

# KinX

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# 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

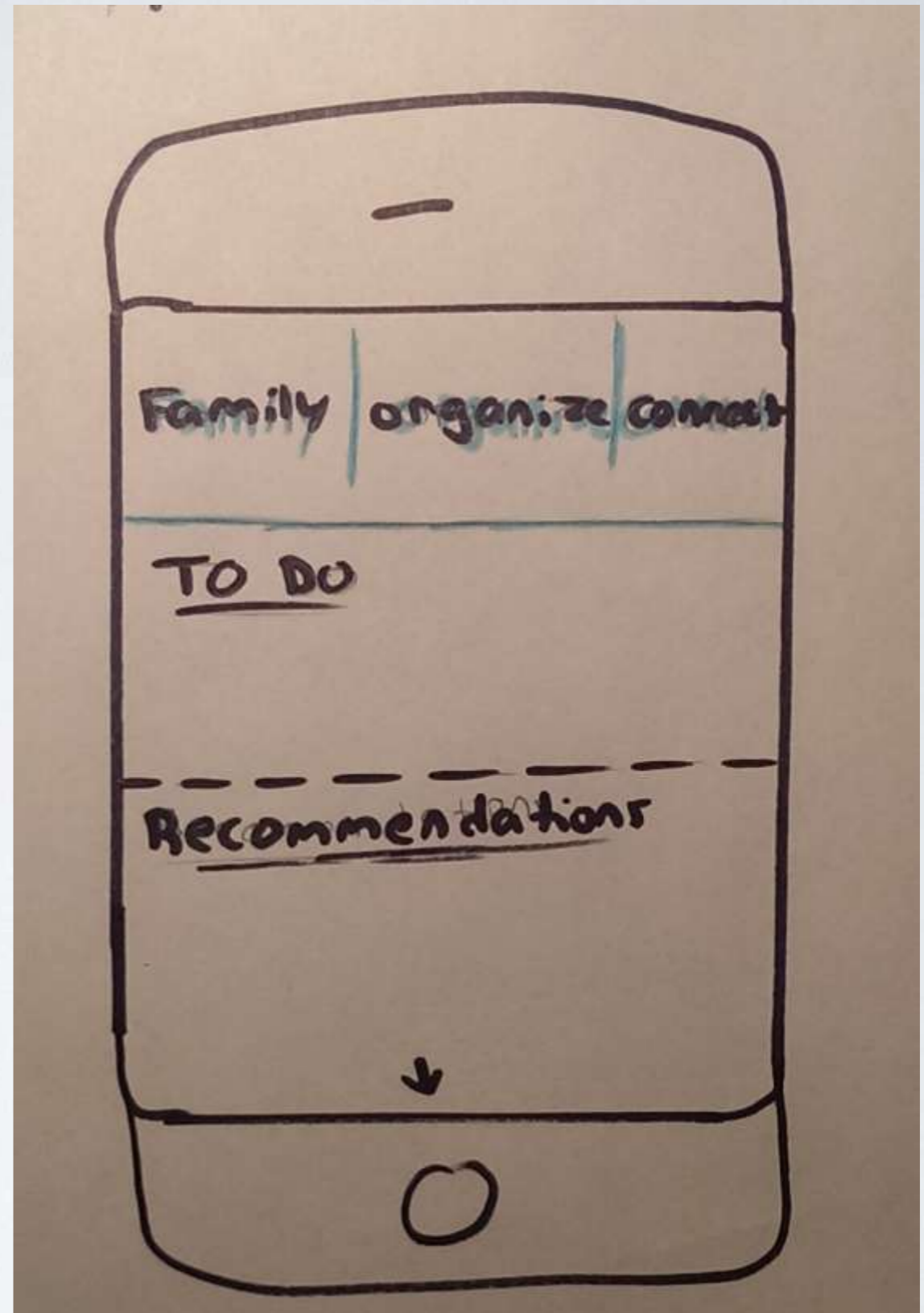


*"I am not a workaholic. I just work to relax."*

Our solution  
& value prop

KinX works on  
three fronts:

