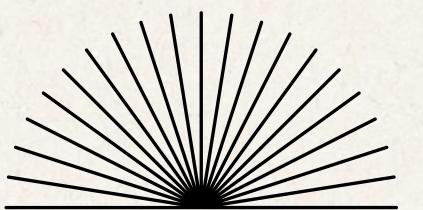


# **FAMILY TREE APP**

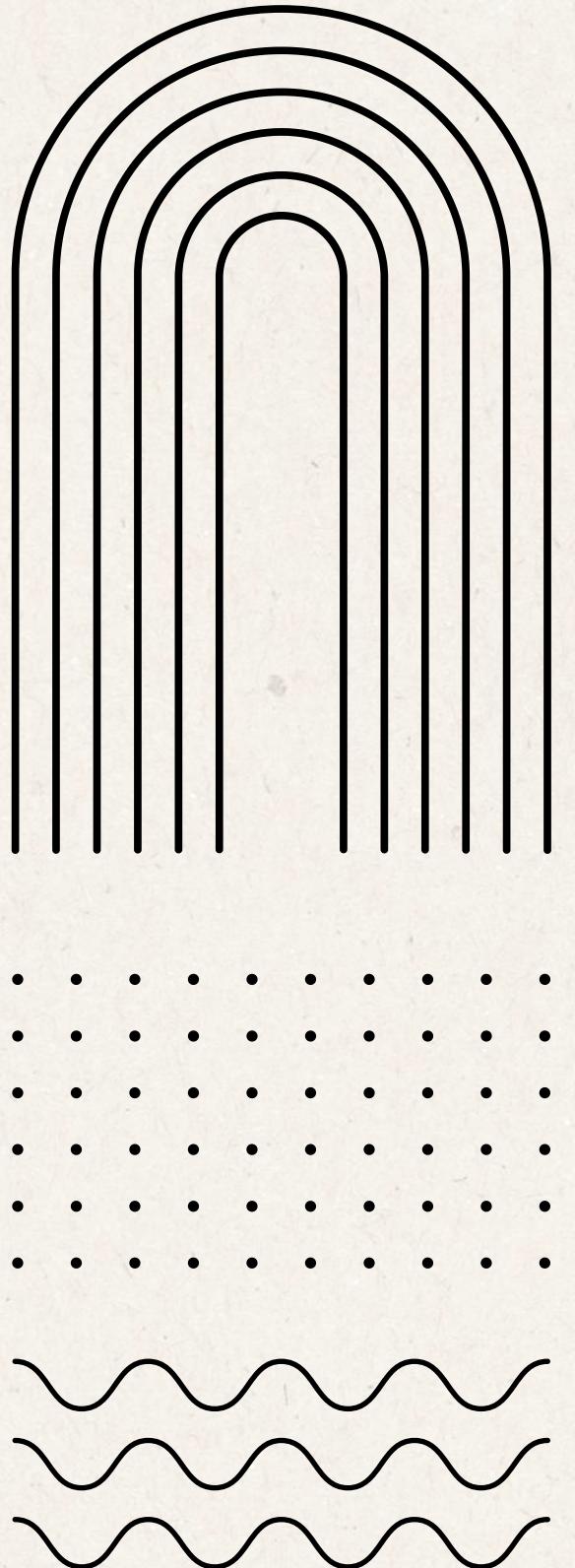
**PRESENTED BY:**

**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:**

