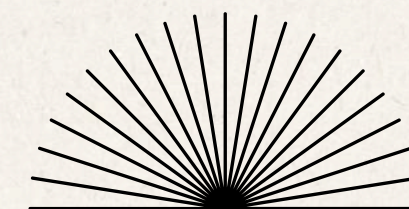# FAMILY TREE APP

PRESENTED BY:

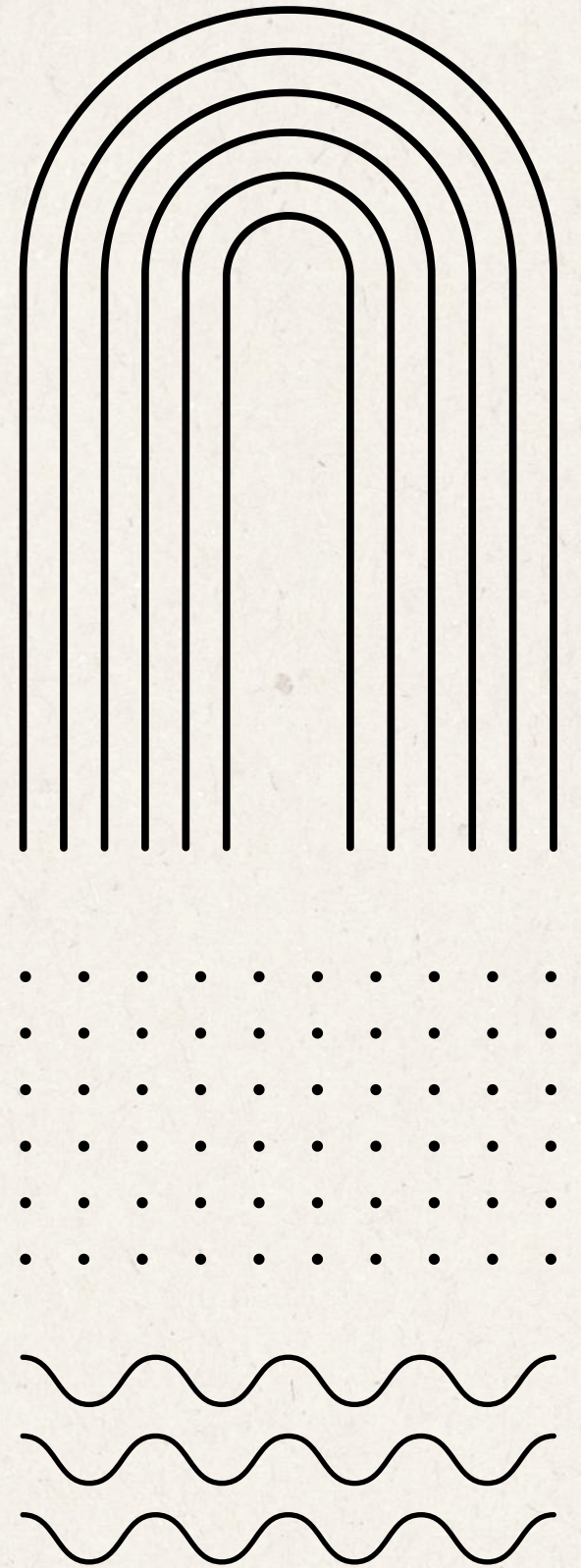**Sergei Khmiziuk** **Ayda Yurtoglu** **Karabo Kobola** **Constance Arnoux**

