



Kith & Kin

IT TAKES A VILLAGE

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Kith = friends

Kin = family

Kith&Kin means Friends & Family with a fun twist to it

Represents the types of support network users will find

Although other apps might relate to our value proposition, Kith&Kin specifically caters to parents of younger children in finding social networks and support system while our competitor apps have either too broad of a reach or strictly targeted towards women





Problem & Solution

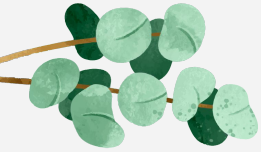
Problem	Solution
Parent Isolation & Loneliness	Meetup with other parents 1-on-1 with similar child age group, location proximity, language spoken, etc.
Limited Support Network	Share and celebrate each other's small parenting milestones within close network of friends (i.e. BeReal)
Difficulty Finding Resources & Parenting Questions	Ask for help & questions on community board to learn new remedies/ tips while bonding through shared struggles





01

Market Research



Nextdoor - Direct Competitor

Kind Neighbor Pledge

Be helpful

Keep posts and conversations constructive, even when opinions differ.

Lead with respect

Remember that your Nextdoor neighbors are a part of your offline community, too.

Do no harm

Don't engage in activity that could hurt a neighbor or put them in danger.

All are welcome

Racism, hateful language, and discrimination are expressly prohibited.

I agree

Features:

- Creates an online platform for building communities with neighbors
- Lets you connect to people you already know by sharing contacts with other accounts, your phone, send automated invites, etc
- UI is very intuitive, similar to other social media apps like Facebook
- Handles moderation with nudges and ability to report posts

How we're unique:

- Focus on families specifically, not just all neighbors
- Have more specific resources/groups for things like searching for a professional pediatrician, rather than in general chat



Nidhi Khetan

College Terrace • 1 hr ago • 🌐



Hello All, I am a first time mom expecting a baby this November. Looking for a pediatrician near Palo Alto. Any recommendations?

Be the first to react



Like



Comment



Share



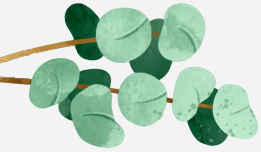
Social.mom

Pros

- Combination of social media & expert advise videos
 - Users authenticated
- Customizable distance and child age
- Telemedicine services with answers from doctors 24/7
- Questions answers platform among parents
- Cute graphic & pink visuals targeting audience

Cons

- Telemedicine fee starting aat \$30/mo
- Our app additionally has community event gathering posts
- Unlike Social.mom, our age group isn't as broad and caters to parent of infants up to age 6
- Our app is inclusive of parents of all genders, unlike Social.mom



Wunder by Understood

Wunder is a free community app for parents of kids with learning and thinking differences, like ADHD and dyslexia

What works:

- Wide range of topics and expert-approved advice in content library and resources tab
- Ability to personalize app based on background and interests
- Ability to connect with experts in the app

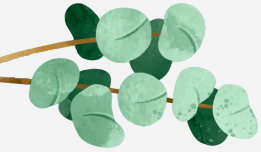
What could be improved:

- Parent community can be intimidating and some are not very interactive ie there are several posts but few conversational threads
- Wunder places you in private groups based on your selected interests which limits your experience

What makes Kith&Kin unique and implications:

- Narrower target audience: parents of children aged 0 - 6 years.
- Ability to private message other users to foster one-on-one interactions
- Takeaway: include community moderators and expert-verified informational pages





Peanut-App.IO

What works:

- The app offers a variety of support groups for moms with different topics ranging from diets, nutritions, health, sports, to sleep.
- Diverse community with a lot of moms from different backgrounds.
- Lots of message boards with lots of definitive guides for moms on FAQs.

What doesn't work:

- Identity and safety checks are a concern, as many have reported that males catfishing as women to meet mothers on the app. No way to verify identity
- Meetups tend to be for moms who want to playdate for their kids. For mothers whose kids have special needs, it's really difficult.
- A lot of unrelated contents: sexy selfies, online sellers trying to find an audience, propaganda.

What we can take away:

- Identity and safety checks are really important and needs to be enforced
- Filters should help to match moms with similar interests, backgrounds to help with compatibility
- Work on interface and navigation to ensure moms are aware of what resources are available to them without being lost in the app.





