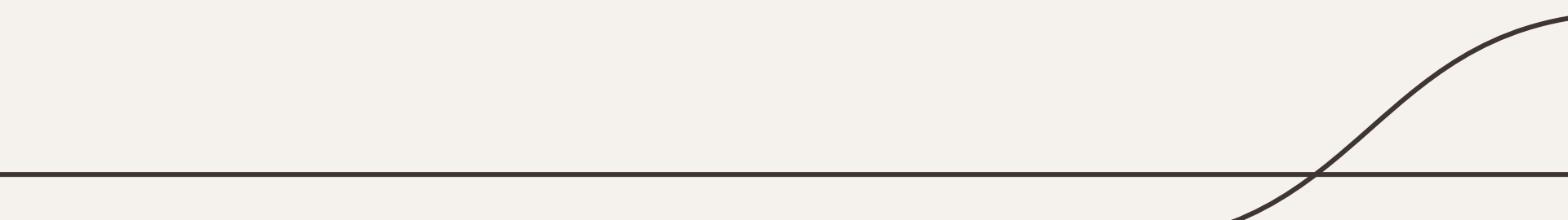




A4: kin

Team 3 – Jack Clark, Shuvi Jha, Jasmine Narine, Steven Pu



The team



Jack Clark

MS CS (HCI)
BS MS&E



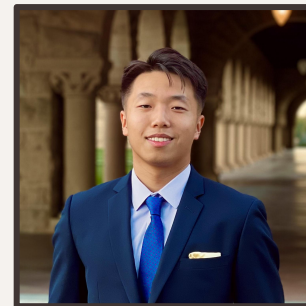
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CS (HCI); Feminist, Gender,
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Senior



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01

Our Project

Name and Value Proposition

kin

In German, kin means “people of the same family.” We find this word imbued with a sense of warmth and positivity, mirroring the very experience we aim to cultivate through our app.

Our one-liner

“Weave your family story one thread at a time”

Our value proposition

“kin seeks to make the uncovering of family stories inviting by initiating daily, bite-sized conversations that facilitate and chronicle our familial connections”

**At the end of our Assignment 2 presentation,
we had initially planned to progress with a
version of our “Conversation Helper”
concept.**

Since then, we’ve made some changes...

What we learned in our experience prototypes

“Memory Game”

Apples to Apples style card game with prompts to foster conversation

“Fun and engaging” at first but became “jarring” when they did not switch topics or stop quickly enough

The game successfully produced insights and new information

“Conversation Helper”

Help young people and their older loved ones share productive conversation

Parents said young people could “learn how to converse”

Questions were “robotic” and “impersonal”

The young user was bored after a few minutes

“Timeline”

A timeline interface to see your collection of family stories organized

The timeline did not seem useful

Much more of a UI idea than a feature

Incorporating A2 feedback into our concept

What we changed

"Fun and engaging" at first but became "jarring" when they did not switch topics or stop quickly enough

The young user was bored after a few minutes

Bite-sized app usage and gameplay

Design the app to only be used for a few minutes/day and not every day

The game successfully produced insights and new information

Keep the app as fun as possible and record the prompt responses

Parents said young people could "learn how to converse"

Young people can learn conversation patterns from the app and can submit questions of their own

Questions were "robotic" and "impersonal"

AI will provide better prompts over time, and family-submitted prompts are hyper personal

The timeline did not seem useful

Allow for customization for the organization of family-submitted information

Our New idea

Our new concept is akin to Duolingo but for family stories.

We want to make sharing, asking, and taking in family stories as casual and fun as possible.

We hope to bring families together by incentivizing spontaneity and unobtrusiveness through only promoting a few minutes of app usage every day or every few days. Users can engage in diverse conversations to stay in touch with each other while assembling a larger family story **“one thread at a time”** and through bite-sized conversation, rather than all at once.

Additional App Context

The vision

We want to lower barriers to storytelling as much as possible by making it fun and easy

"We talk she'll be cooking and I'm sitting there watching her on football. You know, we were talking casually like that" - Krishna

We want a way to engage young people

"You can just get a nod in... you're like yes, yes... she's [my grandmother] rambling" - Catherine

"I want something interactive with back and forth conversation" - Henry RE: Conversation Helper experience prototype

The idea of recording an entire family history is daunting, but it is never too late to begin

"I remember like during high school I sort of thought about medical partying my grandmother telling stories, but I just didn't. And I don't know why I did it" - Catherine

We foresee a Duolingo-type system where we promote only a few minutes of app usage each day (or whenever you want), which incentivizes straight-forward conversation that is easy to tell and digest and can help you strengthen your family relationships

"How I will approach [older relatives] is just straight topics so that they can stay focus on imparting wisdom" - Clare

02

Problem/Solution

Problem and New Solution

**Primary
User**

Families with interest in preserving stories, including both elderly and young people.