Family,  
Organization, &  
Connection



# Contextual inquiry: interviews

- 8 interviewees
- 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

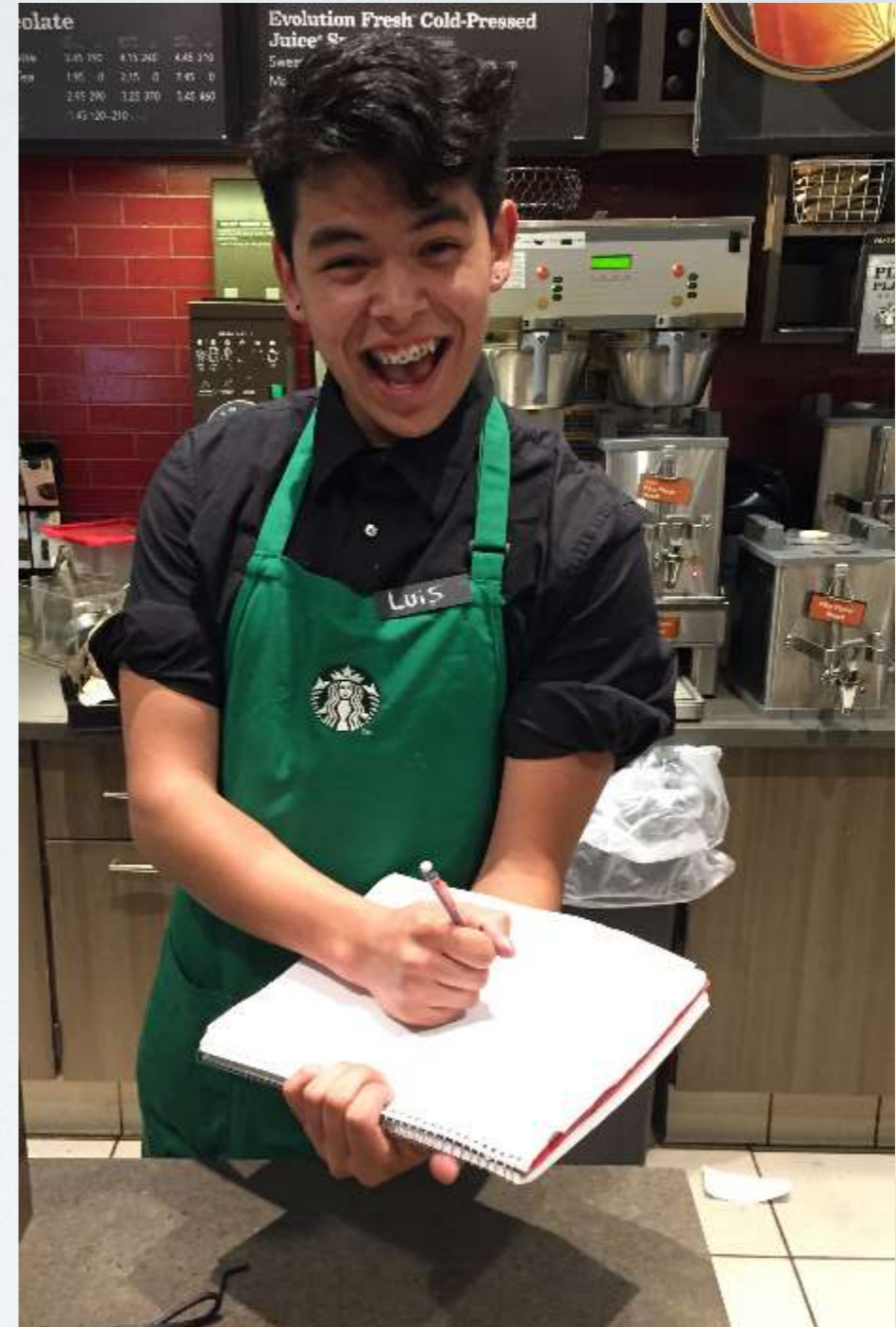
