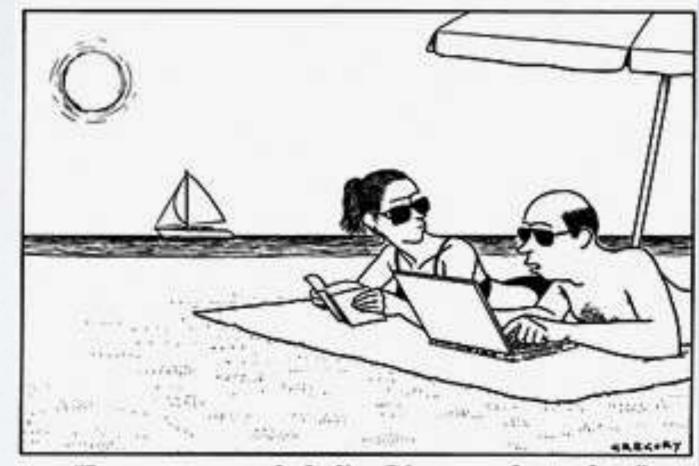
KinX

Brandon B., Jiakun L., Tony W., Shahab F.

The problem

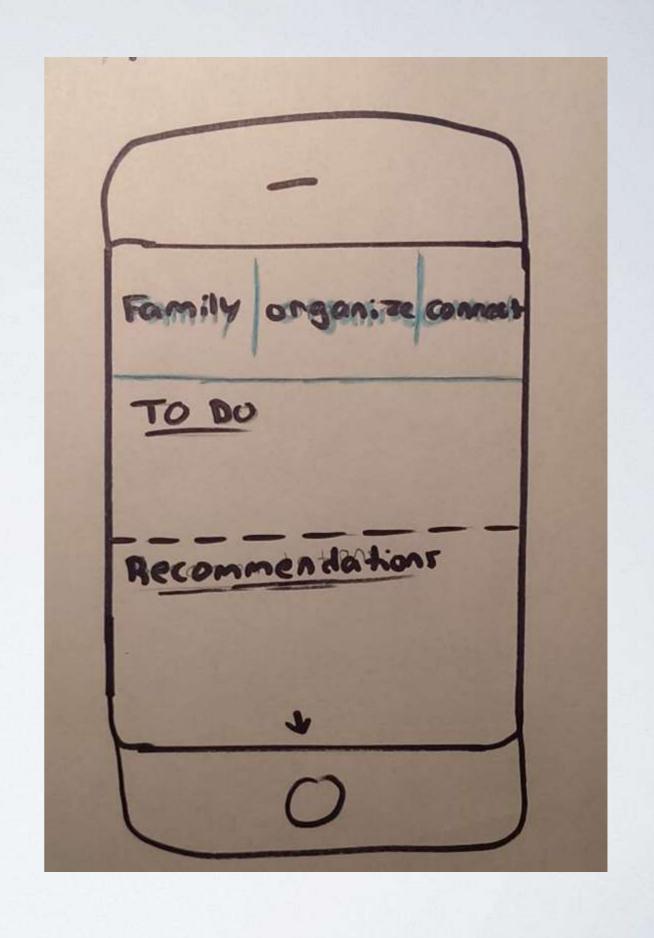
- People have less
 quality time to spend
 with their families:
 - · Workaholic culture
 - Fewer people meeting in person due to online social networks
 - Not enough clear overlap in people's free time



"I am not a workabolic. I just work to relax."

Our solution & value prop

KinX works on three fronts:
Family,
Organization, & Connection



Contextual inquiry:

- · 8 interviewees interviews
- Ages ranging from 17
 to 75
- · Common user values:
 - The ability to spend more time with their families without hurting other aspects of their lives (e.g., careers)



Existing behaviors













Data summary

Mobile is a great platform

People use a variety of sources to communicate and organize family-related events

Source used	Age	Sex	Occupation
Mobile Apps + In-person	17	M	High school senior
Mobile Apps + text	18	M	Going to college
Fb + mobile apps	20	M	Student (non- Stanford)
Mobile apps	37	F	Professor
Text + phone	54	F	Homemaker
Phone + in- person	55	M	Engineer
Phone + in- person	55	F	Homemaker
Phone + text + in-person	75	F	Retired

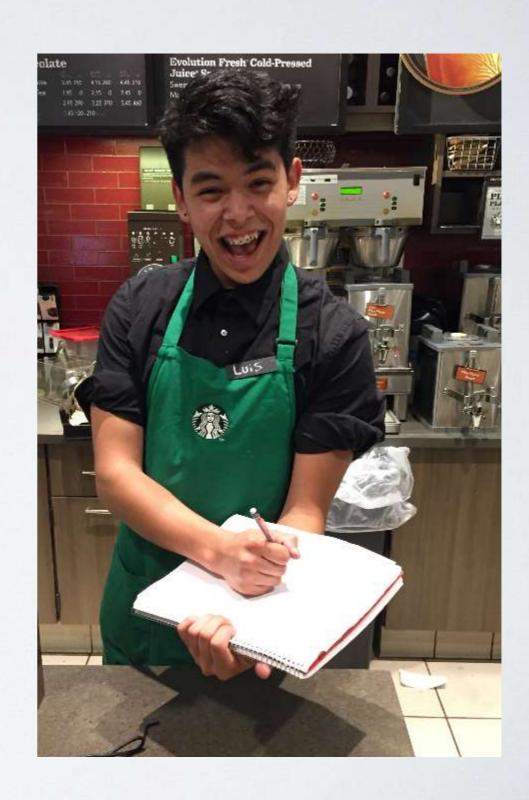
KinX: task analysis

- New behavior: One app solution
 - fb is to individuals
 as Linkedin is to
 professionals as
 KinX is to families