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

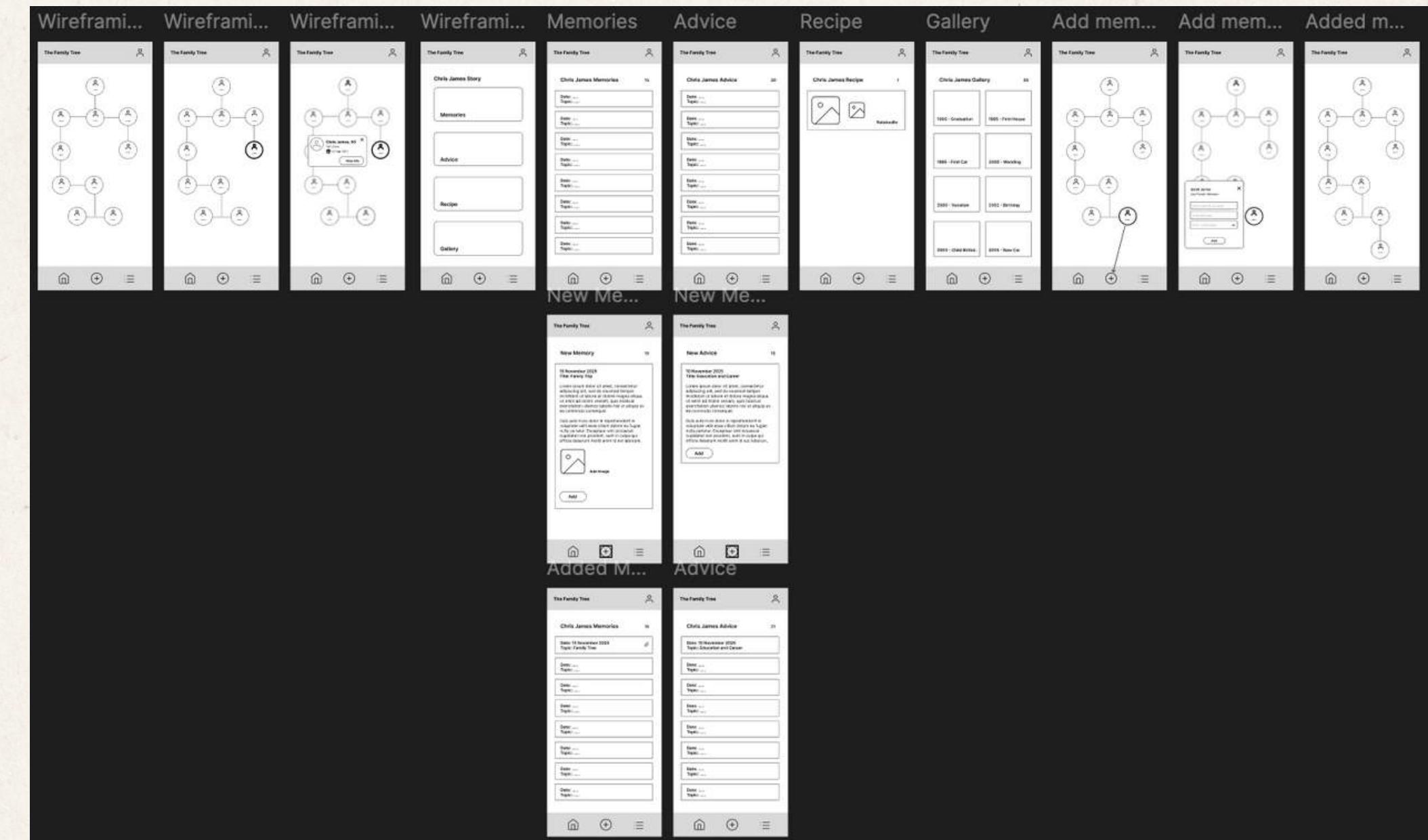
- a. Click any family member to view their:
  - i. Age, Birthday, Recipes, Memories, Advice