Overview

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
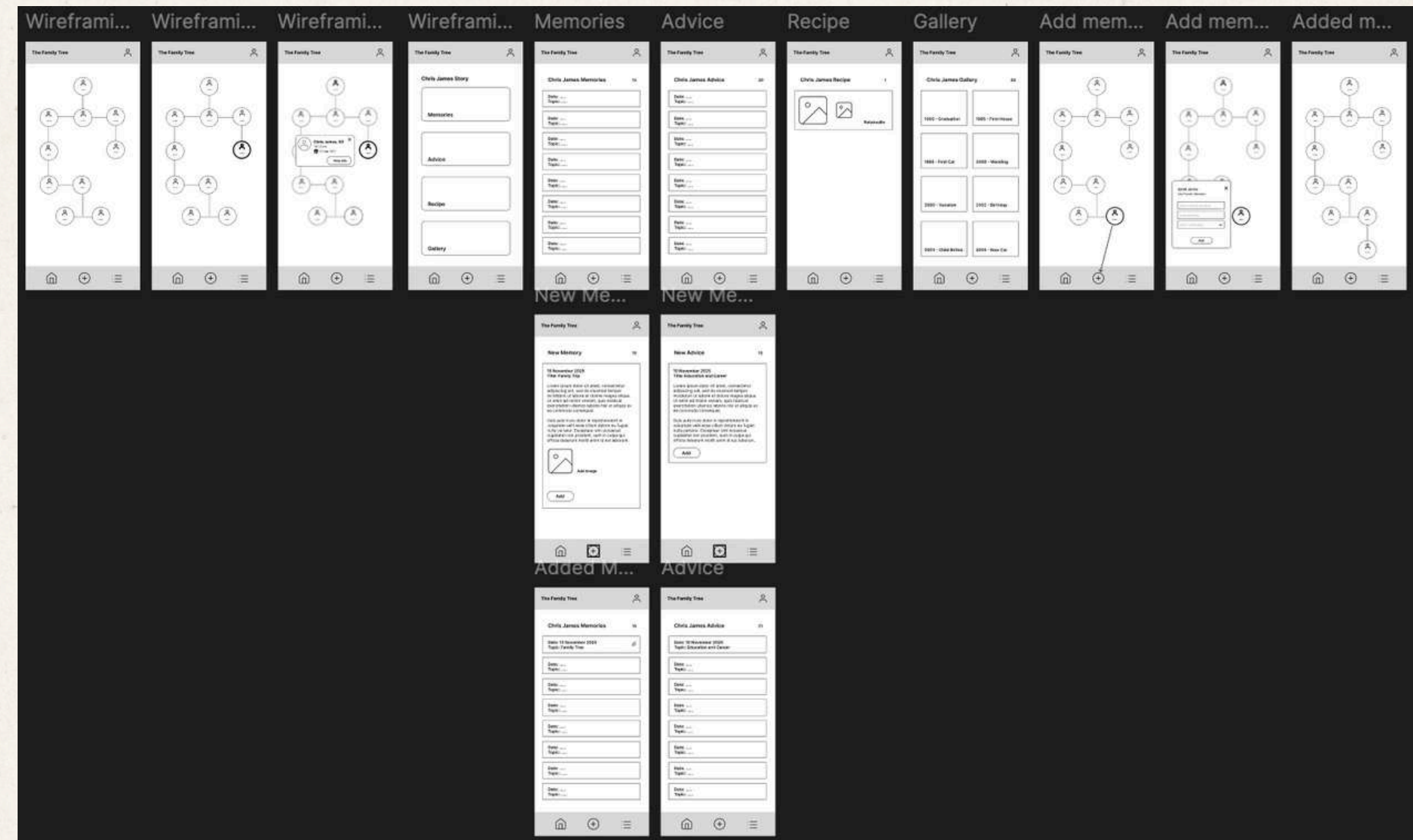4. Add New Content to Profiles
   a. Users can add new:
      i. Recipes
      ii. Memories (photos, text, stories)
      iii. Advice or notes
   b. Content gets linked to the selected family member.
5. Editable Information
   a. Users can update or modify a family member's details or contributions at 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