Problem

It can be difficult for people to learn, share, discuss, and preserve family stories due to physical separation, hectic schedules, language barriers, and generational gaps in communication.

Solution

An innovative tool designed to effortlessly construct a memoir or story database by providing AI-generated and family-contributed daily prompts. Over time, these stories accumulate like interwoven threads, crafting a rich family history.



03

Market Research



#1



Market Research

Family history platform that allows users to

- Create and explore their family trees
- Search historical records and newspapers
- Collect and share memories via photos and text
- Tag friends and family
- Use the app on both free and premium plans starting at \$4.99

Limitations

- Limited acceptance of multimedia format – only text and pictures allowed
- No way to engage with existing posts and content
- Building a family tree/history requires background knowledge

Implications

- There's value in mapping out family relationships via a visual format
- Geared towards people who know how to use technology
- People need to be self-motivated in order to use the app



Working at Tressider

Oct 17, 2023

I'm having so much fun working with Shrey-bae <3

What it means for us?

Our app guides users to build their family history memoir gradually through prompts, which creates incentive for users and encourages consistent engagement and storytelling. We appreciate Storied's focus on visualizing family history, which serves as a source of inspiration for our metaphor that each story will be a thread in a woven family history. We will focus on visualization.

#1



Comparison

kin

Storied

Value proposition	"Bite-sized conversation to detail your entire family story"	"The next chapter in family history"
Users and story flow	Everyone in the family is a storyteller <i>and</i> a listener	Younger and abled people with knowledge of technology focused on capturing stories as opposed to directly sharing their own
Conversational?	Yes, with multiple people adding to one prompt	Non-conversational, emphasis on capturing stories and presenting them either through text or family tree
Accessibility	Hope to also have a very simple interface	Somewhat complex interface, lengthy sign-up process as users have to answer multiple family-tree related questions to make an account
Differentiating features	Creates incentive for users to engage with app, emphasis on conversation and community-building in addition to capturing and sharing stories	Use of a visual format such as a family tree to show the "building" of family history Use of both texts and photos

#2



Market Research

Application which seeks to preserve memories

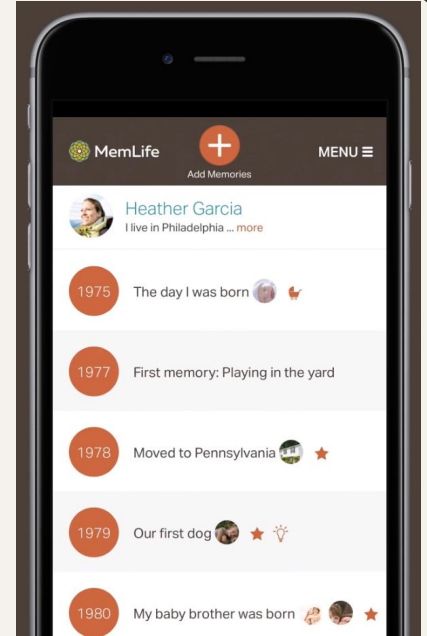
- Families are encouraged to record their most meaningful experiences
- Option to collaborate to preserve the legacy of and remember past loved ones
- Add memories and photographs to an organized timeline
- Whenever the user is ready to get a tangible version of this memory, memLife sends a free book

Limitations

- Interface seems to be difficult to use + non-intuitive
- The timeline is vertical as opposed to horizontal, making it difficult to use it as intended
- Lots of bugs + users note an excessive number of ads
- No password protection -> makes users wary of the privacy of their data

Implications

- Users are invested in the idea of this app, but struggle to support this specific realization of the idea
- People want personality, and excessive ads feel transactional in a space that should be focused on family, not monetization
- To make a user centered book requires significant time and a level of investment that is difficult to demand from every user



What it means for us?

