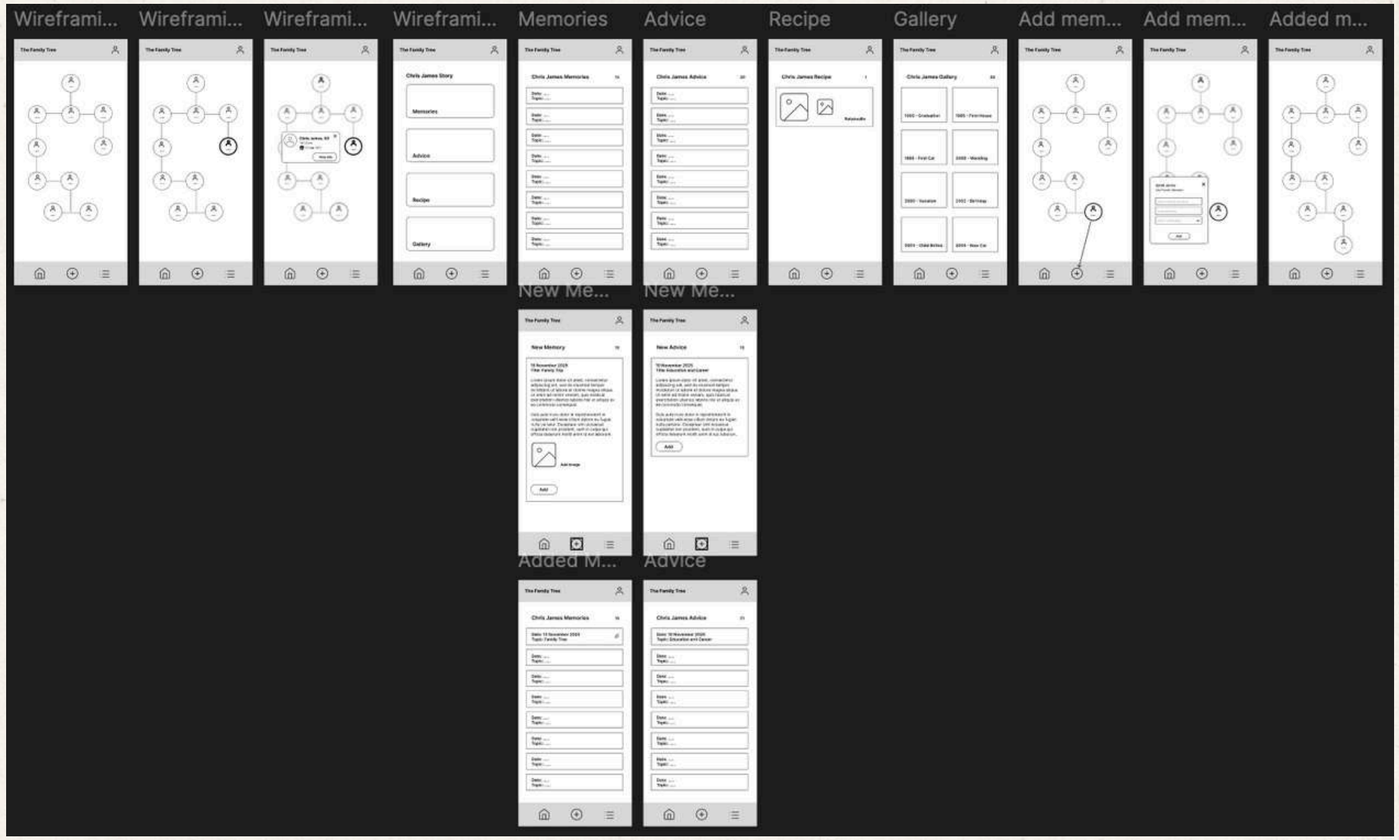
Our app introduces a Digital Family Story Tree which is a living, interactive space where families can build and explore their shared history. Each family member can contribute stories, photos, recipes, advice, and memories, which visually branch out like a growing tree. The app serves as both a collective memory archive and a beautiful, evolving representation of the family's journey through generations. It transforms scattered memories into a single, organized, and immersive experience that strengthens family connection and preserves heritage for the future.

