KIN_BUSINESS REPORT

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KEA - November 2017

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Introduction

1_Concept

Leaving home and family for the first time is always difficult. For students, living alone can be a real challenge. Dealing with paperwork, maintenance around the apartment, cleaning, cooking and taking care of a car are all suddenly things students need to care for by themselves for the first time.

That's when the student starts calling their mother and father for every issue they meet. Google it? No. They want their parent's solution because their way of doing it is always best.

That's where Kin comes in. Kin, the app provides a shared space for entire families to connect, communicate and share knowledge with one another. Kin is a place young adults can share, question and gather the tools they need to survive away from home. It has different interfaces if you are the parent or the child. When the user creates their account, all they need to do is appoint who their family members are and what relation they have to them i.e. a brother, father, etc.

2_Purpose

Kin wants to create a product that will benefit and help different generations in our society. One that applies and embodies all of the core values that the foundation of Kin is built upon. By creating Kin, we hope to strengthen the bonds between family members.

Mission

Kin's mission is to provide digital products that enable people of all generations to connect and share with each other; to teach and learn from each other; to maintain and strengthen the bonds between their closest relations.

Vision

We want to cut the barrier between technology and relationships by finding new, simple and funs way to connect them.

Values

Innovation, friendship, nurturing relationship, teamwork, communication.

3_Effect

Kin wants to inspire a change in attitude towards family bonding upon using our product in a way that families can be more helpful to each other, therefore making young adults more willing to communicate with their family in an easy and fun way.

4_Market Opportunity & Competitors

Through research and surveys, the Kin team realised one important product that was missing from the market - a place solely for families (with members of a more mature age) to communicate, coordinate and share things amongst themselves. A place for young adults to gather family knowledge in one place, which they can refer to as a survival guide when they move out for the first time.

There are apps today that have the purpose of helping families organise themselves and ease communication between them. One of these apps 'Cozi' (www.cozi.com) – is a family planner and journal, that helps a family coordinate schedules, to-do lists, share family photos and track where the kids are - however, this app is aimed at families with younger children.

There's 'Snapchat' - the app created for sending snapshots of your life to friends and perhaps family, that will disappear in the blink of an eye. Great for letting people know what's happening in life, however what happens when the user accidentally sends their parents that picture of them on a wild night out?

Many families use 'Whatsapp' to communicate with each other, however, the messages become one long thread. If the user needs some information that was previously mentioned they either need to ask again, or they find themselves endlessly scrolling through the mass amounts of messages that were exchanged.

Finally, 'Facebook' is another network used frequently within families, but a lot of people use it to keep in touch with friends. Many young adults would prefer not to have their parents on social media, because they feel their parents may see something they're not supposed to or will embarrass them. Vice versa, there are some parents who would prefer not to see certain things from their children.

But what about a private family-sharing space? One that relieves the social pressure young people feel, to not share certain things or to hide things from their parents? One where young adults can gather and save all the family secrets and wisdom they wish they remembered when they've moved out? One where families can coordinate schedules and remind each other of important events and tasks?

Analysis

1_Personas

The personas it's a useful exercise to understand how the target audience thinks (BEHAVE) and what is their opinion about the concept. Each person has different opinions and ideas but when comparing them we can see several common concepts and analyse it better.

Also by asking what needs and motivations do they have we can add or solve several problems with our work by realizing what the audience really wants to do with this kind of concept.

We tried to involve all kinds of people but within the subject so that our personas are family members that can relate with our idea and make every aspect of this exercise useful to our work.

Here is few example of our Personas:

Diogo Martins

Needs	**Background**
Paid vacation; Less contact with parents; Help some times;	Diogo is a biochemist student that is trying to start his life. He left home for 2 years know and he has encountred several problems that his parents where glad to solve. For know he doesn't need that much help but he is glad to have their support.
Personality	
Intelligent; Polite; Ambicious; Leader; Curious;	

Location: Portugal
Age: 23
Income: €0
Qualifications: Biochemist degree
Employer: Master degree

Motivations	**Scenarios**
Better life; Secure Job; Family;	Send simple icons;
Frustations	**Other websites**
Few opportunities;	Facebook; instagram;

Inês Pinho

Needs
Ask money with out asking for it;
Support

Background
Inês is a natural student, she has studie in several schools about diferent themes and she is know learning about the real world. She started a small bussiness with her boyfriend and bougth of them need their parents support.