# KinX: task analysis

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



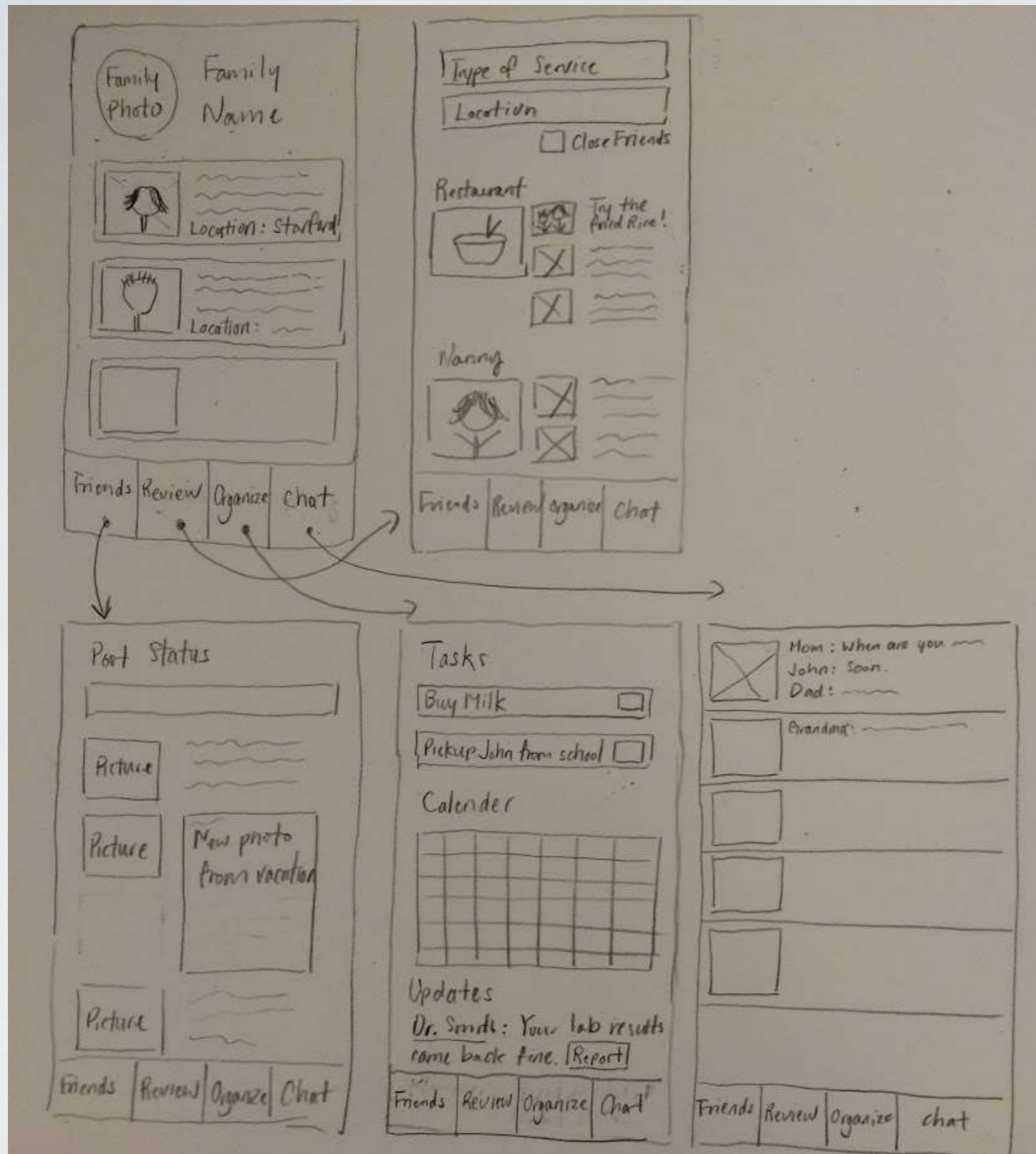
# Some sample questions

- 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?