Value Proposition:

Our app helps families preserve and organize their shared history in one interactive, collaborative space. By turning scattered memories, photos, recipes, and stories into a living Digital Family Story Tree, we make it easy and engaging for every generation to contribute, explore, and relive family heritage—keeping connections strong and memories alive for years to come.

Functionalities & Screens

1. Add New Family Members
    a. Users can add a new person to the Family Story Tree with name, picture, and basic details.
2. Two Viewing Modes
    a. Tree View: A visual, branching family tree.
    b. List View: A simple list of all family members with quick access to their profiles.
3. Member Profile Pages
    a. Click any family member to view their:
        i. 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.



[WireFraming Link]

CR: Acquisition and Retention

Acquisition:
Attract people seeking a simple way to preserve memories by offering an intuitive “Digital Family Story Tree” that centralizes photos, stories, recipes, and traditions. Market the product by emphasizing the emotional appeal, social sharing, and invitations to each family member. For each signed-up account, there are more functionalities available for that profile.

Retention:
Keep families engaged with ongoing prompts to capture memories (Specific questions sent every day/week to acquire more stories), birthday and anniversary notifications, prompts to try out existing recipes from the older generations, and photo reminders of memories. The evolving visual family tree, collaborative contributions, and preserved heritage create continuous emotional value that encourages long-term 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 USD 4.61 billion in 2024 and is projected to reach USD 8–10 billion by 2035, growing steadily due to increasing digital access and interest in ancestry (The Business Research Company, 2024).
- Key growth drivers include digitization of historical records, rising interest in personal heritage and migration history, and wider adoption of DNA-based ancestry testing (Kings Research, 2024).
- 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 (Data Horizzon Research, 2024).

2. Consumer Segments

- **Casual & Curious Users:** Individuals exploring basic family trees, ancestral names, and old family photos; often use free or basic versions of platforms like MyHeritage or WikiTree (The Business Research Company, 2024).
- **Millennials, Young Adults & Families:** Mobile-first users who prefer interactive, visually engaging apps, sharing discoveries and multimedia stories with relatives; includes families preserving heritage for future generations (Kings Research, 2024).
- **Serious Genealogists & Hobbyists:** Users requiring extensive historical records, archival research, and DNA verification, often using premium subscriptions or desktop software like Heredis and Généatique for multi-generational accuracy and collaboration (Data Horizzon Research, 2024).

3. Key Trends & Preferences

- Digital-first research: Majority of users rely on online archives and cloud platforms over physical archives.
- Multimedia integration: Growing demand for photos, scanned documents, interactive timelines, video storytelling.
- Mobile accessibility: Younger demographics expect responsive, app-based platforms that simplify tree building.
- Social & collaborative features: Users value shared trees, real-time updates, and collaboration across relatives.

4. 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

1. Global Competitors

- MyHeritage (Global)
  - Features: DNA testing, Smart Matches, multilingual support.
  - Strength: Strong global diaspora connections; supports over 40 languages.
- Ancestry.com (Global):
  - Features: Largest historical database, DNA testing, interactive tree building, historical newspapers.
  - Strength: Comprehensive archives and DNA matching tools; strong North American adoption.
- Geneanet (Europe):
  - Features: European archival records, freemium community trees, family tree merging.
  - Strength: Strong local expertise in French, Belgian, and European genealogical archives.
- Heredis & Généatique (Europe):
  - Desktop software with offline archival research capabilities, advanced tree management, and privacy control.
  - Target: Serious genealogists and professionals.
- WikiTree (Global):
  - Features: Collaborative global family tree, community contributions, shared ancestry network.
  - Strength: Free collaborative platform connecting users globally.

