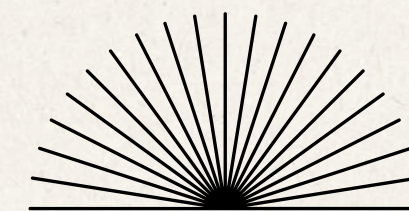# FAMILY STORY APP

PRESENTED BY:

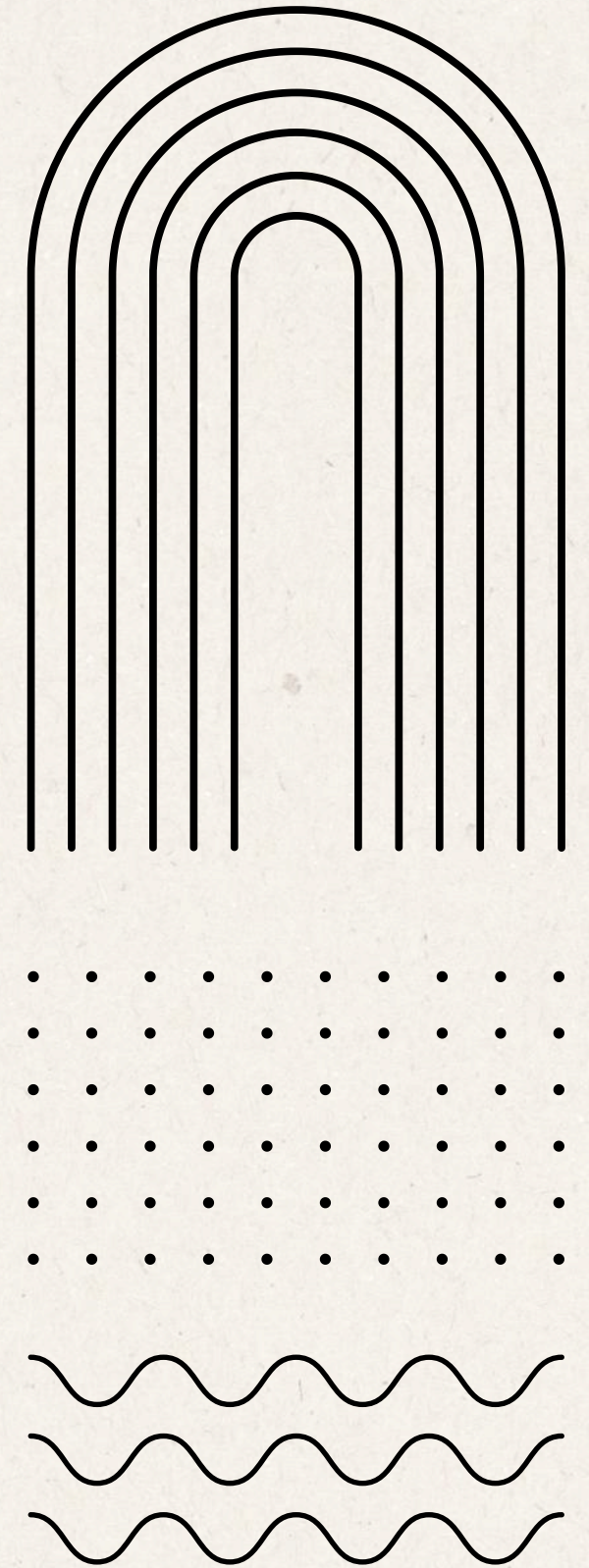**Sergei Khmiziuk**   **Ayda Yurtoglu**   **Karabo Kobola**   **Constance Arnoux**

Overview

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 they is no dedicated, interactive space to gather and relive memories.

Constance Arnoux

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.

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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