02

Values in Design

Simple Leaves



Stakeholders


Direct

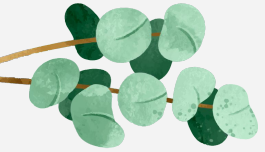
Parents: main users of the app who are meeting with strangers and interacting with questions and milestone celebrations

Indirect

Children: the experiences and advices shared on the app will influence the children's health and wellbeing

Educators/ childcare workers: they spend most time with children and their responsibility of giving childcare advices would be reduced with the app providing spaces for parents to ask questions and connect





Ethical Implications

The Scandal: Worry about safety; “Man met on community app kills mother of 3”

Our app would need to have security measures to screen users, create a sense of trust, and protect the privacy of users. We would also include guidelines for safety in our user norms, the option to report users, and community moderators.

The Siren: becoming an influencer platform, becoming toxic/parents comparing themselves

Our community guidelines could include a walkthrough on empathy and supporting peers. We would also have the option of only sharing posts within private groups where members are mutual friends.





03

Tasks





Simple

Schedule a meetup with a parent (swipe left/right) + filtering community (languages)

Private messaging (connecting with schedule meetup)

Parents RSVP to a local event or one-on-one

Search for profile and add parents to your neighborhood

Moderate

On community board, ask a question on a message board

Creating specific smaller community group (“moms who cook”)

Filter parents based on interests and backgrounds

Complex

Schedule and joining video calls

Share a recent parenting win with your friends (“villagers”), respond and interact with others

Blocking a harmful member / able to moderate / reporting contents

Able to set a max number of contacts you make (hid profile once they have met certain number of people, feature to set your interest in meeting up





04

Storyboards

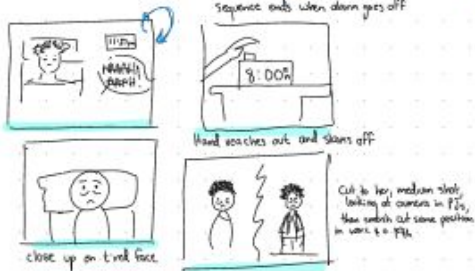


Storyboard

Community App Storyboard - Key frames

1 Parent trying to sleep classical music playing → Crying starts on background track to bed and REPEAT → Sequence ends when dawn goes off

- Settings**
- Blue: Terrace bed
 - Orange: Huddle room
 - Yellow: Terrace, chair
 - Green: Office (Room)



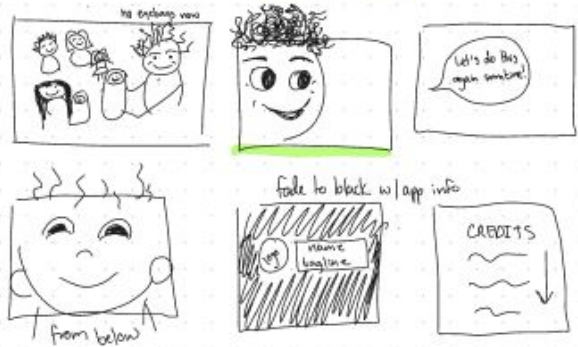
2 Cut between the different faces. Series of post-it's ripped off frustration "Sleep: none", "Food: starvation", "Blood pressure: rising"



3 Lots of office for March. In a helpful slightly concerned non friend



4 **Key frame:** original graphical message



Storyboard



Parent trying to sleep
classical music playing

→ Crying starts in background
back to bed and REPEAT

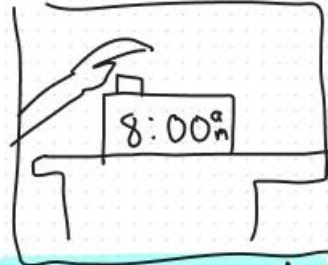
sequence ends when alarm goes off

Settings

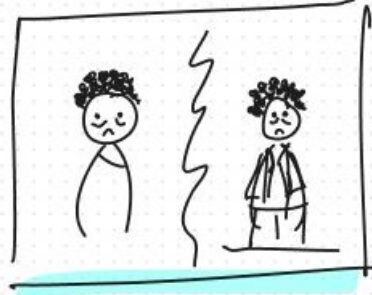
- Bedroom: Terzi's bed
- Office: Huddle room
- Cafe: Tresidder, Union
- Outdoors (Running): Lake Lag