2. Competitor Strengths and Weaknesses

- Strengths**:**
  - Historical record access: Birth, marriage, death certificates, immigration logs, newspapers.
  - Multi-platform support: Desktop, web, mobile apps.
  - Community & DNA features: Enable global connection and collaboration.
  - Premium tools: AI matching, record hints, and subscription-based advanced searches.
- Weaknesses**:**
  - Complex and outdated interfaces for casual or younger users.
  - Limited multimedia storytelling: Focus mainly on dates, names, and lineage charts.
  - High subscription costs or paywalled records can discourage casual adoption.
  - Localization gaps: Non-US/UK records, especially in Asia, Africa, and Latin America, are often incomplete or difficult to access.

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

Users problem and app

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

Key Partnerships

- Cloud Infrastructure Providers:
  - Partnerships with platforms such as MongoDB Atlas or Supabase to ensure secure, scalable data storage.
- Distribution Platforms:
  - Apple App Store and Google Play for global mobile distribution.
- Development Ecosystem:
  - GitHub for code management, version control, and continuous deployment.

Key Activities

- Product Development:
  - Ongoing improvement of mobile/web apps, including UI updates and new features.
- System Maintenance & Security:
  - Managing databases, ensuring GDPR compliance, and performing regular backups.
- Customer Support & Onboarding:
  - Helping users with account setup, troubleshooting, and smooth family onboarding.

Key Resources

- Technical Expertise:
  - Skilled developersand designers with experience in mobile development, cloud systems, and UX/UI design.
- Core Infrastructure:
  - Laptops, servers, test devices (Android & iOS), and cloud hosting resources.
- Proprietary Codebase:
  - The application logic, interface components, and AI-based search functionalities.

Value Propositions

- Centralized Family MemoryHub: A secure, organized platform where families can store, preserve, and share memories, recipes, stories, and heritage across generations.
- Smart, Time-Saving Features:
  - AI-assisted search, structured family profiles, and automated reminders for birthdays and milestones.
- Emotional & Cultural Preservation:
  - Ensures that family history is documented and accessible to future generations, strengthening bonds and legacy.
- Modern Collaboration:
  - Multiple family members can contribute, upload content, correct information, and build a shared digital heritage.

Customer Relationships

- Simple, Guided Onboarding:
  - Step-by-step onboarding to help users understand key features quickly.
- Automated Engagement:
  - Push notifications for reminders, anniversaries, and family activity.
- Continuous Support:
  - In-app help center, FAQs, and email support for quick issue resolution.

Channels

- Mobile versionof webpage.
- Mobile app (iOS/Android).
- Word of mouth: Families invite relatives via QR or links.

Customer Segments

- Mass Market:
  - Families of all backgrounds seeking a secure space to preserve memories.
- Genealogists & Heritage Enthusiasts:
  - Individuals focused on documenting and exploring family lineage.
- Expats & Multi-Generational Families:
  - People looking to stay connected across countries and generations.