Personality
Determined; Friendly;

Location: Portugal
Age: 27
Income: €600
Qualifications: Sociology
Employer: none

Motivations
A good life;
Learning;

Scenarios
To have several files that can explain most of my questions;

Frustations
Not able to do every thing alone;

Other websites
Facebook; whatsapp; Instagram; Snapchat;

Ana Reis

Needs
Carrer opportunities

Background
Ana is a politic student that lives alone in lisbon for the last year. She is learning all about doing everything by her self and she his very happy for their parents support.

Personality
Inteligent; Ambicious; Hard worker; Proactive

Location: Portugal
Age: 24
Income: €0
Qualifications: Student
Employer: Unemployed

Motivations
Family time;

Scenarios
It would be fun to send emojis; Also i would like to have private talks with my little brother;

Frustations
Privacy;

Other websites
Facebook;

2_Target Audience

The target audience is primarily 18-25 year olds that have moved or are moving out of their parents home for the first time. Some are moving to dorms others to apartments. Kin is targeting students and young professionals who are moving out locally and internationally. They frequently use social media and phone calls to contact their parents, asking for help in their daily lives or to share what's happening in their life and many of them have to use multiple different platforms to communicate with their parents.

3_Receiving audience

The receiving audience which is the result of the target audience are adults who are parents, as the app would not work if the young adults did not add their parents on the platform. As parents are always trying to help their children and most of them are not so technologically advanced, this target will be more brought into the app by the target group than be the one to discover it. However it could work the other way around too.

4_Survey Analysis

The survey was a really important part of the work because it revealed that some aspects where less important or even irrelevant and it caused some changes in the work.
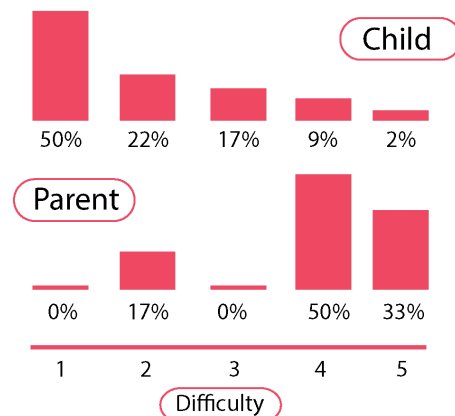
As the app is for families, the survey was divided in two parts; the parent̓s answers and the children̓'s. In this way it was possible to understand both sides and solve problems that the designers couldn't do alone.
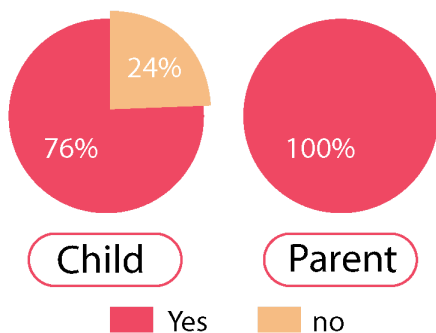
Survey structure:

Question 3
Was it difficult to leave your parent's home?
(Child)
Was it difficult for you when he/she left?
(Parent)

Child

| 50% | 22% | 17% | 9% | 2% |

Parent

| 0% | 17% | 0% | 50% | 33% |

| 1 | 2 | 3 | 4 | 5 |

Difficulty

Question 5

24%

76%

100%

Child   Parent

■ Yes   ■ no

Do you think it would be useful to gather all this advice in one app?

This question helped to understand if the app would be embraced by both parts.
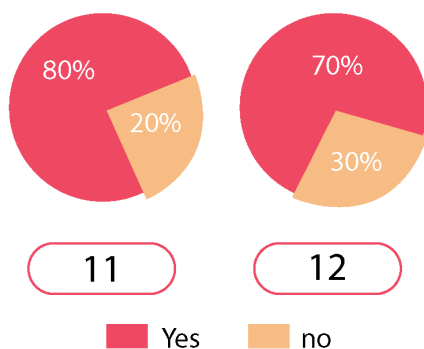
Question 8

Do you think it would be helpful to send instantaneous messages to your parents instead of short calls?

For this case we realise that for the child it is not that important to send quick messages but for parents is so we need to make a more appealing approach for the child.