Sign Up + Login

Add New Member
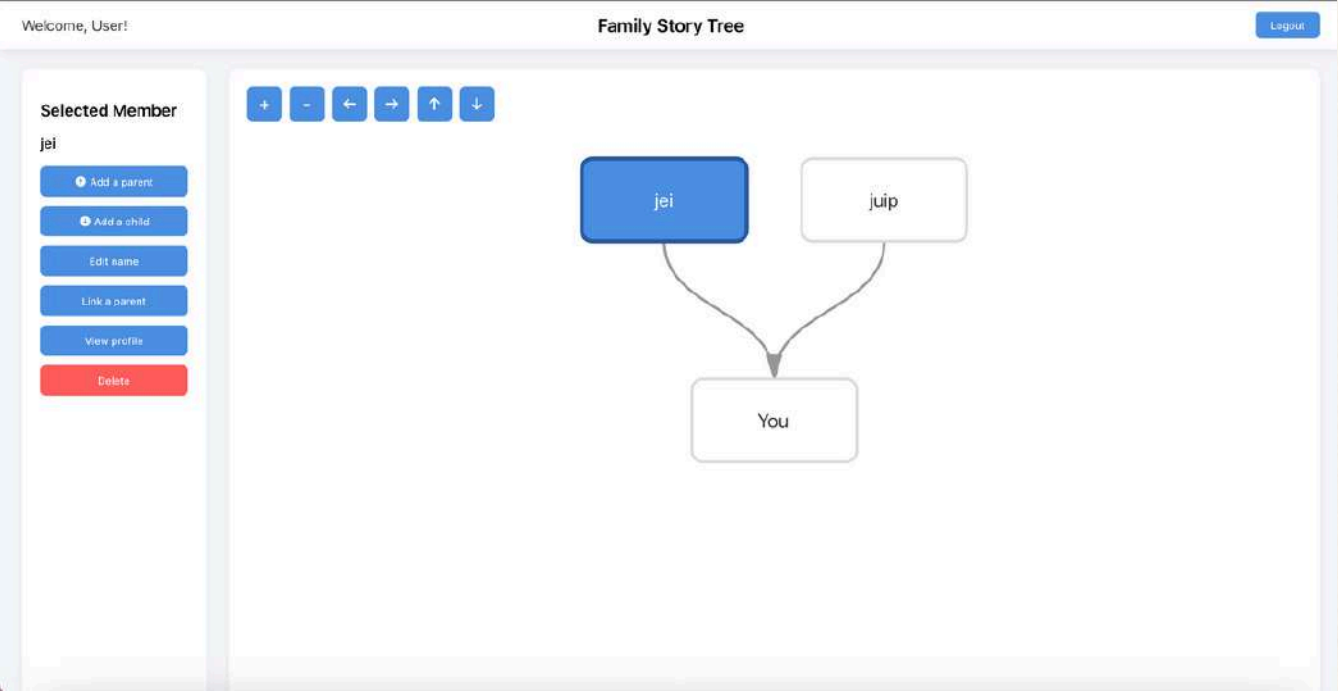
Initial Page

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)

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Ayda Yurtoglu

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.
- 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.

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.

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).

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Karabo Kobola

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

Karabo Kobola

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).

Sergei Khmiziuk

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

Two months after the deployment of the app

Engagement level

13→17 active users.

34→46 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→12.

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.

Sergei Khmiziuk

Users problem and app: conclusion and decision
Two months after the deployment of the app

Conclusion

- The user problem remains **partially validated**. Users continue to show interest in building and navigating their family tree, reflected in stable growth in active users (from 13 to 17) and increased engagement.

- Core structural actions are **consistently and frequently used**, with high execution-to-intent ratios. The increase in average events per user (from 34 to 46) and in median activity confirms that users are interacting with the app more deeply over time.

- However, **content creation remains low**. While the number of added memories increased from 3 to 12, this growth is modest compared to the increased interaction with structural and navigation features. This suggests that users primarily perceive the app as a **family tree construction and exploration tool**, rather than as a space for enriching the tree with personal stories or memories.

- This behavior indicates a **gap between the intended value of memory creation and users' mental model** of the app. Users appear comfortable managing structure but are either not sufficiently motivated, not prompted, or not yet ready to engage in reflective content creation.

Decision / Next Steps

Continue the project with a clear **focus on activation and recall** rather than core usability.

Quantitative data shows strong and growing engagement with structural features, while qualitative insights reveal that **most users already have memories in mind but fail to act on them**. The main barriers are forgetting, lack of the right moment, emotional hesitation, and unclear perceived value—rather than lack of interest. Based on these findings, the next steps are:

- **Validate a mobile-first approach with push notifications** to address the strongest reported barrier: forgetting and lack of timely prompts. Notifications should be lightweight, emotionally neutral, and framed as gentle one-sentence reminders.

- **Reduce friction in memory creation** by exploring faster and simpler flows, as effort and time were cited as secondary but relevant obstacles.