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:
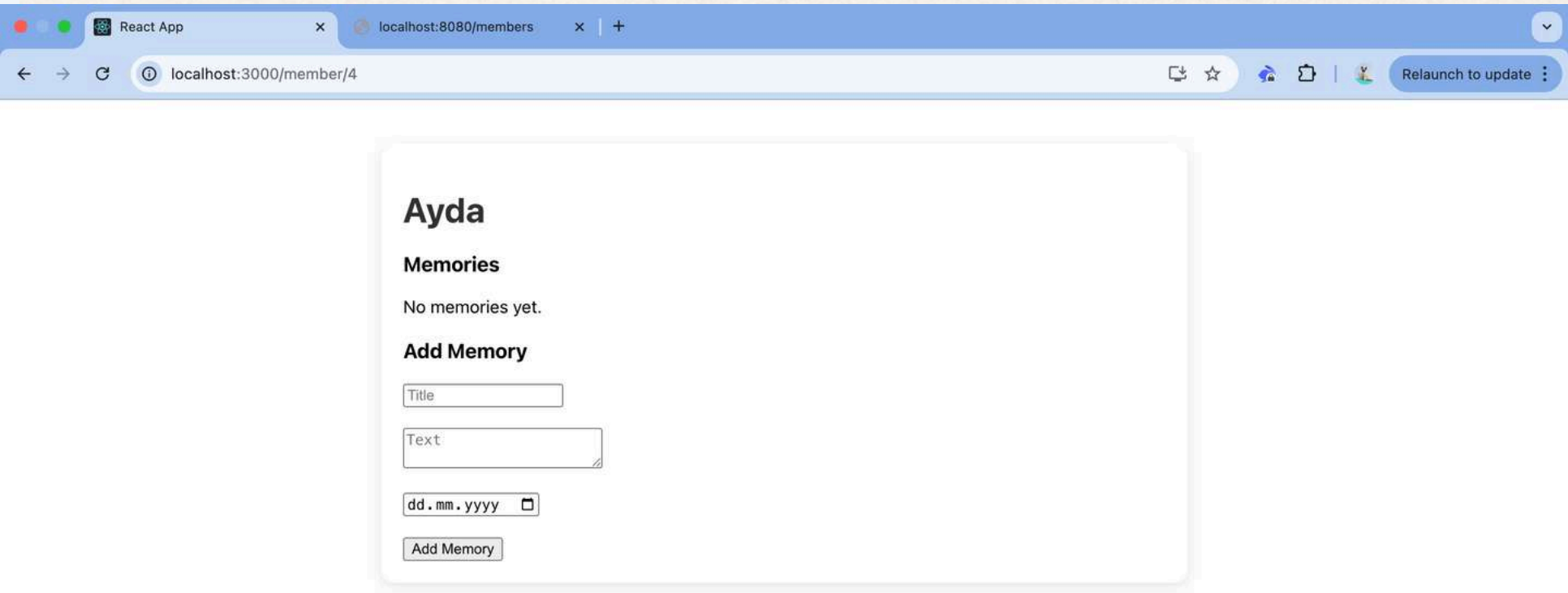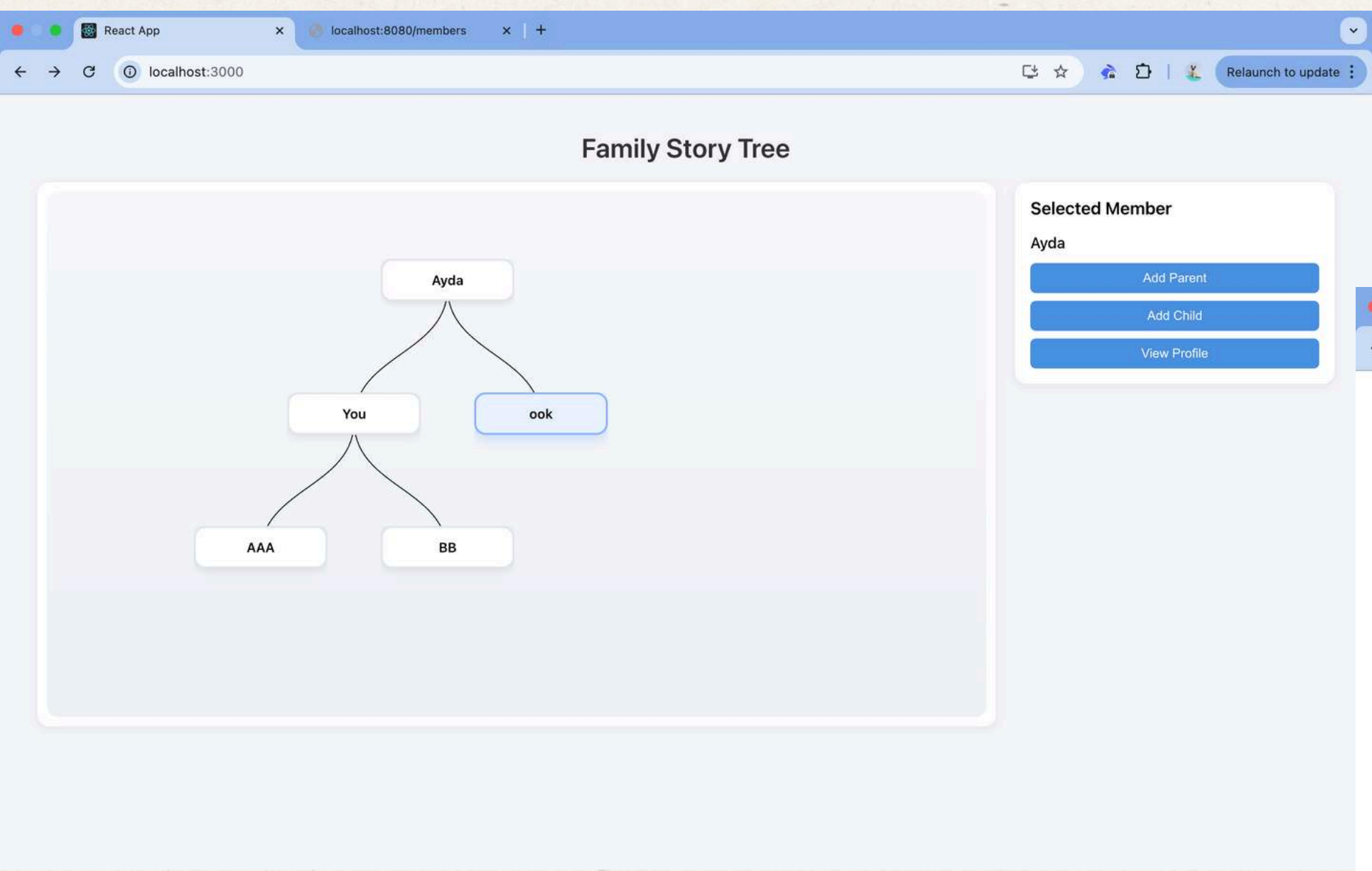