54%
46%
Child

100%
Parent

🟥 Yes 🟧 no

Question 11/12

80%
20%
11

70%
30%
12

🟥 Yes 🟧 no
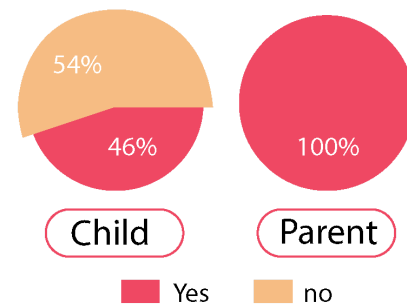
Do you think smartphones and social media are an obstacle to social
family life?
Do you use social media with your family?

Both of these questions explained to us if the audience is interested in using social media to
communicate and also to see who are our competitors in the market since the 12
questions also asked what apps they use.

Question 14

Would you like having a private space to share with your family?

Once again we realise that one of the parts is more interested in the entire concept than the other. This means that we need to work on the child part so that it creates more interest.

52%
48%
Child

100%
Parent

🟥 Yes 🟧 no
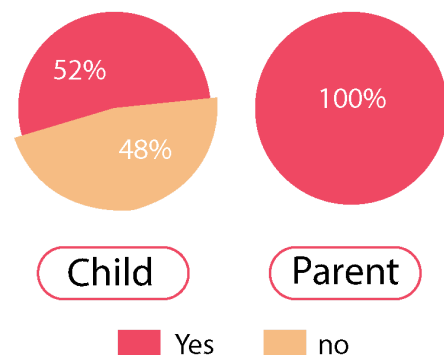
Survey reflections:

From the answers we also concluded that some of our ideas were very important for the building of the app since the percentages were just too clear.
For example the question about if the family should share a calendar both sides answer that was very important and useful.

For every idea there are strong and weak points, the survey helped us to unmask them, giving us some of the tools to solve the weak ones or to better the strong.

It's very important to know the target audience and to understand their points of view. It's not easy to analyze a group without this kind of exercise and in the end we managed to take all kinds of information to make sure that our research and work will be well structured so that the nal work would be a good piece of design.

5_Customer Journey
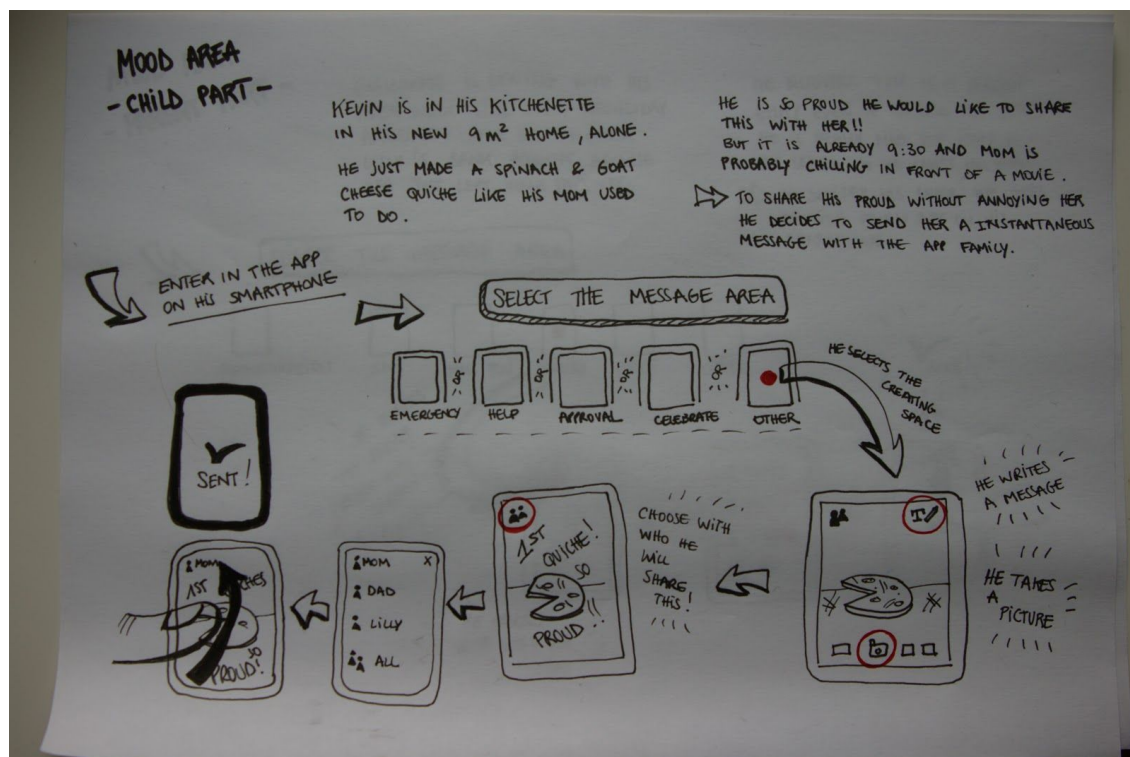
By creating our customer journey we found some issues with the structure of our idea and we made a lot of choices in order to make the app simpler, more specific and clear for the user.