We can capitalize on promoting accessibility through more mindful and adaptive UI/UX design. For an app meant to be used for an entire family, an intuitive interface should be a non-starter

#2



Comparison

kin

MemLife

Value proposition	"Bite-sized conversation to detail your entire family story"	"Preserve memories and milestones from your life, or the lives of family and friends"
Users and story flow	Everyone in the family is a storyteller <i>and</i> a listener	Everyone in the family is a storyteller <i>and</i> a listener
Conversational?	Yes, with multiple people adding to one prompt	There is no conversation happening – users input a story of their choice
Accessibility	Hope to also have a very simple interface	Non-intuitive and cluttered interface
Differentiating features	Ideally, user interacts with app in short, but frequent daily bursts	Ideally, user invests lots of time into the app, but less often

#3 Remento Market Research

A tool to “capture and organize every word and every nuance of family stories”

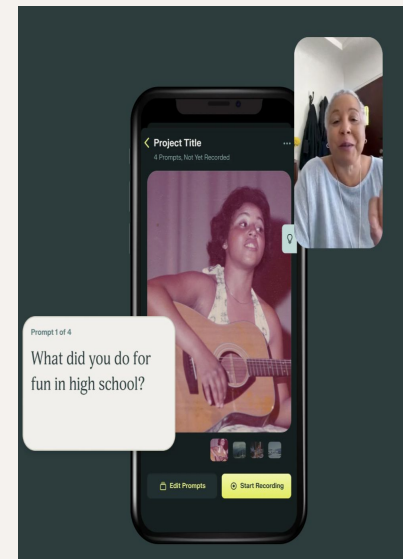
- You are supposed to record a video yourself reading an app-given prompt that will be sent to your family member to respond with a video of your own
- Multimedia element through the inclusion of photos with accompanying video storytelling
- The app self-organizes your stories with changeable templates and allows you to look through them after the fact
- The app edits videos for a “bespoke viewing experience”
- Focus on privacy - the website states that all content is stored on the device

Limitations

- You can only submit video storytelling
- Can upload photos, not much else e.g. no recipes, no songs
- Somewhat bare bones
- Pressure of submissions being all video

Implications

- More personal and less transactional than Storied, with a focus on everything being yours
- There is a gap in depth of storytelling and the exchange of stories – it seems a lot more focused on the old, with little focus on the young also communicating outside of a new “postcard feature”
- Space for multimedia stories rather than only photos and videos



What it means for us?

We provide more modes of communication – video, text, photos, music, audio. Remento is mostly focused on photos with accompanying videos. Additionally, the idea of local data is interesting and perhaps something we incorporate into our app? To be hyper-focused on privacy feels like good practice.

#3 Remento Comparison

kin

Remento

Value proposition	"Bite-sized conversation to detail your entire family story"	"Capture your family's most treasured memories"
Users and story flow	Everyone in the family is a storyteller <i>and</i> a listener	Younger people prompting older loved ones. In fact, younger people are almost exclusively the audience, not storytellers
Conversational?	Yes, with multiple people adding to one prompt	Conversation is more one-sided – you ask an old person a question, and they respond
Accessibility	Hope to also have a very simple interface	Very simple interface, usable by older people
Differentiating features	Multi-modality – Remento does not have this	Privacy: All data stored locally New feature: photo story postcards that allow people to send physical "gifts" with accompanying video through a QR code

#4 LifeTales Market Research

“A private social network for your stories worth remembering”

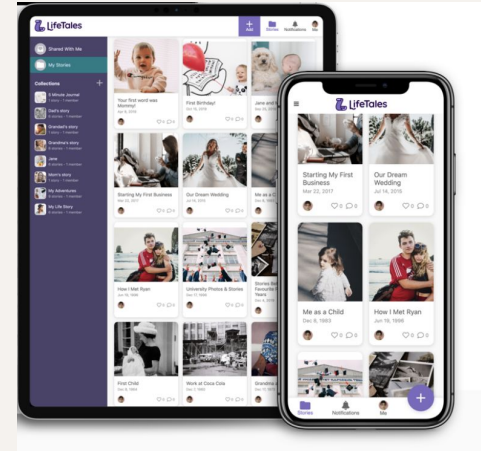
- You can upload photos, videos, and text to develop a digital memoir on the app
- Conversational aspect - ask questions and request stories of specific people with video
- Stories sorted in “Chapters” that can be used to tag
- A focus on privacy and limiting visibility of the whole database and smaller silos within it

Limitations

- Geared towards older audiences with a goal of preserving
- Committed to the “memoir” idea and less focused on the conversation. The conversation exists as a way to add to the memoir rather than as a way to nurture existing relationships, stay in touch, or feel currently connected

Implications

- The conversational aspects are similar to our app
- Data is sorted in a booklike format, without much room to adjust that. We want to offer more customization and present it more as a dynamic conversational hub that slowly builds to a full chronicle, rather than just as memoir, which implicitly feels very past-focused.
- We need to differentiate by emphasizing the fun and stress-free nature of our bite-sized story concept and how our app is meant to be more of a real-time conversation than a chronicle



What it means for us?

