

Sibling Feature Business Case

Adding Sibling View to Mobile Pedigree

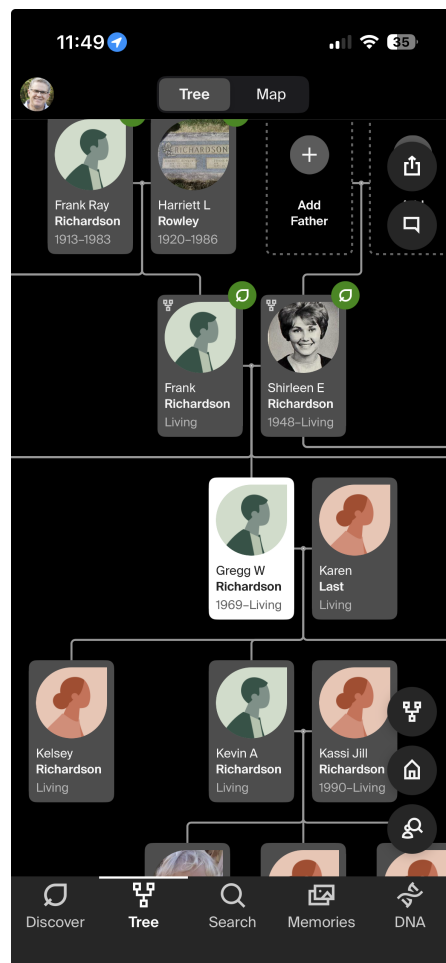
- 1. Market Standard** All competitors have it
- 2. Customer Voice** Users are asking for it
- 3. Proven Value** 49% of engaged users use it

1. Market Standard

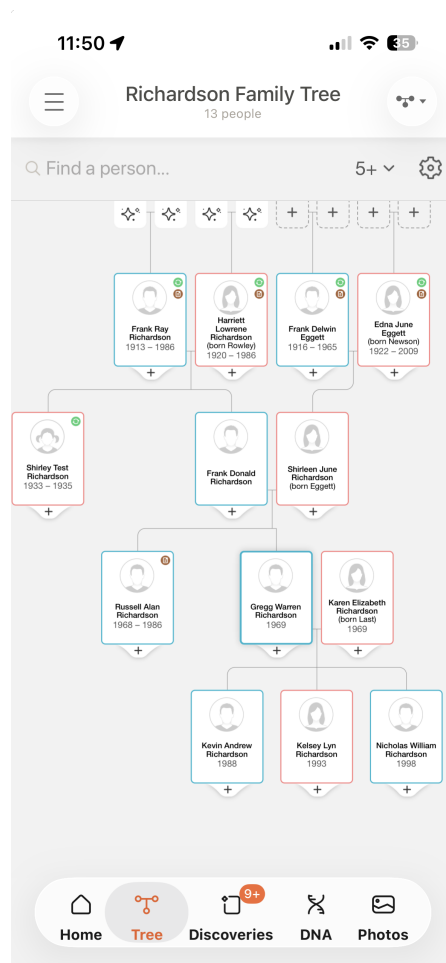
We're Behind Competitors

- ✓ **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

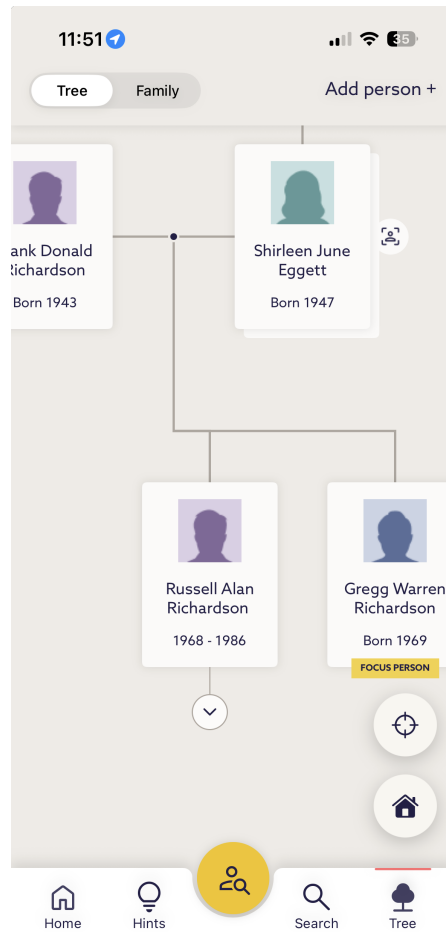
This is table stakes, not innovation.



Ancestry Mobile App



MyHeritage Mobile App



FindMyPast Mobile App

2. Customer Voice

What Android Users Are Saying

Featured Customer Quotes:

"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

"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

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

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)

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 platforms

Expected Impact:

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