close up on tired face



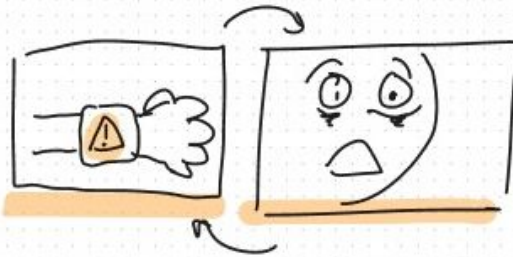
Hand reaches out and slams off



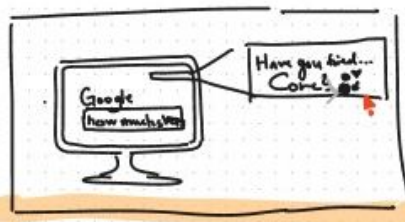
Cut to her, medium shot,
looking at camera in PJs,
then smash cut same position
in work & o pffh

Storyboard

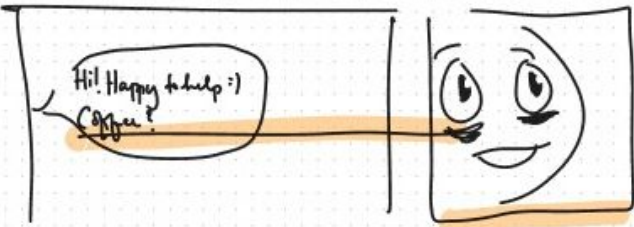
2



Cut between this & distressed face
Series of post-its ripped off frantically
"Sleep: none"
"Food: starving"
"Blood pressure: rising"



Key task:
post to a message board



Storyboard

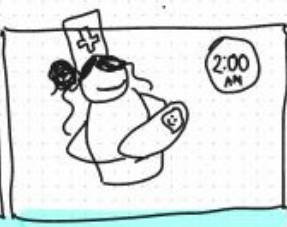
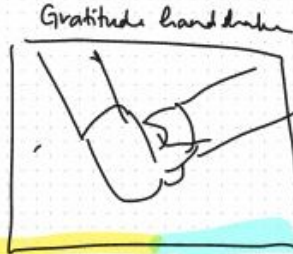
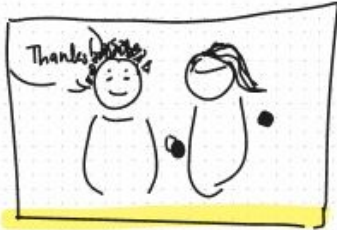
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Key task:

connect with other parents
1-on-1

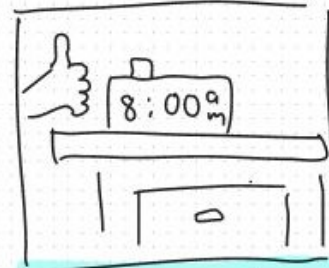


Lots of coffee for March & a helpful, slightly concerned new friend



Zoom in

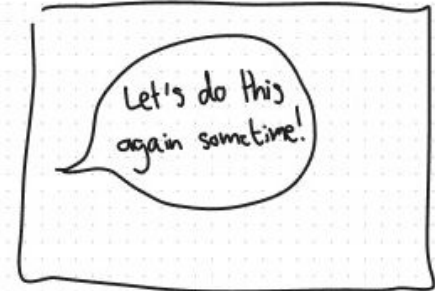
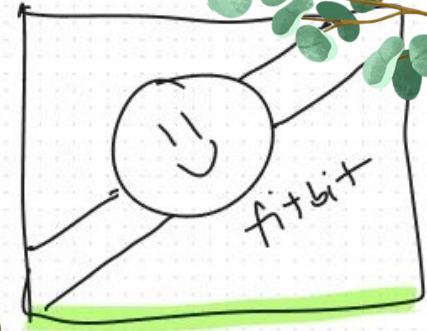
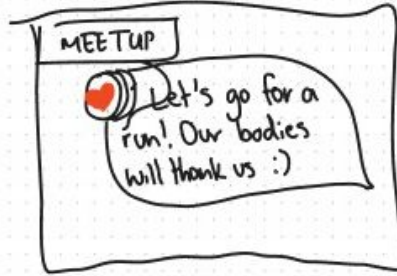
Zoom out