- **Clarify the value of memories** through examples and contextual cues, helping users better understand why and how memories enrich the family tree.
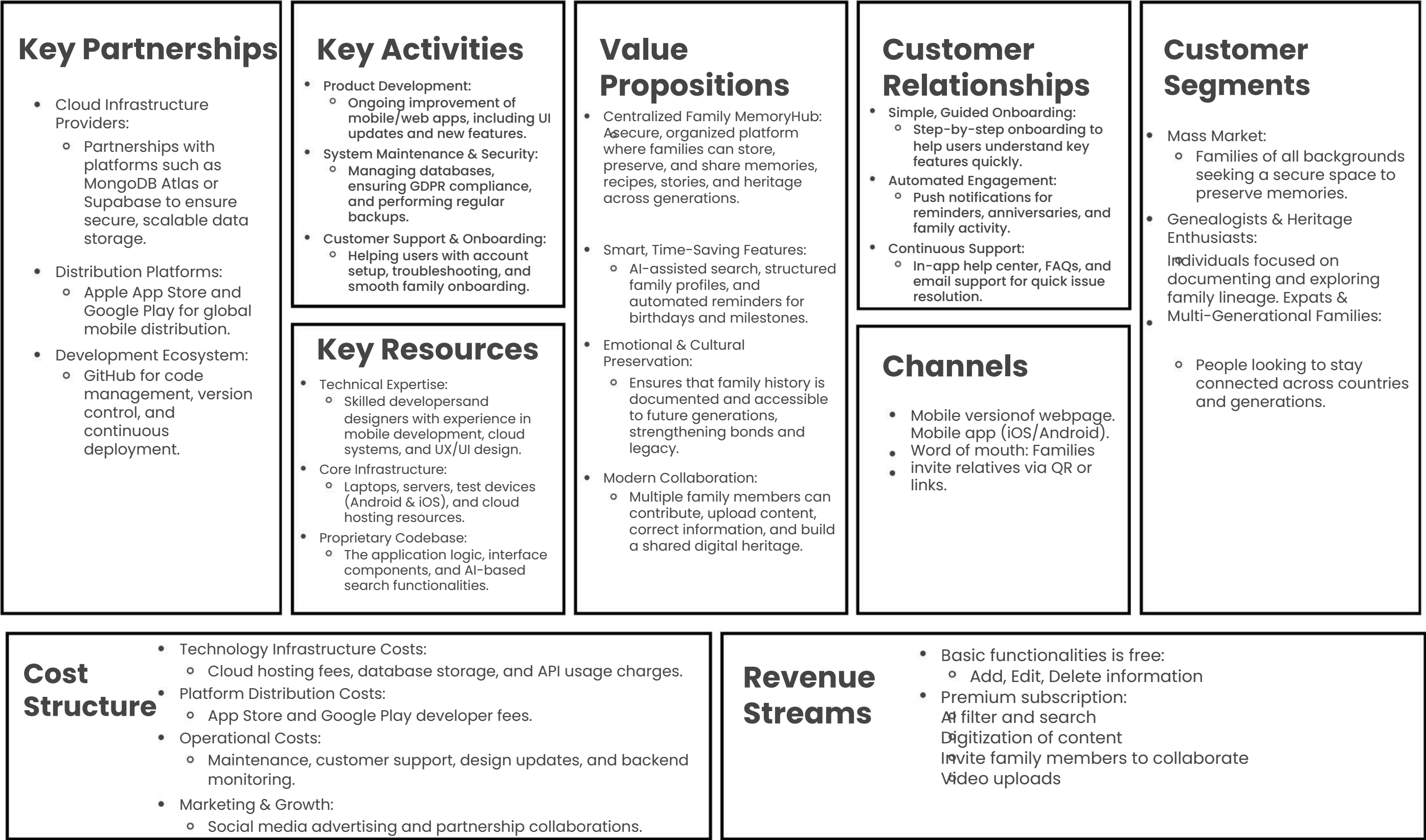
Sergei Khmiziuk