Some sample questions

- 1. How does your family predominantly communicate?
- 2. Where do you feel any communication gaps occur within your family?
- 3. How often do you text the people in your family?
- 4. Do you have a family group chat?
- 5. Do you ask other families how they operate?
- 6. What is your preferred device to use? How often do you use it? What else do you use often?
- 7. Do you value the input of your friends higher than that of reviews from something like yelp?

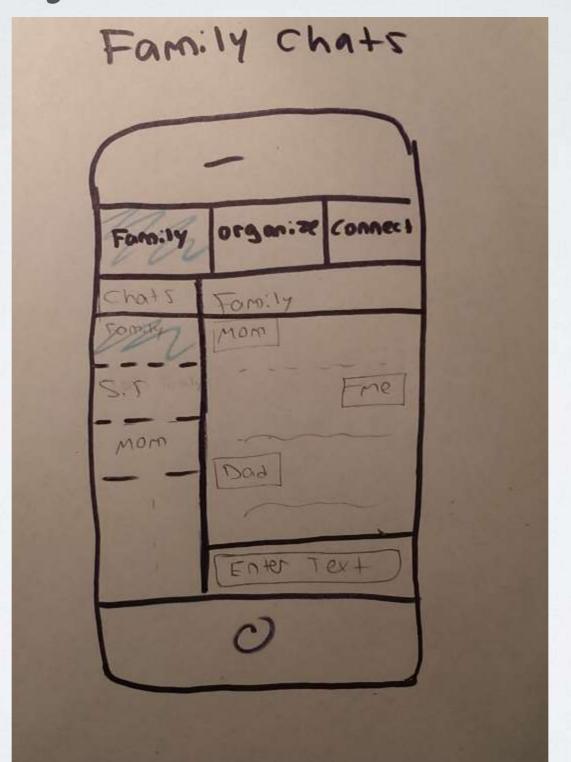


	1	T
Family Family	Type of Service	
Photo) Name	Location Close Friends	
Location: Startad	Restaurant V Try the Aniel Rice!	
Location: Starting,		
Location:	図二	
	Wanny X =	100000000000000000000000000000000000000
	三克堂	
Friends Review against Chat	Friends Review Organical Chat	*
1		
1	7	
Post Status	Tasks	Hom: When are you John: Soon. Dad:
	Buy Milk	Grandma':
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18 18 19 19		
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Friends Reviews Oganze Chat	Friends Review Organize Chat	Friends &
		Friends Review Organize chat

Kinx is a one app solution that allows for communicatio n & organization KinX works on three fronts: Family, Organization, &