Cost Structure

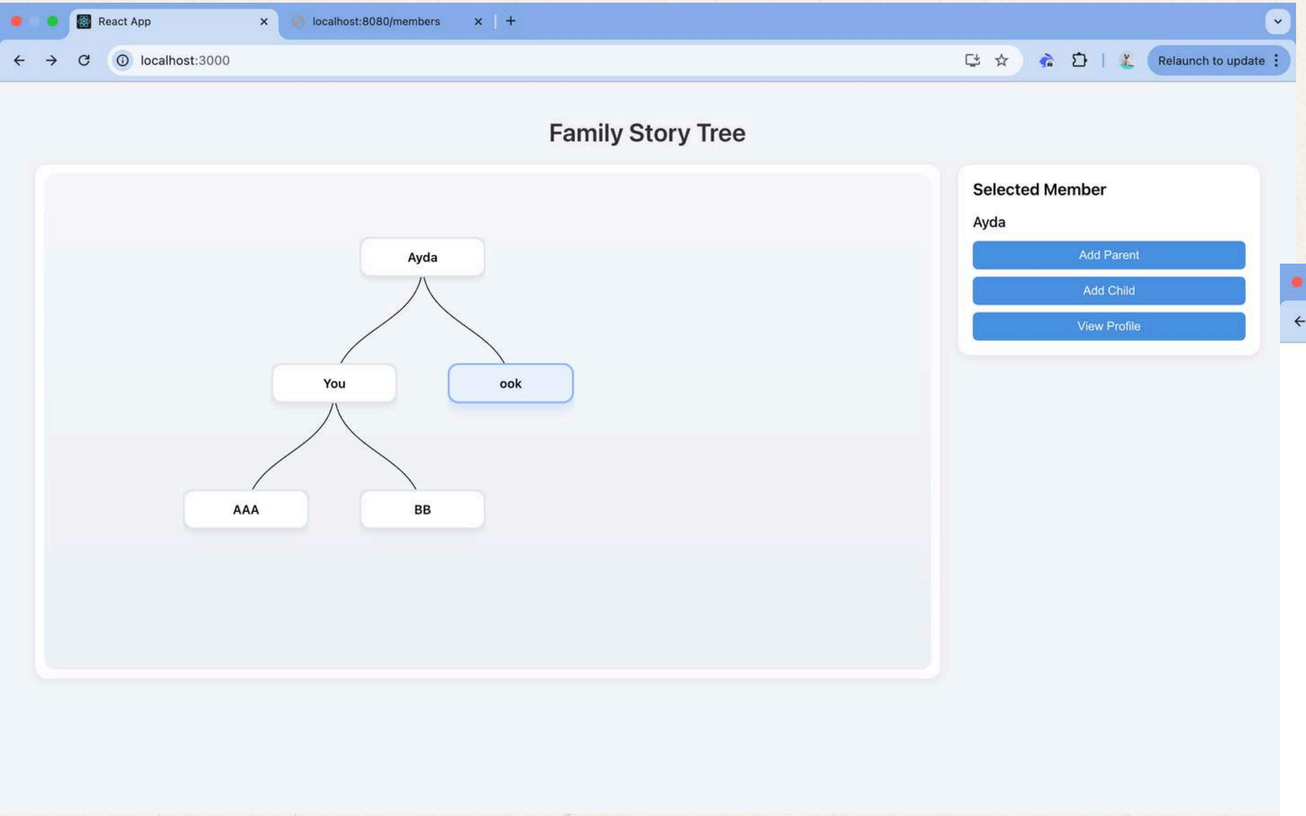
- Technology Infrastructure Costs:
  - Cloud hosting fees, database storage, and API usage charges.
- Platform Distribution Costs:
  - App Store and Google Play developer fees.
- Operational Costs:
  - Maintenance, customer support, design updates, and backend monitoring.
- Marketing & Growth:
  - Social media advertising and partnership collaborations.