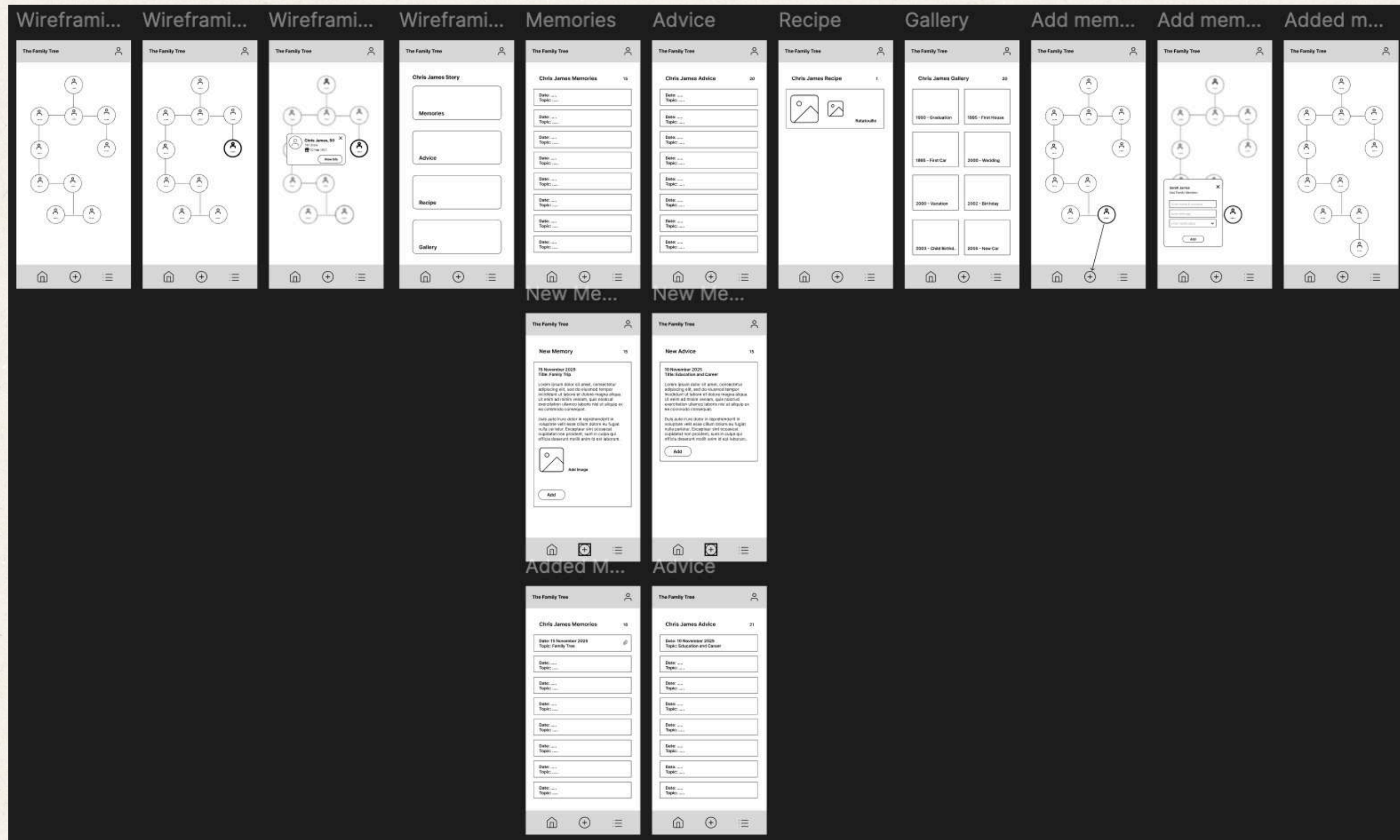 - GitHub for code management, version control, and continuous deployment.