We must lean in to the benefits of our app as something to be used in the present, and for all age groups. For the former, we can emphasize the app's value in helping maintain and strengthen existing relationships that otherwise have been struggling due to time or distance. For the latter, we need the app to be inviting and enjoyable to use. Of course, we also have the goal of preserving the stories, but we want to be more than that: a way to make what time we have left count, to its fullest.

#4 LifeTales - Comparison

kin

LifeTales

Value proposition	"Bite-sized conversation to detail your entire family story"	"A private social network for your stories worth remembering"
Users and story flow	Everyone in the family is a storyteller <i>and</i> a listener	Focused more on older users preserving their own memories or adults preserving memories of their old or lost loved ones
Conversational?	Quite conversational, with multiple people adding to one prompt. The conversation is the primary allure of the app, as a way to stay in touch with loved ones through stories	It has many great conversational features. However, the conversation is a means to an end, with the end being a memoir
Accessibility	Hope to also have a very simple interface	Relatively complicated interface that essentially models a book with multiple chapters and sub-categories
Differentiating features	Bite-sized emphasis on casual conversation and storytelling, as opposed to the entire focus being on the monumental task of creating a memoir	A focus on being "a private social network", though data is on AWS according to the "privacy and safety" section

					kin
Suggest story prompts					
Incentivize daily use					
Promote familial storytelling					
Emphasis on privacy					
Accessible interface					



04

Values in Design

Stakeholders

Direct Stakeholders

Families who use the app

The core user group

Storytellers

More specific user group of those sharing stories on the platform

Audience

More specific user group of those viewing and interacting with stories on the platform

Consumer privacy regulators

An app with such extensive user data would be a focus for consumer protection agencies

Indirect Stakeholders

Subjects of stories

They become a part of someone's family story even if they aren't in the family

The environment and human reinforcement learning testers

LLMs used in the app are expensive and both environmentally and mentally punishing in their training processes

Competitors' users

There are high switching costs of apps built on user data; Additionally, more competition could lead to more paid features on competing apps, negatively impacting their users

Our Core Values

Inclusive

Making sure all groups and communities, including elderly folks with disabilities, feel that they can use the app

Engaging

Pleasant and enjoyable to use for all age groups, feels fun to engage with prompts

Intuitive

Making sure that generating content in all its various multimedia formats and engaging with existing content is easy to understand

Community

Making sure that prompts and active engagement with content help family members feel closer

Underlying Frictions

1. There are different meanings of the word “intuitive,” especially with a diverse array of users, so inclusivity can look different depending on the user
 2. We need to be careful with “Engaging” because too engaging can take away from the sensitivity of family stories – we may have another family story game prototype testing situation.
 3. “Community” and “Inclusivity” could have friction, as people define their own communities and that could inherently be exclusive. We have heard of varying degrees of privacy and publicity needs from different people.
-

Ethical Implications

1. Collecting and storing personal stories and family history data can be sensitive.
We need to ensure robust data security measures to protect users' information from unauthorized access or data breaches.
THE BACKSTABBER: What could cause people to lose trust in your product? “App leaks precious family and user data!”
 2. When AI generates prompts or content, it can sometimes introduce biases or produce content that is inappropriate or offensive.
We need to ensure that the prompts and AI-generated content are culturally sensitive and inclusive of diverse backgrounds.
THE BIG BAD WOLF: What could a bad actor do with your product? “Create prompts that are culturally insensitive, unkind, and offensive!”
 3. Memoirs and family history can be emotionally charged. Users might be sharing deeply personal stories.
We need to provide resources and guidance for dealing with any emotional impact on users.
THE SCANDAL: What’s the worst headline about your product you can imagine? “Sharing of family stories causes more rift and division than love and unity!”
-