## 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**

# **Market Study: Competitors**

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

# **Users problem and app**

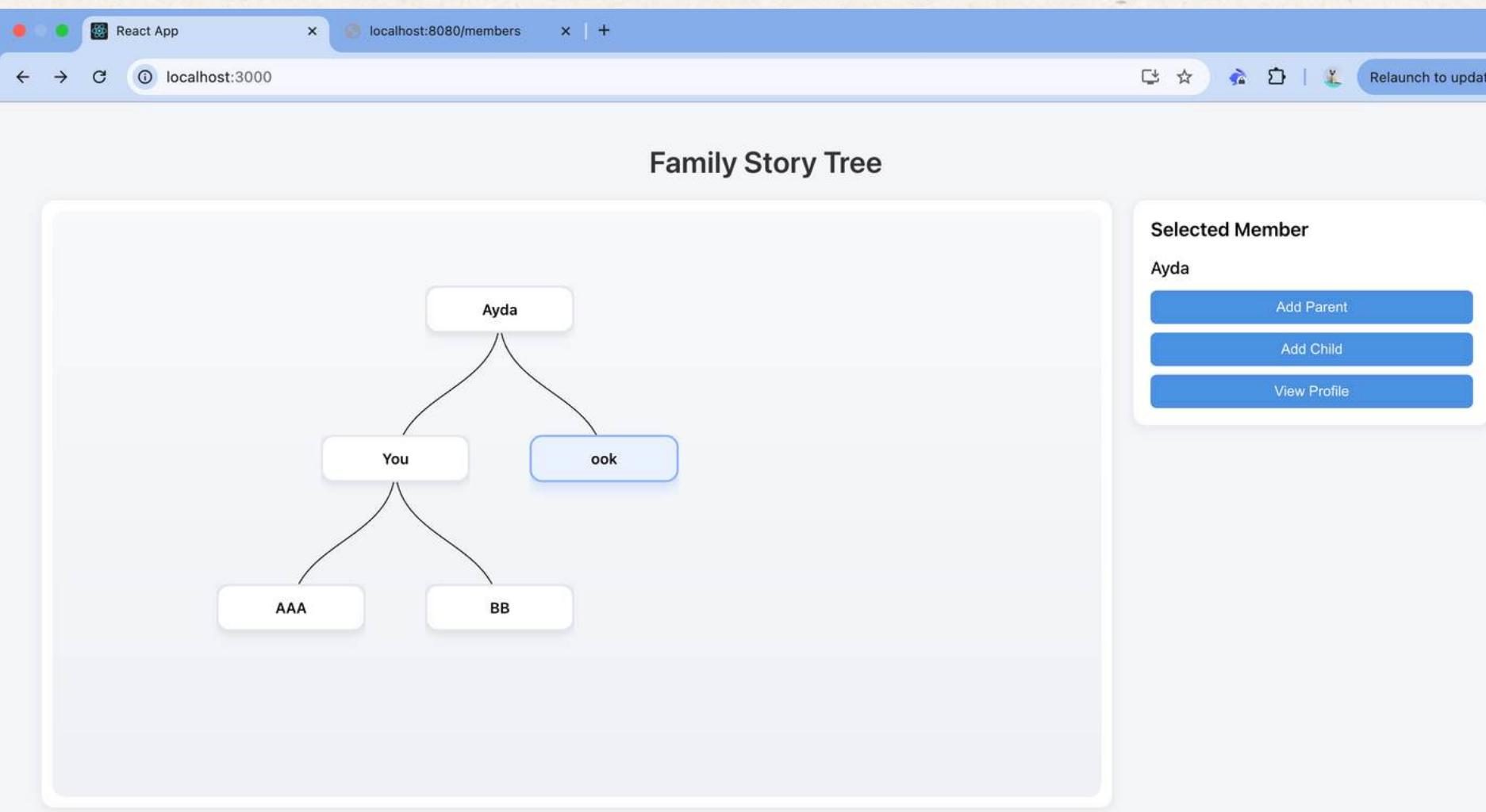
# Appendix Overview

- 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

**BMC**

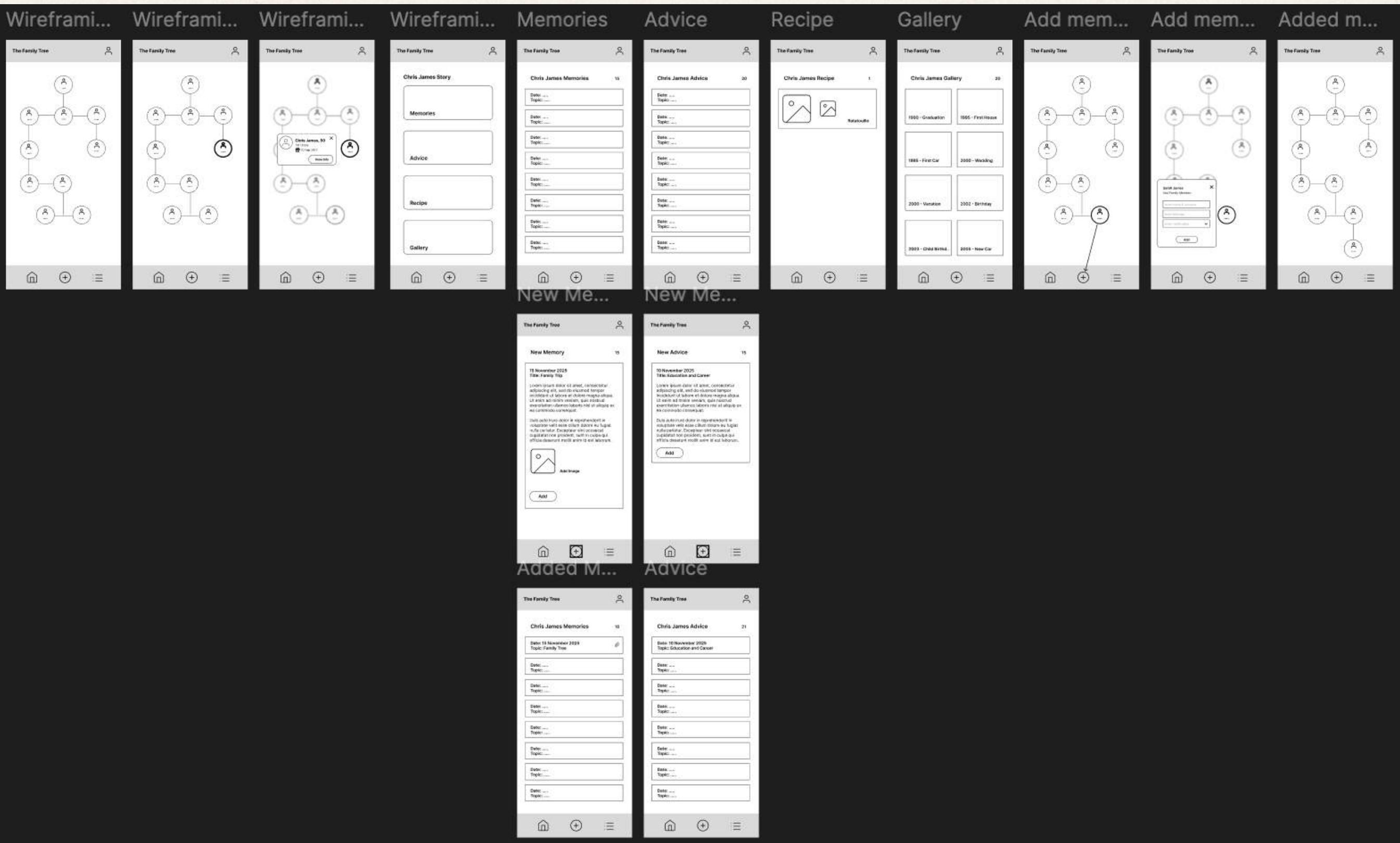
# Java Code + Demonstration

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



The screenshot shows a web browser window titled "React App" with the URL "localhost:3000/member/4". The main content area is titled "Ayda" and displays a profile page. It includes a section for "Memories" with the message "No memories yet." and a form for "Add Memory" with fields for "Title", "Text", and a date input field "dd.mm.yyyy". There is also a "Add Memory" button.

# Manual Prototype: detailed design



# **Application (of website)**

10/10

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

**Team tests:**

**Team/external interface tests:**

# **CR: acquisition and retention (users list)**

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# **Interviews: Questions, results**

# **Questionnaire: Questions, results**

# **Market Study sources**

# **Market Study competitors sources**

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

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

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

**11b) possible slide**