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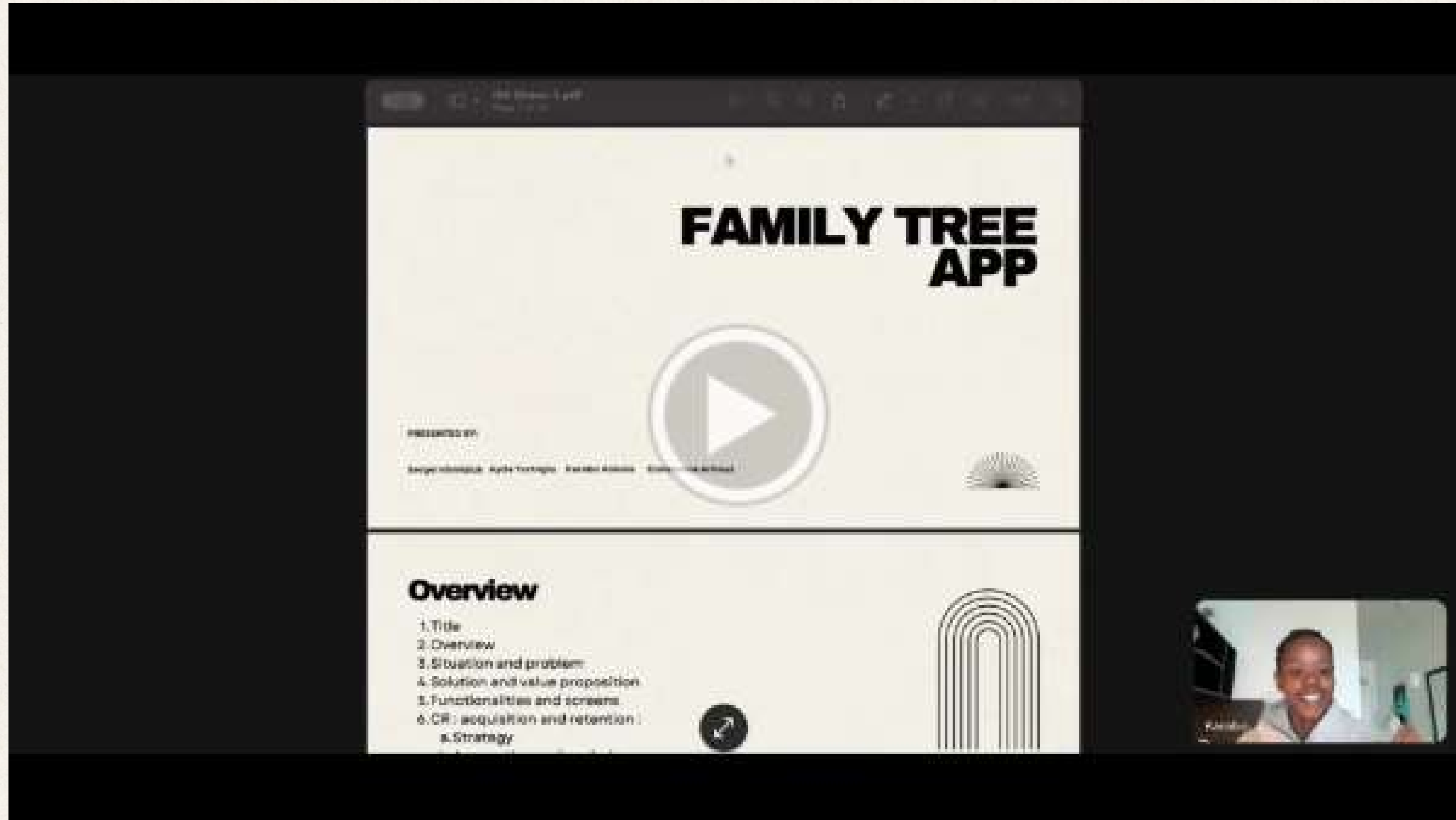
9c) users behavior and feedback and analysis: application:

10b) financial plan multi-annual

11b) Presentation Video

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