05

Tasks



Tasks

Simple Task

Moderate Task

Complex Task

Task

Reading and experiencing a loved one's story

Seeing a prompt and responding to it, optionally through different mediums

A user can collaborate and interact with their family members through seeing and responding to people's reactions and comments on a specific story

Justification

The most basic thing you can do is spend a minute on the app to read a story, not requiring you to say any of your own

Instead of a simple video response, you can upload multiple forms of media along with it, resulting in more work for the user; could take a few minutes

A more rich viewing and interactive experience as prompts develop multiple dimensions to explore, and adding a new axis of communication through potentially commenting and reacting; could take tens of minutes

05

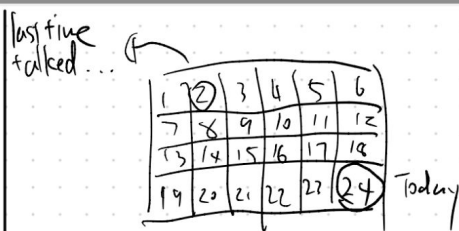
Storyboards



Grandma calls Jack.



Jack ignores Grandma's call...



Grandma sees her calendar...
They haven't spoken in a month...



Grandma notices the magic story book
is saying something.



Grandma opens it and sees the prompt:
"what's the funniest thing Jack's done?"

Moderate task

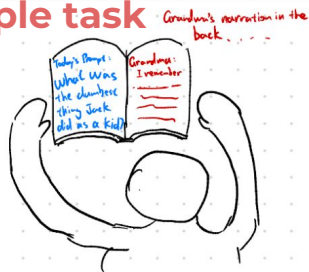


Grandma thinks, laughs, and talks
into the book...

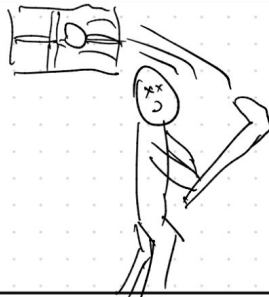


Jack notices his magic book saying
something...

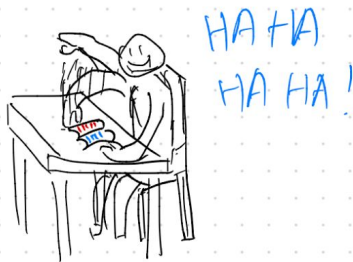
Simple task



Jack opens it and sees Grandma's
entry



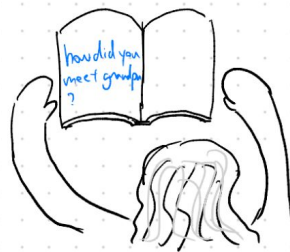
Jack remembers his embarrassing
childhood story...



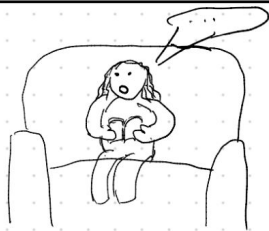
Jack LOL



Grandma flips page...



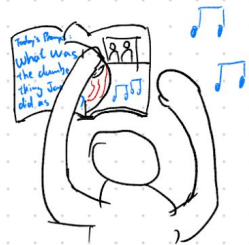
and she sees new prompt... how did she meet grandpa?



Grandma thinks about the sweet stories...



Grandma remembers this one time she and grandpa went out and the music...



Jack experiences the story...



Jack flips the page, sees mom's entry on the song and grandma.



Jack also takes part in narrating his memories of grandpa



Jack misses Grandma who passed away... But Grandma is still here



Sack packs and leaves dorm.