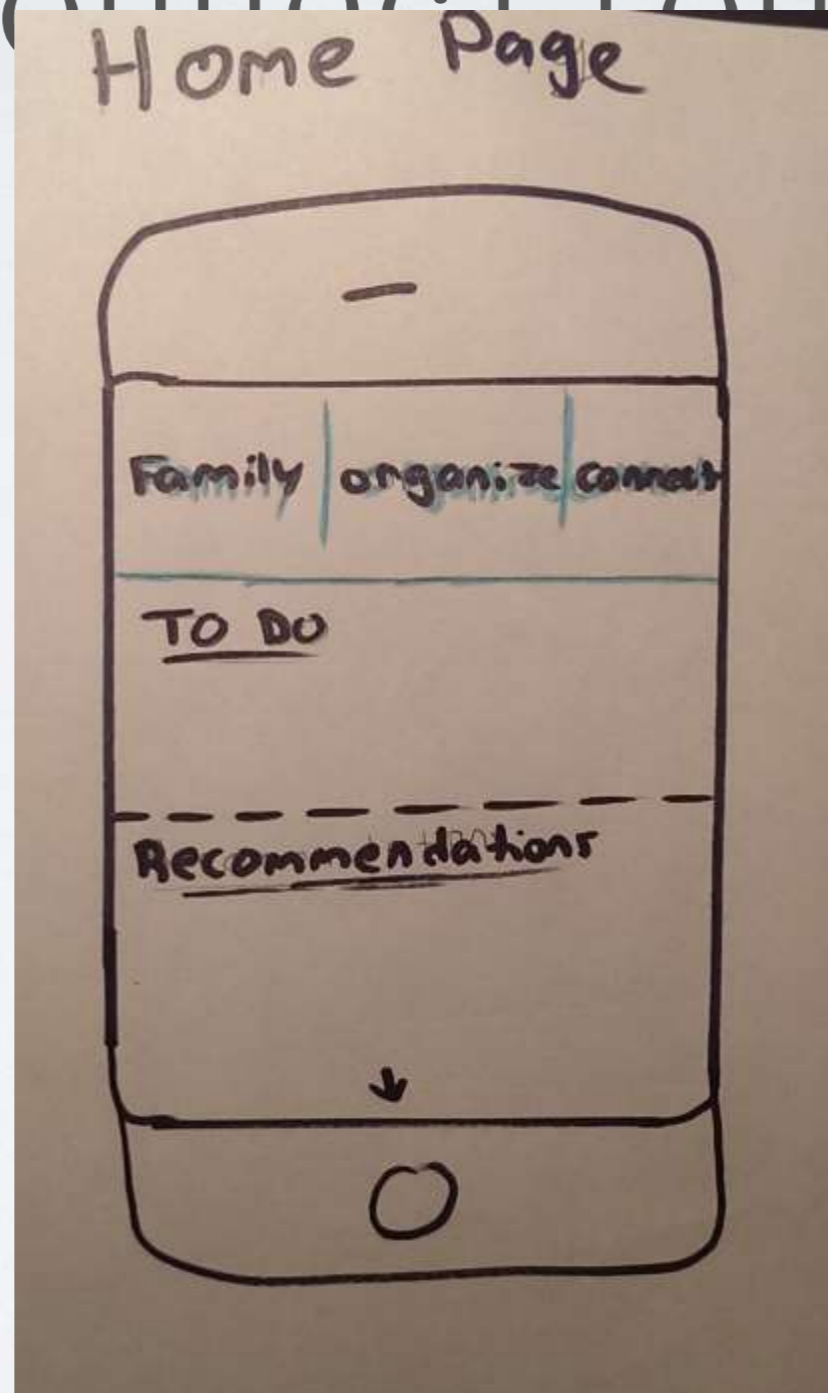




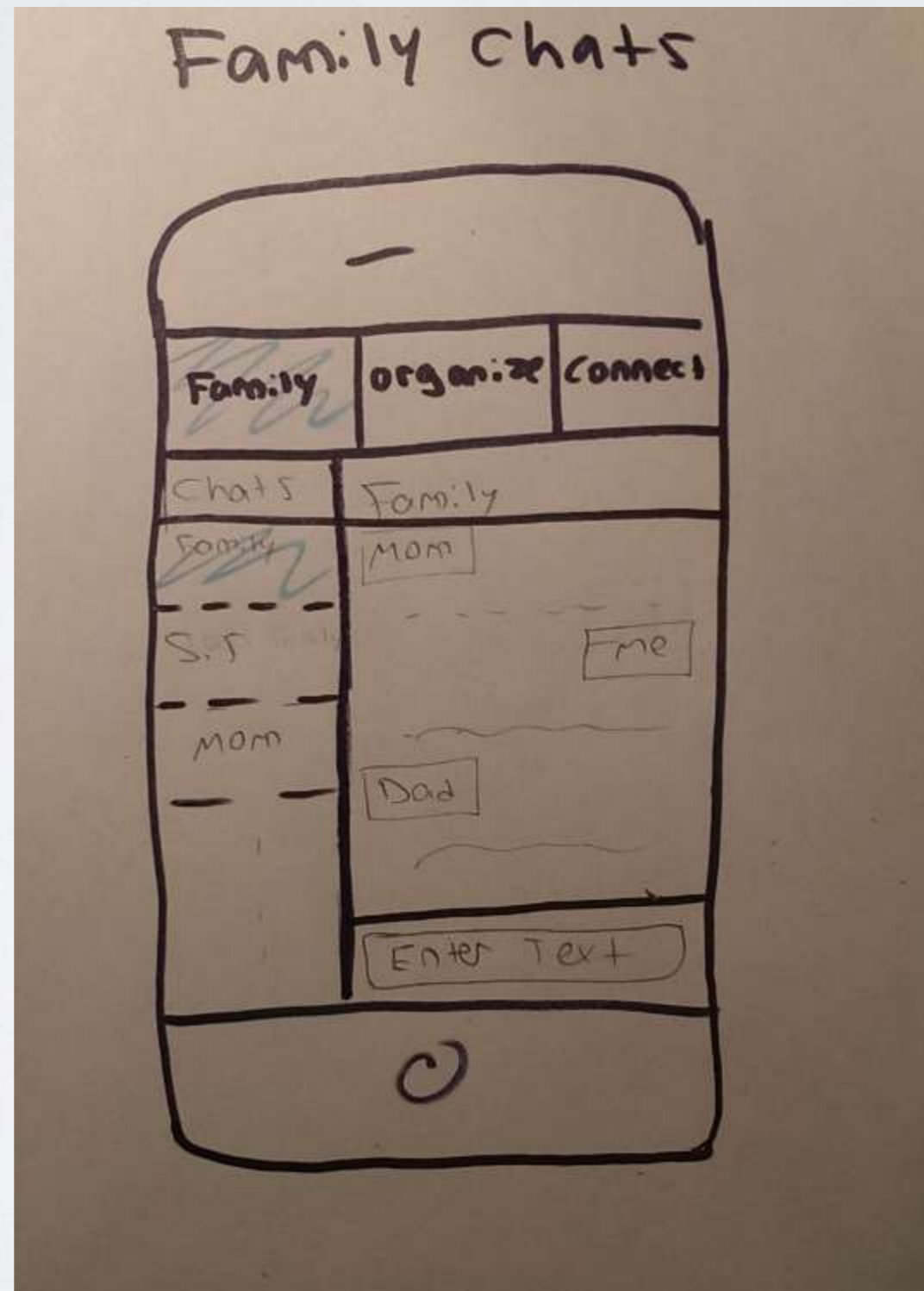
KinX is a one app solution that allows for communication & organization