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
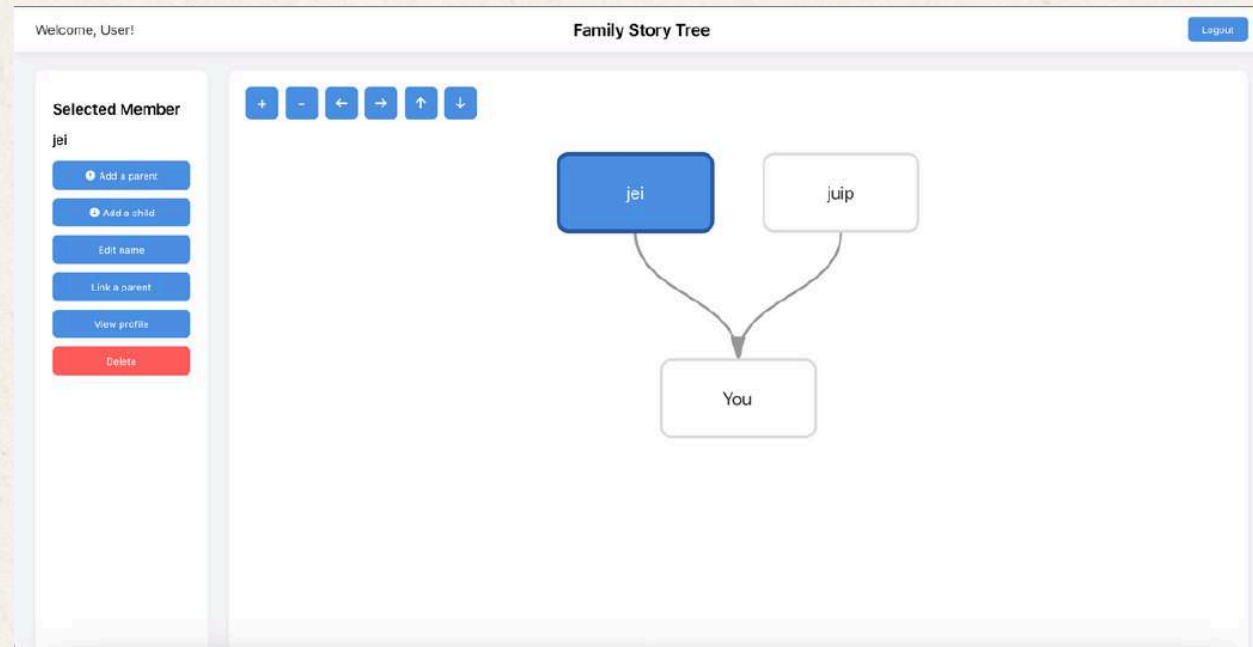 b. étudiant responsable de la page de présentation de la startup

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: Asecure, 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

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:
- 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? _____

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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

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.

Sergei Khmiziuk

Users behavior and feedback and analysis
Application

Event	Executed	Intend	Conversion
Add child	34→56	42→68	81%→82 %
Add parent	53→74	56→80	95%→93%
Link parent	20→29	27→36	74%→81%
Delete member	32→60	34→63	94%→95%
Edit name	9→14	10→14	90%→100%
Add memory	3→12		
View profile (from menu)	7→16		
View profile (click)	7→28		
View profile (double click)	4→10		
Zoom in	32→76		
Zoom out	26→50		

Distinct users	13→17
Average events per user	34→46.11
Median events per user	17→30
Max events per user	128→145
Activity peak	12:00-15:00

Sergei Khmiziuk

10b) financial plan multi-annual

Year 1 - Deployment and Launch Phase

- Technology & Infrastructure
  - Cloud hosting (database, storage, backups, APIs)
- Development Costs
  - Product development
  - Testing devices and environmet
- Operational Costs
  - Maintenance and bug fixes
- Marketing & Growth
  - Word-of-mouth incentives

Year 2 - Growth & Optimization Phase

- Technology & Infrastructure
  - Increased cloud storage and bandwidth due to more users and media uploads
- Operational Costs
  - Improved customer support (FAQs, in-app help)
  - Continuous updates and feature improvement
- Marketing & Growth
  - Stronger marketing campaigns

Year 3 - Scaling & Sustainability Phase

- Technology & Infrastructure
  - Optimized hosting costs through scale
  - Advanced data management and archiving
- Operational Costs
  - Ongoing maintenance and customer support
- Marketing
  - Strong reliance on organic growth and referrals

Karabo Kobola

10c) Revenue Streams & Breakeven Point

The application follows a freemium model.

- **Free Features**
  - Add, edit, and delete family information
  - Basic family tree creation
  - Limited collaboration

Premium Subscription (Main Revenue Source)
- Users pay a recurring fee for:
  - Digitization and organization of content
  - Inviting multiple family members to collaborate
  - Video uploads and rich media storage
  - Advanced reminders

Revenue increases over time as:
- The user base grows
- A percentage of free users convert to premium
- Families invite other members (network effect)

The breakeven point is expected between Year 2 and Year 3.

Key Arguments:
- **Low marginal cost per user:** once the platform is built, adding new users is relatively inexpensive.
- **Recurring subscription model:** premium users generate stable monthly or annual revenue.
- **Strong network effect:** families invite other members, increasing adoption without proportional marketing costs.
- **Emotional value proposition:** preserving family heritage increases willingness to pay for premium features.
- **Scalable infrastructure:** cloud services allow costs to scale gradually rather than upfront.

Karabo Kobola

11b) Presentation Video

Content is no longer available

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

Karabo Kobola