The first problem was about how we connect family members to each other. We wanted to create two different interfaces for the app depending on if you are a child or a parent. But what if you want to teach something to your parents ? (f.x. how to use iTunes). What if you want to keep the app when you become a parent yourself ?

The user is now asked to link people to themselves instead of deciding who they are to other people. In this manner, everybody can be the child or the parent to someone else.

We also clarified how to use each of the features, from the user's problem to the solution in order to understand how everything works. Thus, we created a «request a tip» button and we decided to connect the camera to the tips and messages areas.

We also tried to know and understand how we could be different from a classic social media and for what particular reasons the user should use our app.

6_Structure of Kin

Kin offers three features to the users:

Tips

Every member of the family can add tip notes in categories such as cooking, cleaning, mechanics, administration, DIY, healthcare, laundry, etc. The family member writing the tip can choose to send it to all members of the family or select the members they wish to receive the tip. Once the members receive the tip, it is stored in a database where they can refer back to the tips for future reference. If a family member no longer wishes to have a certain tip, they may delete it from their account. Looking for specific tips on the database? Users can select the family member who wrote the tip, search with filters or ask Siri or voice control to find a specific tip. If a user needs a tip that is not yet in the database, they can send a request asking for a tip to a family member(s) that will show up as a notification for the other members.

Reminders

Users can create lists, schedules and plans for one or several members of the family. It's also possible to send reminders to individual family members. Always forgetting someone's birthday? Brothers and sisters can create a reminder and send it to each other or other family members as a 'poke' or notification. Members can also send tasks to each other and once the task has been completed, the sender will receive a notification saying 'Complete'.

Creative Messaging

This is a creative space where the users can send each other predefined mood notes (happy, angry, disappointed, upset, etc.), words of encouragement and pictures as a one-time-message/poke/notification (like Snapchat). The child's bank account is empty and it's the middle of the month? The mother has seen it and sends their child a red angry screen! No calls necessary, the child knows their mother is mad and it serves as a warning for next month…

7_Communication Environment

As the target group is young student and their parents, the most likely environment where they would find and hear about the app/site would be their home, school when on their own.
Another possible environment is family/friend gatherings and work space, as those are the places where our target can hear about it from current users.

8_Media Elements

Taking in consideration the target group has different age spectrums we have to grab the attention of both young adults that just moved away and also their parents. The young people need more visual stimulators than adults as they are need more visual content to be interested in staying on our page.

For these reasons these are the following media elements in use:

· **Pictures:** Pictures can send a stronger and a more visual message to young users, to get their attention, so they would stay longer on our webpage.
· **Graphical elements:** We will do this by creating an extremely visual interface that consists of simple functions by using icons and shapes to help the user navigate easily.
· **Interactive materials:** by adding interactive materials to our website, we want to bring it closer to the user. We will have prototype on the website so the visitor can try and interact with the product.

9_Selling Propositions

USP: Kin is the first sharing space for families to help each other even from the other side of the globe.

For our USP we focused on the unique benefits of the product such as the personal tips and knowledge from your family no matter where you are or what time it is.

ESP: It is always better to get advice from the ones who know you best.

With this ESP we wanted to strongly target the feeling of need for your family advice, therefore cutting any other offer you might find from other competitors that would just work as any other advice and not the one you are familiarised with.