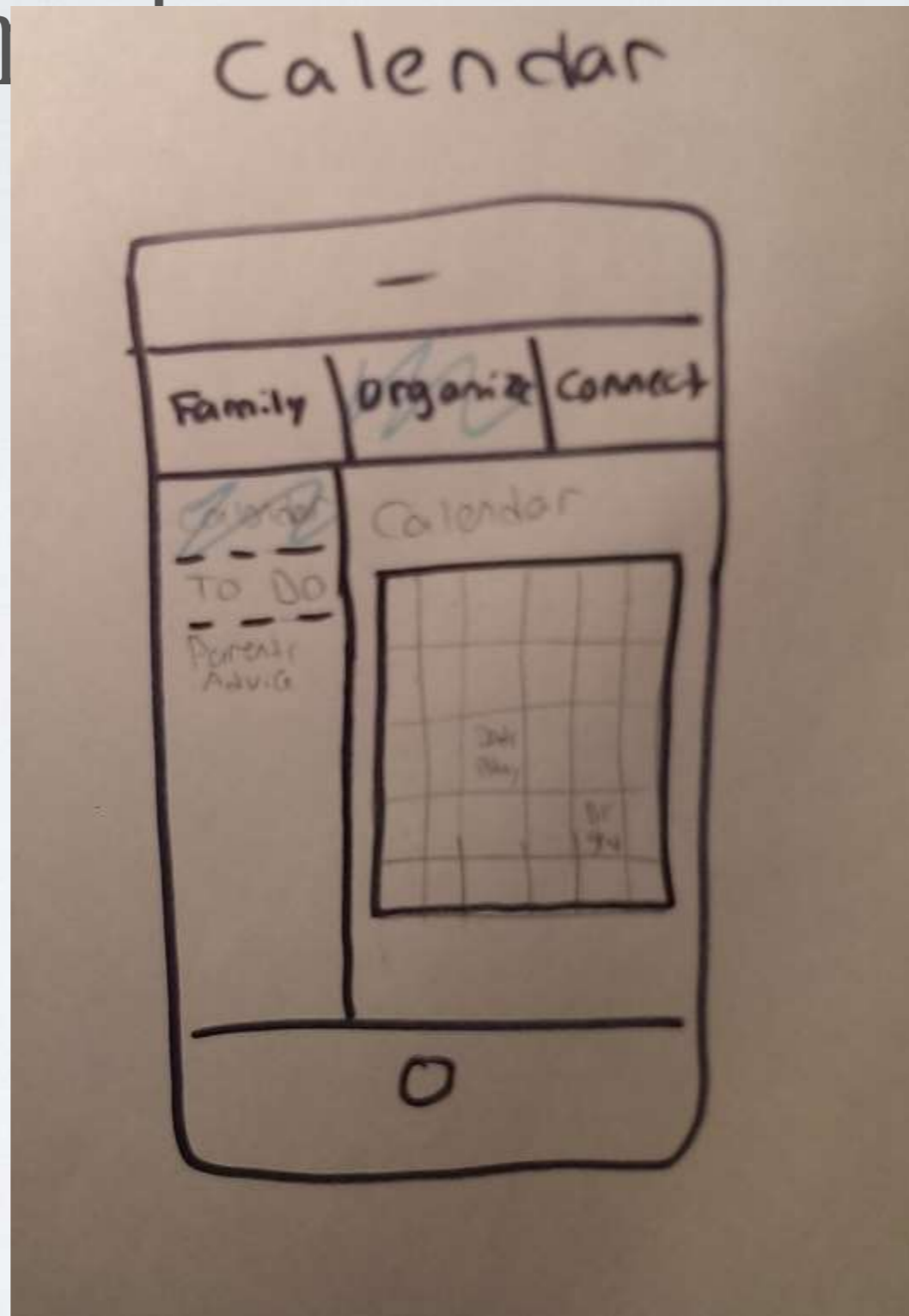
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