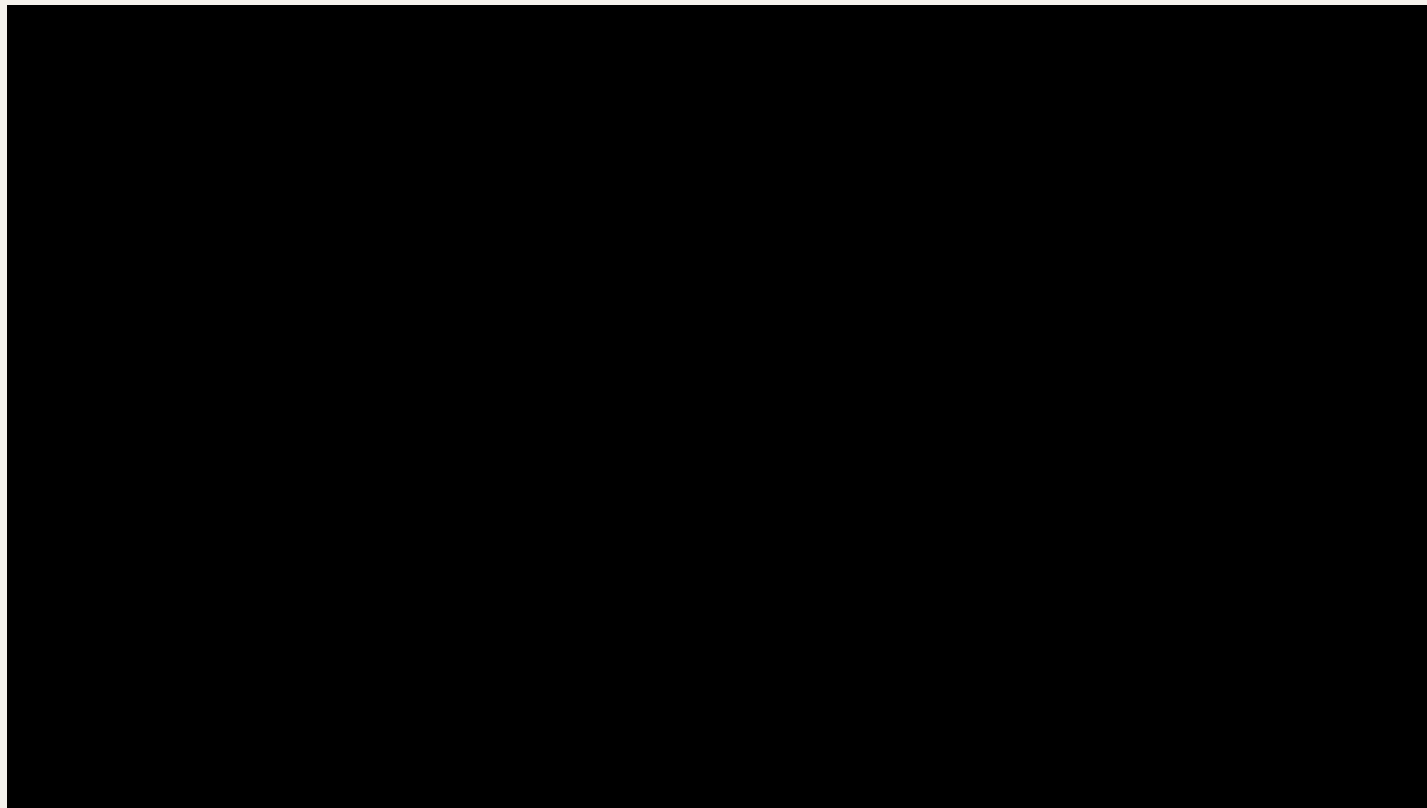
Grandma hears knock on the door.



Reunites with Jack!

Kin

Our Video



06

Appendix



Story, written out - part 1

- Jack, from his dorm room, is busily working, his grandma calls, and he ignores it, looking annoyed
- Grandma, from her assisted living apartment, is paging through a calendar and sees that she hasn't spent time with her family in months
- Grandma sees the "FAMILY STORY" book (represents our app) as it lights up signifying a new prompt
- Grandma opens the book, sees a prompt, thinks about it, and happily speaks aloud her response to the prompt **MODERATE TASK: *Seeing a prompt and responding to it***
- Jack notices a notification on his book that there is a new story, and he excitedly drops his work to check it out – signifies the value he puts in the book
- Jack opens the book and sees grandma's memory, and a video representing the memory comes on screen - **SIMPLE TASK: *Reading and experiencing a story***
- Jack begins laughing
- Grandma begins flipping through pages, seeing more prompts, to which she responds with a song

Story, written out - part 2

- Jack flips through the pages of the book, experiences the memories through seeing the photo and hearing the music aloud, and also overhears a comment from his mother, to which he replies by writing into the book (what he is writing is conveyed through a voiceover)
COMPLEX TASK: *collaborate and interact with family members through seeing and responding to people's reactions and comments on a specific story*
 - After all the reminiscing, Jack misses his grandparents
 - Jack realizes he needs to go see his grandmother to reconnect
 - Jack runs out of the room
 - Grandma hears a knock on the door
 - Grandma and Jack reunite, making grandma less lonely and showing Jack the importance of staying in touch with family
-