Conclusion

When students are leaving their parents' home for the first time, they can feel a little lost by all these new daily matters they are responsible for. How does Mom usually take care of my leather jacket? When do I have to take care of the car insurance? Communication between family members can be much easier than a call, when it comes to asking all the little things we always need. Kin is an app which enables families to communicate in a new way and to gather the information they want to share.
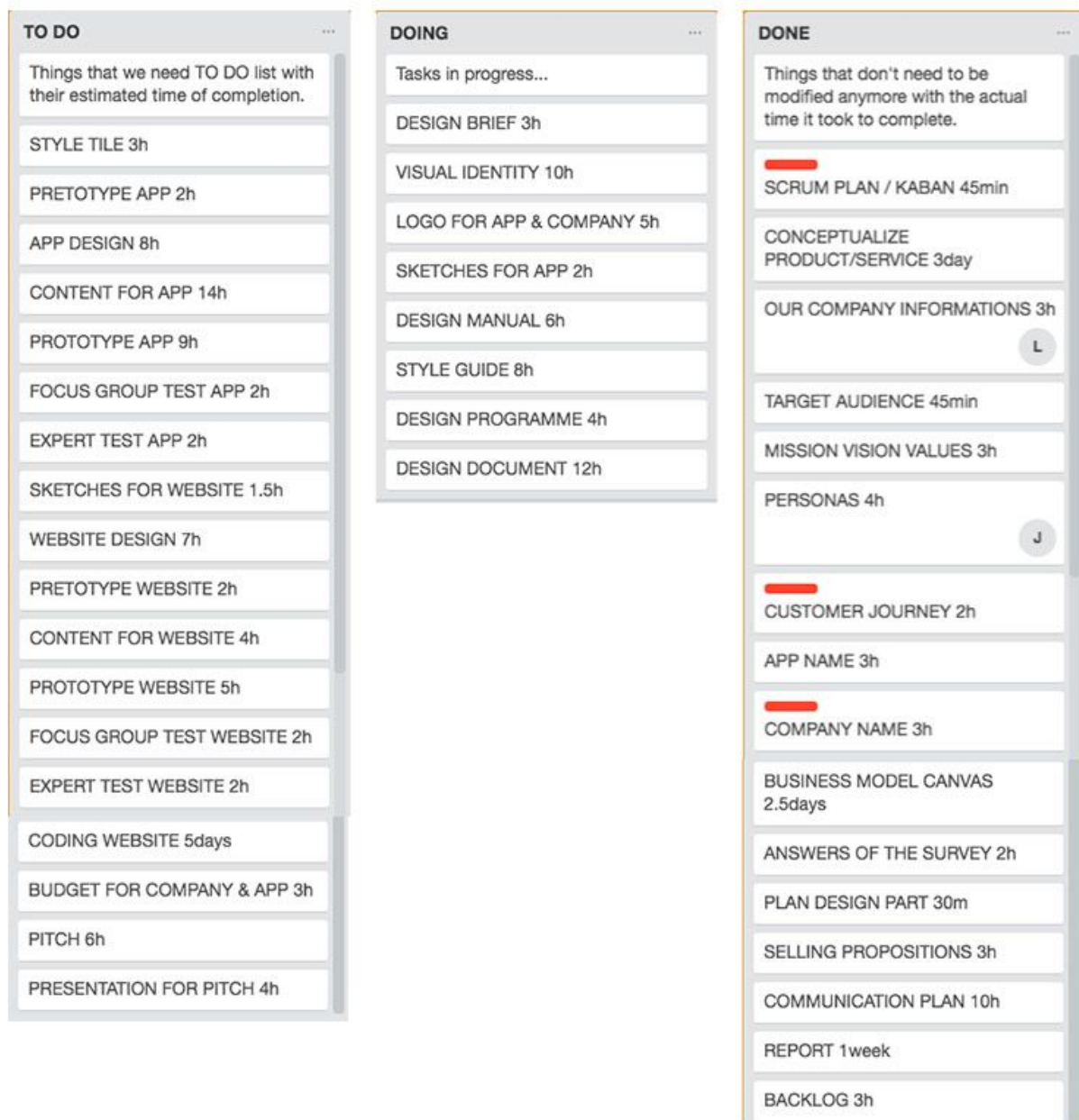
Except for classic social medias (facebook, instagram, whatsapp, snapchat...), no mobile app offers a space to share information and communicate like this smaller simple concept. Kin is different in its way of sharing tips, advice and its particular features that makes communicating easier, playful and short-lived.
That is what the survey targeted on young peoples and their parents illustrates: having an online space to gather these personal tricks, to help members of one family to encourage themselves and give each other reminders, are things the user will find useful. Through the conclusion of the results, we were able to further develop and refine Kin. We clarified aspects of our design proposal that we were unclear about and we simplified the app to make the users experience more enjoyable.