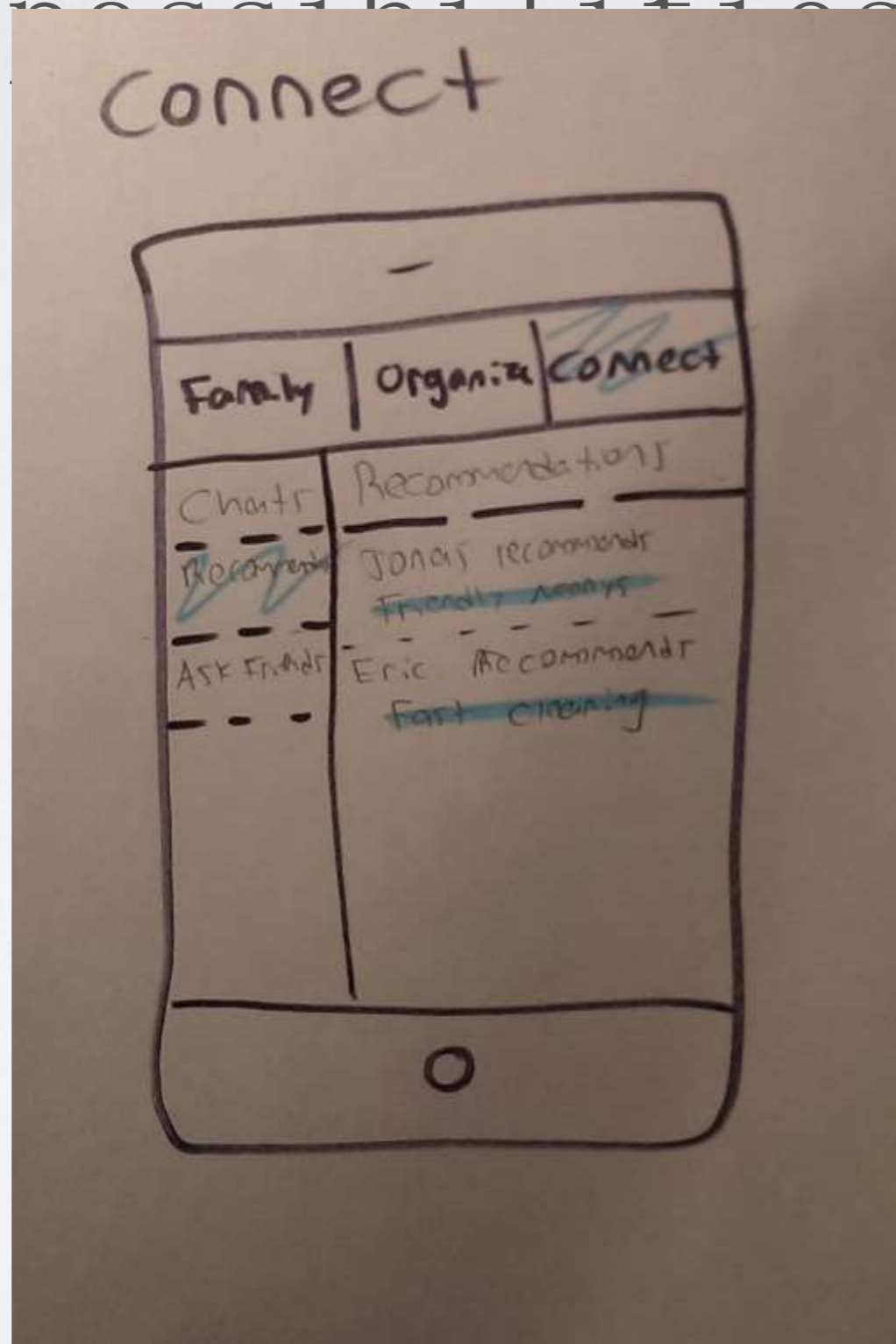
# KinX facilitates intra-family communication