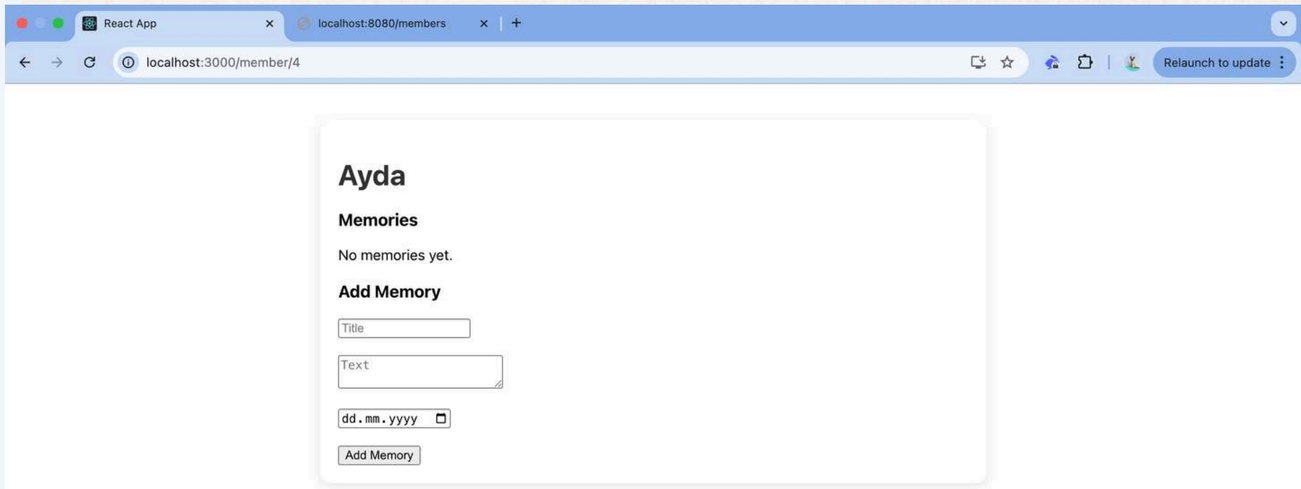
Revenue Streams

- Basic functionalities is free:
  - Add, Edit, Delete information
- Premium subscription:
  - AI filter and search
  - Digitization of content
  - Invite family members to collaborate
  - Video uploads

