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

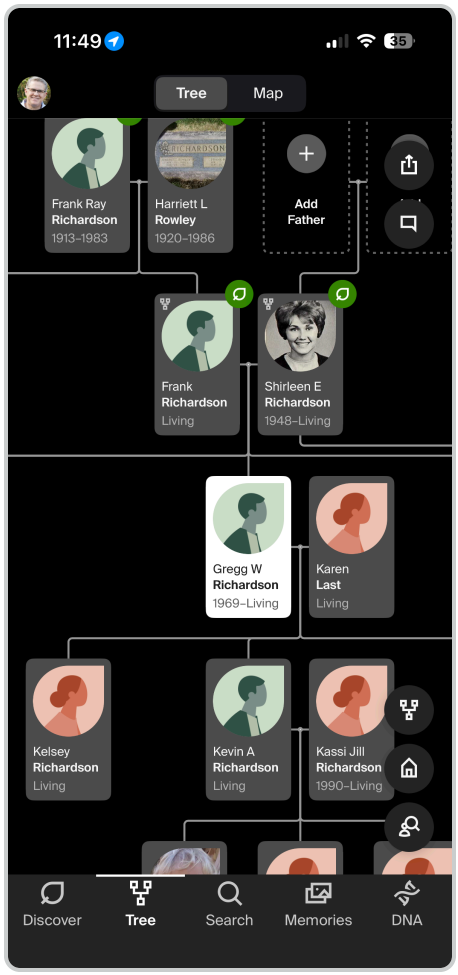
1. Market Standard

We're Behind Competitors

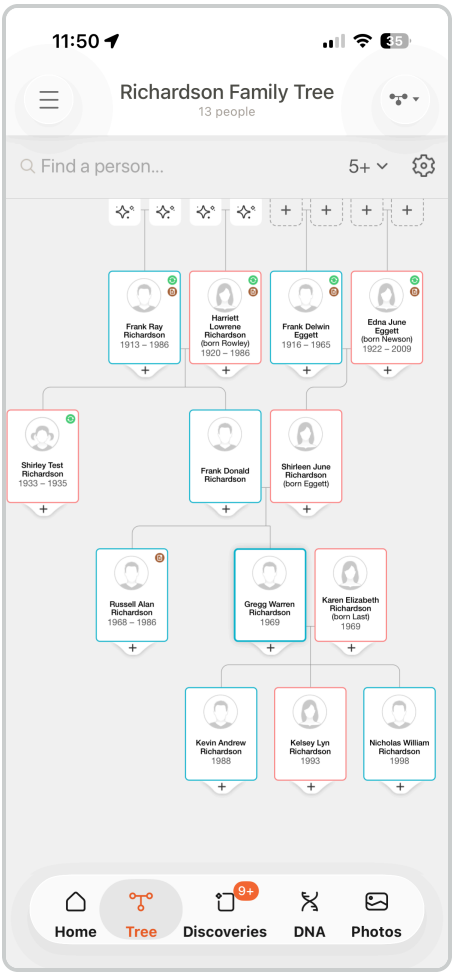
- ✓ **Ancestry** – Has sibling view in mobile pedigree
- ✓ **MyHeritage** – Has sibling view in mobile pedigree
- ✓ **FindMyPast** – Has sibling view in mobile pedigree
- ✗ **FamilySearch** – Requires navigation away from pedigree

This is table stakes, not innovation.

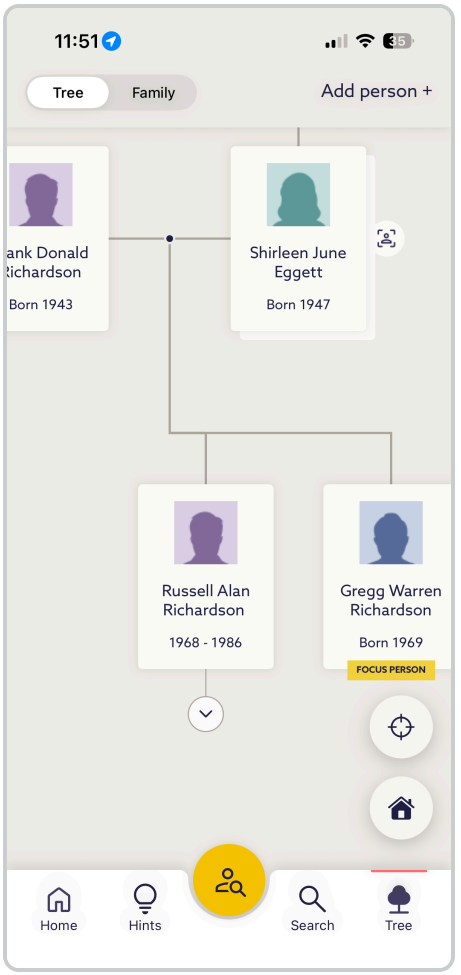
Competitor Examples



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**)

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