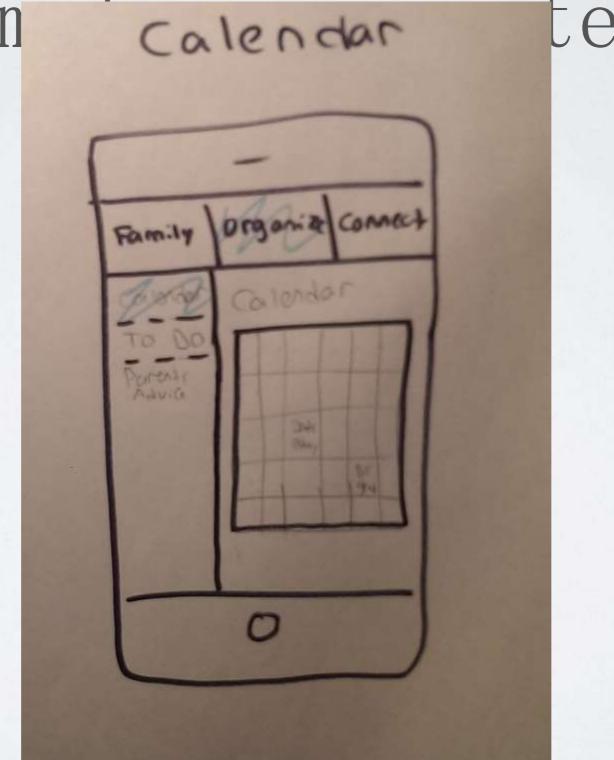


KinX facilitates intrafamily communication

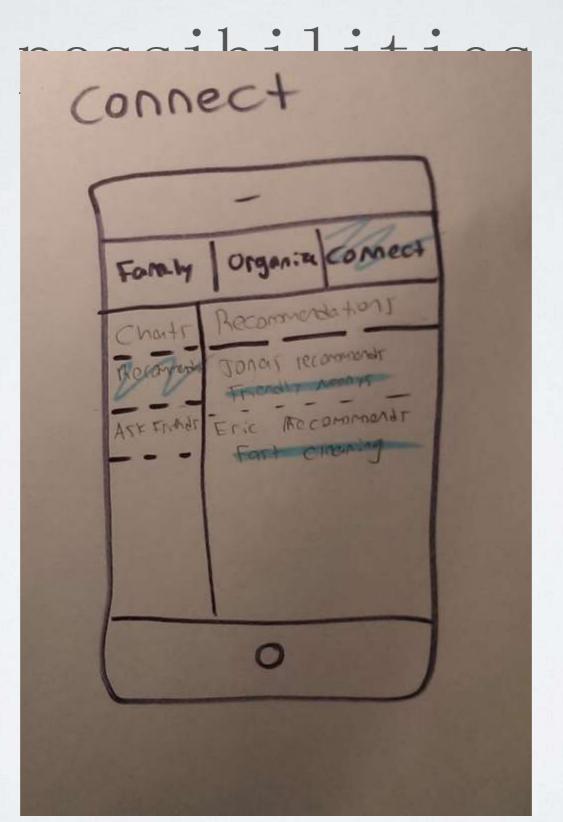


The app provides structure and organization to help

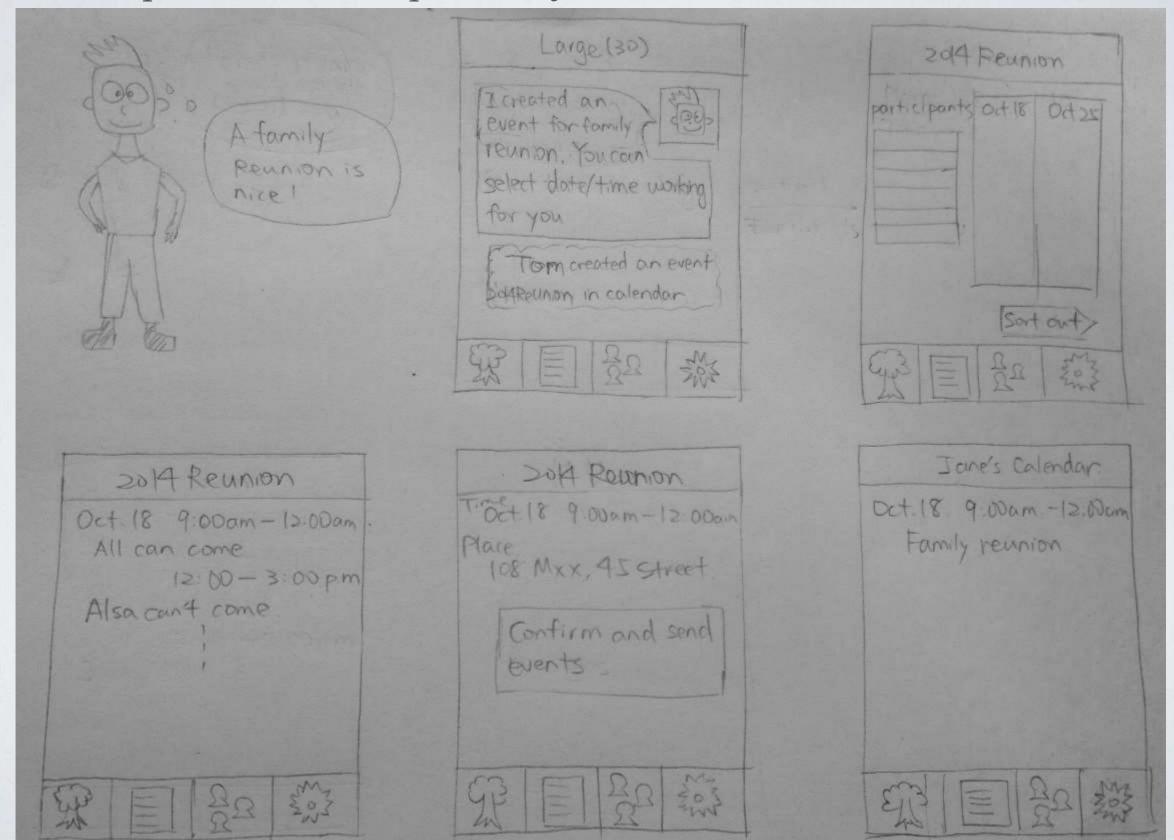
fan calendar



KinX enables inter-family communication, enabling many



Through KinX, families can streamline busy work and spend more quality time with each other



The different functionalities of the app come together in a streamlined fashion across both

communication & organization Calendar MINE * NEW MESSAGE I'm on a busines trip next Tue Can you and mom help to take care Karen & Me of Jimmy? Karen Sure, when are you learnes Jane Jane sent an event to I hope mom and dad can help me babysit Jimmy. My Calendar Jane's request My Calendar Oct. 21 Tue Elanpsent you an event Babysitting at Jone's babysitting Jimmy sun Mon Tue wed Thu Fri nome Add to calendar Pismiss

KinX

Bringing families together