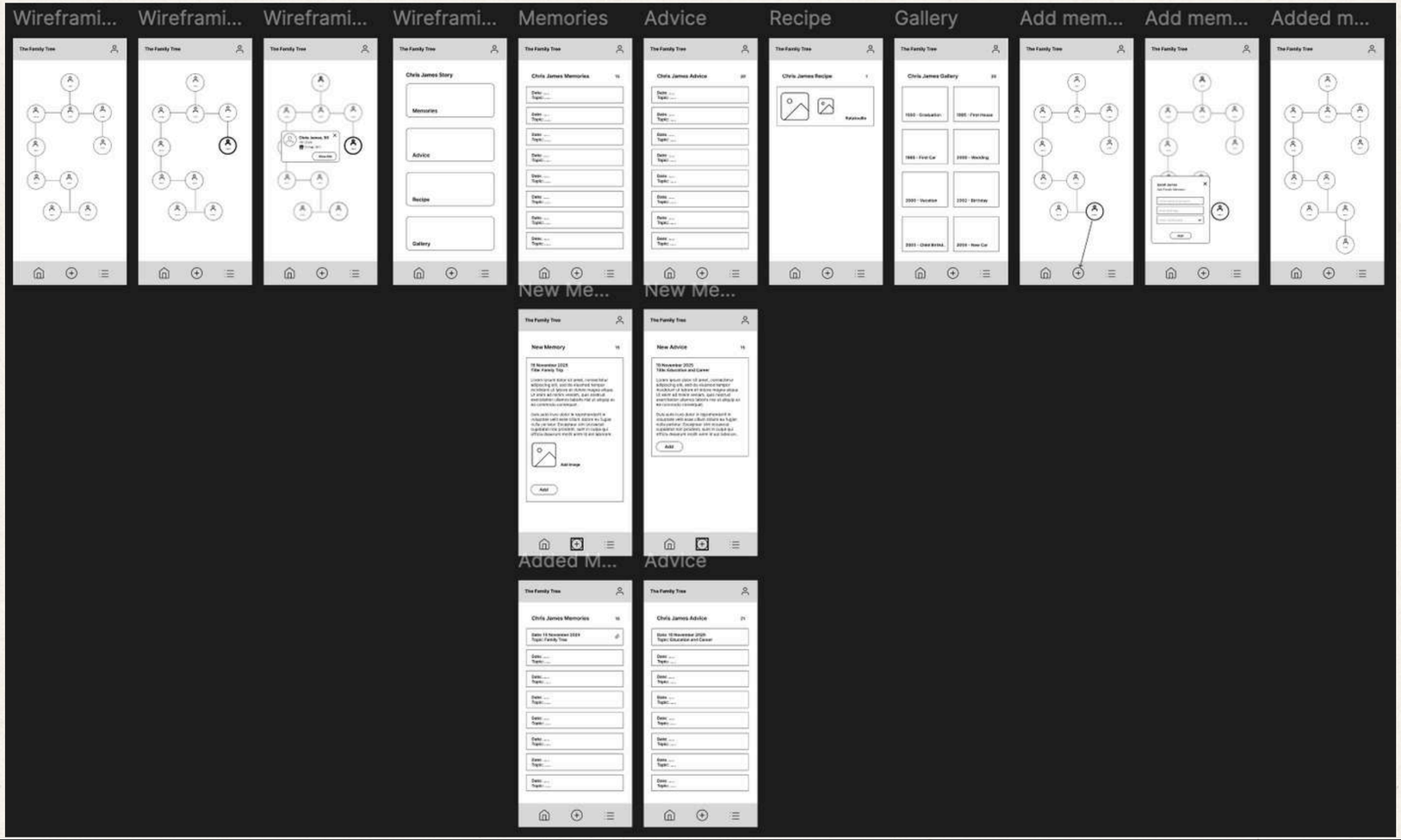
Java Code + Demonstration

- **Github Link:** https://github.com/aydayurtoglu/family-tree-app





Manual Prototype: detailed design



Application (of website)

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

Team tests:

Team/external interface tests:

CR: acquisition and retention (users list)

1. Ayda
2. Karabo
3. Selen
4. Damla
5. Abulele
6. Tebogo
7. Volker
8. Moleboge
9. Carmen
10. Kokesto
11. Brenda
12. Debanjana
13. Xingchen

Interviews: Questions, results

1. Did you encounter anything confusing when you first opened the app?
2. How did you decide what to do first when you started using it?
3. How easy or difficult was it to figure out how to add a family member?
4. How would you describe the experience of building your family tree overall?
5. How would you describe the experience of adding memories to family members?
6. Did anything feel confusing or harder than expected while navigating the app?
7. Before we mentioned encryption, how did you feel about storing family information in the app?
8. If you could change one thing to make the app better for you, what would it be?
9. Any other feedback/suggestions?

Questionnaire: Questions, results

1. First Experience

How easy was it to understand how the app works without instructions?

□ Very easy □ Easy □ Neutral □ Hard □ Very hard

How easy was it to add a family member?

□ Very easy □ Easy □ Neutral □ Difficult □ Very difficult

Did anything confuse you while exploring the app?

Open text: _____

2. Core Actions

How much time did it take to create your family tree?

□ Under 1 minute

□ 1–3 minutes

□ 3–5 minutes

□ 5–10 minutes

□ More than 10 minutes

Which of these did you figure out how to do? (Select all that apply)

□ Add a family member

□ Add a memory/story

□ View the family tree

□ I wasn't sure how to do these

3. Trust & Security

How confident do you feel knowing your data is encrypted and only you can access it?

□ Very confident □ Confident □ Neutral □ Not very confident □ Not confident

Did you have any concerns about privacy or data protection while using the app?

□ Yes □ No

If yes, please explain: _____

4. Overall Value

How likely are you to keep using the app?

□ Very likely □ Likely □ Unsure □ Unlikely □ Very unlikely

If you could change one thing to improve your experience, what would it be?

Open text: _____

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. MarketIntelo – 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

9b) Users behavior and feedback and analysis: manual prototype

9c) users behavior and feedback and analysis: application:

10b) financial plan multi-annual

11b) Presentation Video

https://drive.google.com/file/d/1v34y3L_E-ZCPDFhWSaaJcaFUJWjhS5F6/view?usp=share_link