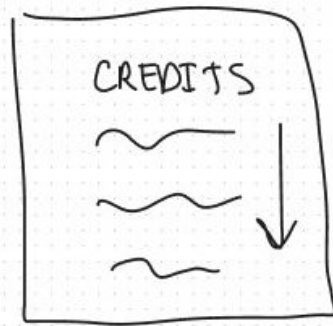
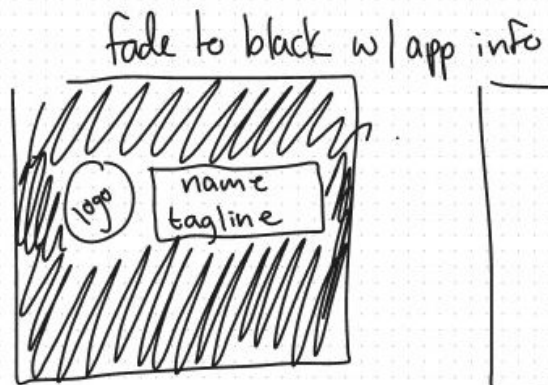
Storyboard

4

Key task: organize group/local meetups



Storyboard



05

Concept Video



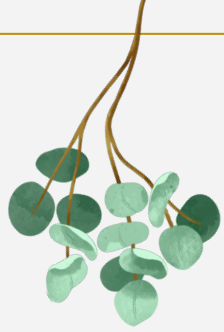
<https://youtu.be/GPwThWVgZmw>



06

Appendix



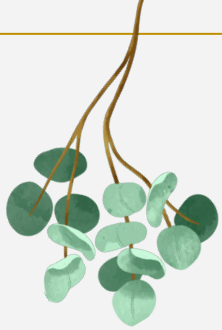


More Similar Apps

Sober Mom Squad:

- A place for moms who are sober or who are just dipping their toes in exploring an alcohol free lifestyle, and everything in between
- Resource libraries for moms who are trying to stay free of alcohol
- Sober Mom Sis (Support in Sobriety)
- Community support for mothers who have alcohol addiction





simple tasks

To continue

schedule a meetup with a parent (swipe left/right) + filtering community (languages)



private messaging (connecting with schedule meetup)

Tarish Dabur

parents RSVP to a local event or one-on-one

Tarish Dabur

search for profile and add parents to your neighborhood

Tarish Dabur

Type anything, @mention anyone

Tarish Dabur

Type anything, @mention anyone

Tarish Dabur

moderate task

To continue

on community board, ask a question on a message board



Tarish Dabur

creating specific smaller community group ("twins who cook")

Tarish Dabur

filter parents based on interests and backgrounds

Tarish Dabur

Type anything, @mention anyone

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Type anything, @mention anyone

Tarish Dabur

complex task

To continue

scheduling and joining video calls

Tarish Dabur

filtering people within a certain miles

Tarish Dabur

being able to set a max number of contacts you make (hide someone's profile once they've met certain number of people, feature to set your interest in meeting up if they're only using app for community board)

Tarish Dabur

share a recent parenting win with your friends ("villagers"), respond and interact with others



Tarish Dabur

blocking a harmful member/ able to moderate / reporting contents

Tarish Dabur

Type anything, @mention anyone

Tarish Dabur

Video Ideas

New parent moves in, needs something for their baby (some advice/equipment/resource/community), gets on the app, finds a parent and meets up, gets the info, posts about it in the accomplishments ("TL...")

parental community → improves parental health
sleeping + eating + complications = new born's health → most stressful

filtering parents with new borns.

Harsh

Include the song survivor by reba

Harsh

Parent w an unhappy kid for some reason, searches on the app for tips, meets up with parent and their kid, ends with an event with everyone from the app and a happy kid. survivor by reba is playing

Harsh

Have a cut of three separate parents who are lacking at some tasks of parenting: 1 for feeding, 1 for putting a child to sleep, 1 for bathing. Have some realization solution moment where the app appears?

Harsh

