

# Sibling Feature Business Case

Adding Sibling View to Mobile Pedigree

- 1.** Market Standard – All competitors have it
- 2.** Customer Voice – Users are asking for it
- 3.** Proven Value – 49% of engaged users use it

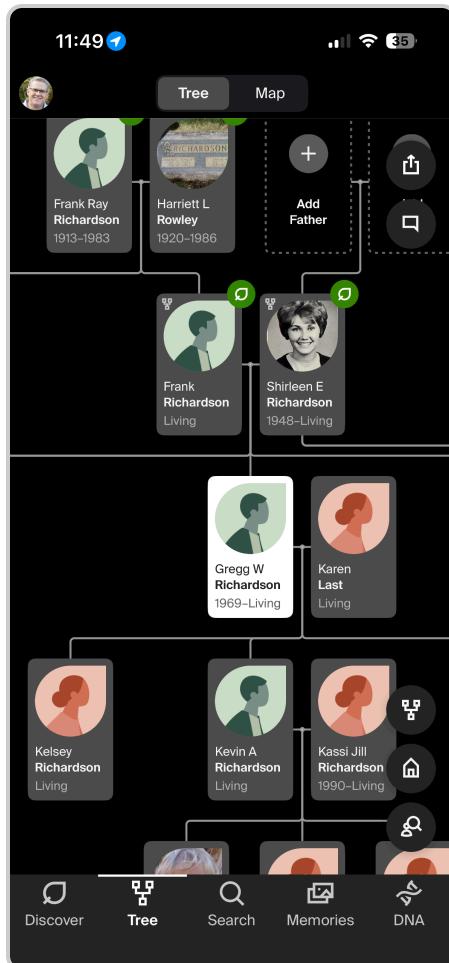
# 1. Market Standard

We're Behind Competitors

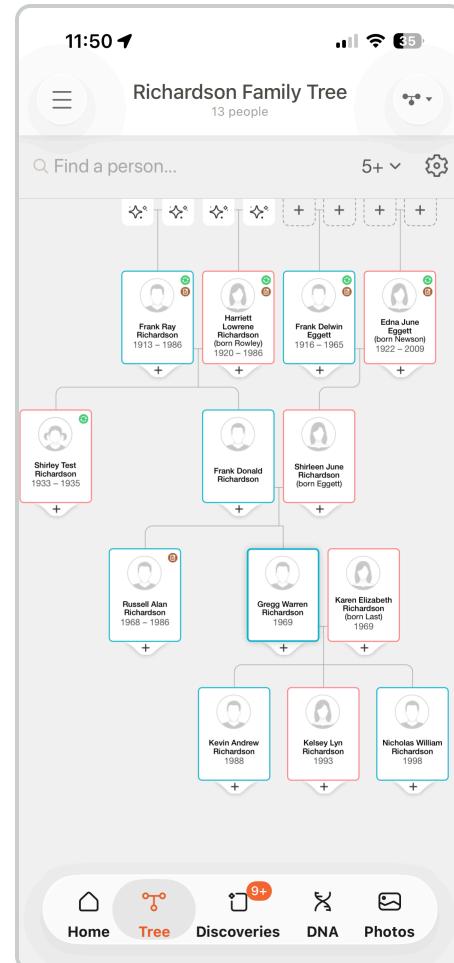
- ✓ **Ancestry** – Has sibling view in mobile pedigree
- ✓ **MyHeritage** – Has sibling view in mobile pedigree
- ✓ **FindMyPast** – Has sibling view in mobile pedigree
- ✗ **FamilySearch** – Requires navigation away from pedigree

**This is table stakes, not innovation.**

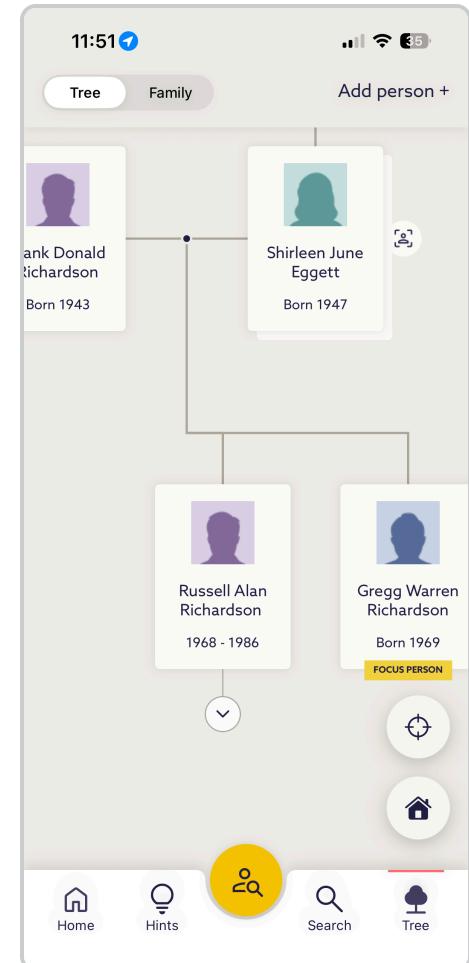
# Competitor Examples



ANCESTRY



MYHERITAGE



FINDMYPAST

## 2. Customer Voice

### What Android Users Are Saying

*"I believe that the app should make sm option for providing half siblings"*

Google Play Review, May 2023 – 3 stars

*"I hope they add a feature where I can see the siblings of a person in the family tree diagram."*

Google Play Review, May 2025 – 4 stars

*"I find it frustrating that I don't see my siblings even though they are listed under my parents."*

Google Play Review, July 2025 – 4 stars

**Note:** 23 Android reviews (0.53% of reviews with text) explicitly mention sibling/family viewing over 3 years (2023-2025). iOS feedback not available for analysis.

## 2. Customer Voice (continued)

### More User Feedback

*"Love it! But please address these 3 issues: 1. Suggest the spouse's immediate family members when attaching people from records! They're often present in baptism records where both sets of grandparents are named and a sibling of one of the spouses is often a godparent..."*

Google Play Review, September 2022 – 4 stars

*"website is better. search results are useless, coming up with unrelated matches that are 100 years out. doesn't show siblings, can't add. use the website"*

Google Play Review, July 2025 – 1 star

*"Why can't I add my children? It's also not allowing me to add my aunts/uncles and cousins..."*

Google Play Review, November 2024 – 3 stars

### 3. Proven Value

Web Users Actively Engage With This Feature

**49%**

of engaged users toggle siblings  
(514,746 of 1,047,944 **who toggled ancestors**)

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**38%**

of all pedigree users toggle siblings  
(593,667 users over 90 days)

Source: Adobe Analytics, Nov 5, 2025 – Feb 2, 2026 (1.56M pedigree views)

# Recommendation

**Add sibling affordance to mobile pedigree view**

## Rationale:

- ✓ Achieves competitive parity with Ancestry, MyHeritage, FindMyPast
- ✓ Addresses explicit customer requests (3 years of Android feedback)
- ✓ Leverages proven high-engagement feature (49% of engaged users)
- ✓ Closes UX consistency gap between web and mobile

## Expected Impact:

- Improved user satisfaction
- Increased mobile engagement (based on 49% web rate)

→ Reduced competitive disadvantage

Speaker notes