Overall Kin is ready to connect families within each other.

Appendix

1_Kanban Chart

TO DO ···	DOING ···	DONE ···
Things that we need TO DO list with their estimated time of completion.	Tasks in progress...	Things that don't need to be modified anymore with the actual time it took to complete.
STYLE TILE 3h	DESIGN BRIEF 3h	SCRUM PLAN / KABAN 45min
PRETOTYPE APP 2h	VISUAL IDENTITY 10h	CONCEPTUALIZE PRODUCT/SERVICE 3day
APP DESIGN 8h	LOGO FOR APP & COMPANY 5h	OUR COMPANY INFORMATIONS 3h
CONTENT FOR APP 14h	SKETCHES FOR APP 2h	L
PROTOTYPE APP 9h	DESIGN MANUAL 6h	TARGET AUDIENCE 45min
FOCUS GROUP TEST APP 2h	STYLE GUIDE 8h	MISSION VISION VALUES 3h
EXPERT TEST APP 2h	DESIGN PROGRAMME 4h	PERSONAS 4h
SKETCHES FOR WEBSITE 1.5h	DESIGN DOCUMENT 12h	J
WEBSITE DESIGN 7h		CUSTOMER JOURNEY 2h
PRETOTYPE WEBSITE 2h		APP NAME 3h
CONTENT FOR WEBSITE 4h		COMPANY NAME 3h
PROTOTYPE WEBSITE 5h		BUSINESS MODEL CANVAS 2.5days
FOCUS GROUP TEST WEBSITE 2h		ANSWERS OF THE SURVEY 2h
EXPERT TEST WEBSITE 2h		PLAN DESIGN PART 30m
CODING WEBSITE 5days		SELLING PROPOSITIONS 3h
BUDGET FOR COMPANY & APP 3h		COMMUNICATION PLAN 10h
PITCH 6h		REPORT 1week
PRESENTATION FOR PITCH 4h		BACKLOG 3h

2_Business Model Canvas

The Business Model Canvas

Designed for: APP - Designed by: Date: Version:

Key Partners 🔗
Co-opetition
Joint-Ventures

Merge with google, facebook, snapchat, youtube...

- ask google to be a partnera after being a supplier (provides data servers..)

- partners with young generation and influencers (bloger, youtubers)

Key Activities ✔
Production
- manage website and distribution of the product
- cerate brending strategy
- Marketing and promotion of the product
- product design

Platform development

Key Resources 🛠
a) Intellectual resources
b) Human resources
c) Financial resources

Value Propositions 🎁
a) Newness
b) Performance
c) Customization
d) Convenience/Usability
e) Price

Product and Service
- one sharing spce for all
- find everything fast
- share your tips
- reminders
- stay in sync

Pian relievers
- removes need to carry a notebook, notes or other form of data
- single space to save tips, reminders,etc
- organized space for family material
- faster connection with family members

Gain creators
- Provides common space for familys to share ideas and informations
- Provides access to data storage where family notes are backed up and available to any member at a moment's notice
- Cost effective for individuals who can use this app for free

Customer Relationships ❤
C.R. :
1) Personal assistance
2) Automated service
3) Co-creation

Customer acquisition:
1) Content marketing
2) Search engine optimization
3) Email marketing
4) Social media marketing

Channels 🚚
Partner Channel - With a partner channel, there will be a lower margin on the product but it would get to the market quicker, and there will be lesser investment required in infrastructure. (e.g. Apple store)

Direct distribution:
- the internet
- companys website
- mail

Customer Segments 🎯
Customer Jobs:

Parents and Kids: to keep in touch with the loved ones, sharing tips and reminders

App developers: design, build and sell app

Customer Pains:

Parents and Kids: going through the pain of the moving away, fearing over losing valuable information

App developers: software must have value to providers so they can recommend it to other potential users ,create data management software

Customer Gains:

Parents and Kids: a bank of information at their fingertips

App developers: innovative features which attract both the providers and users.

Cost Structure 🏷
1) Production and maintenance
2) Advertising and marketing
3) Extensions, development

Revenue Streams 💰
-Extensions from particular tips from blogers and youtubers
- Crowdfunding
-> financial support to start develop
-Dealers
-> partnership with student dorms
- Webshop
-> to sell other products / extentions for the app
- Franchise
-> create other similar app t

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3_Brainstorming Pictures