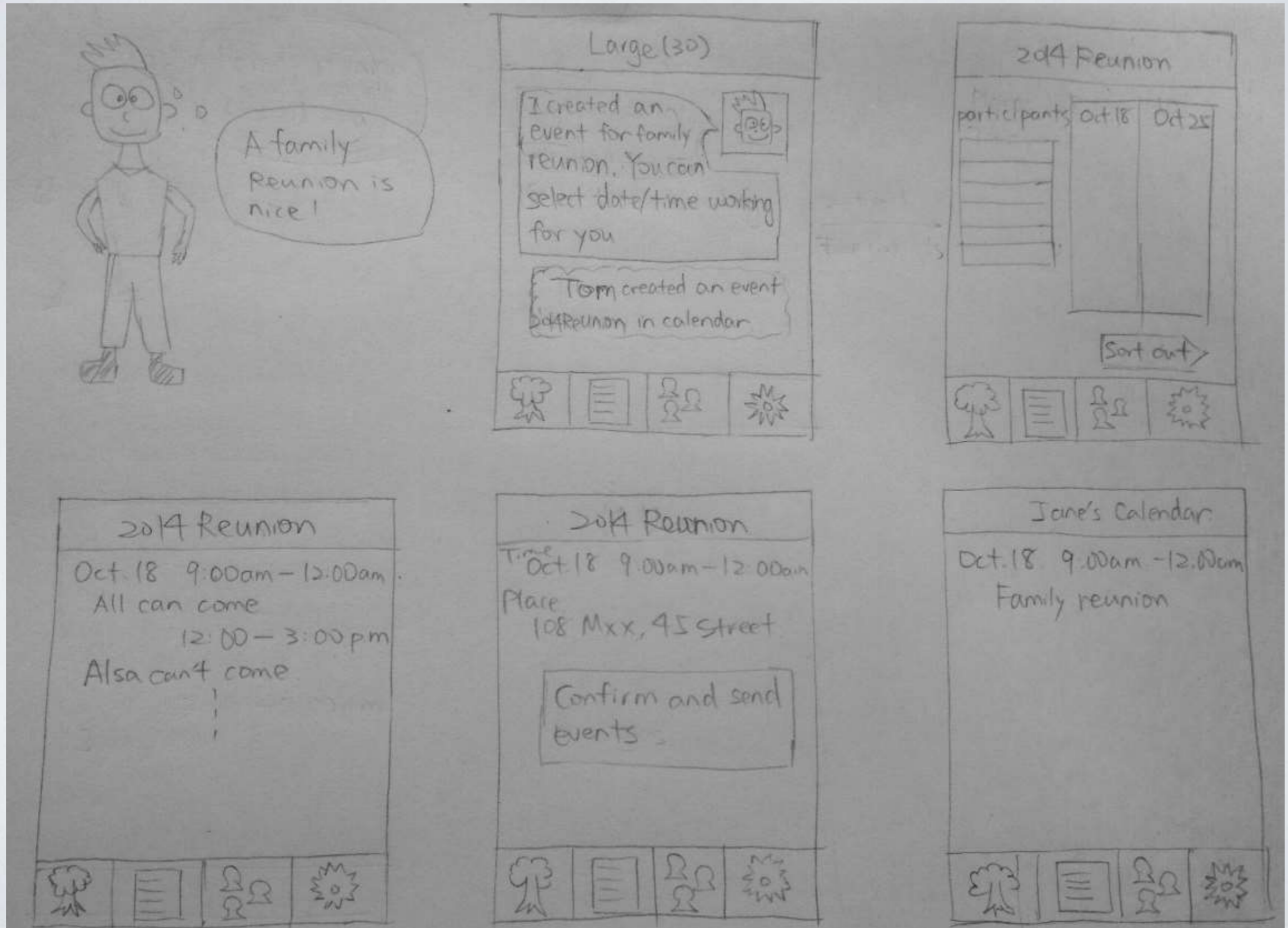
The app provides structure and organization to help families.



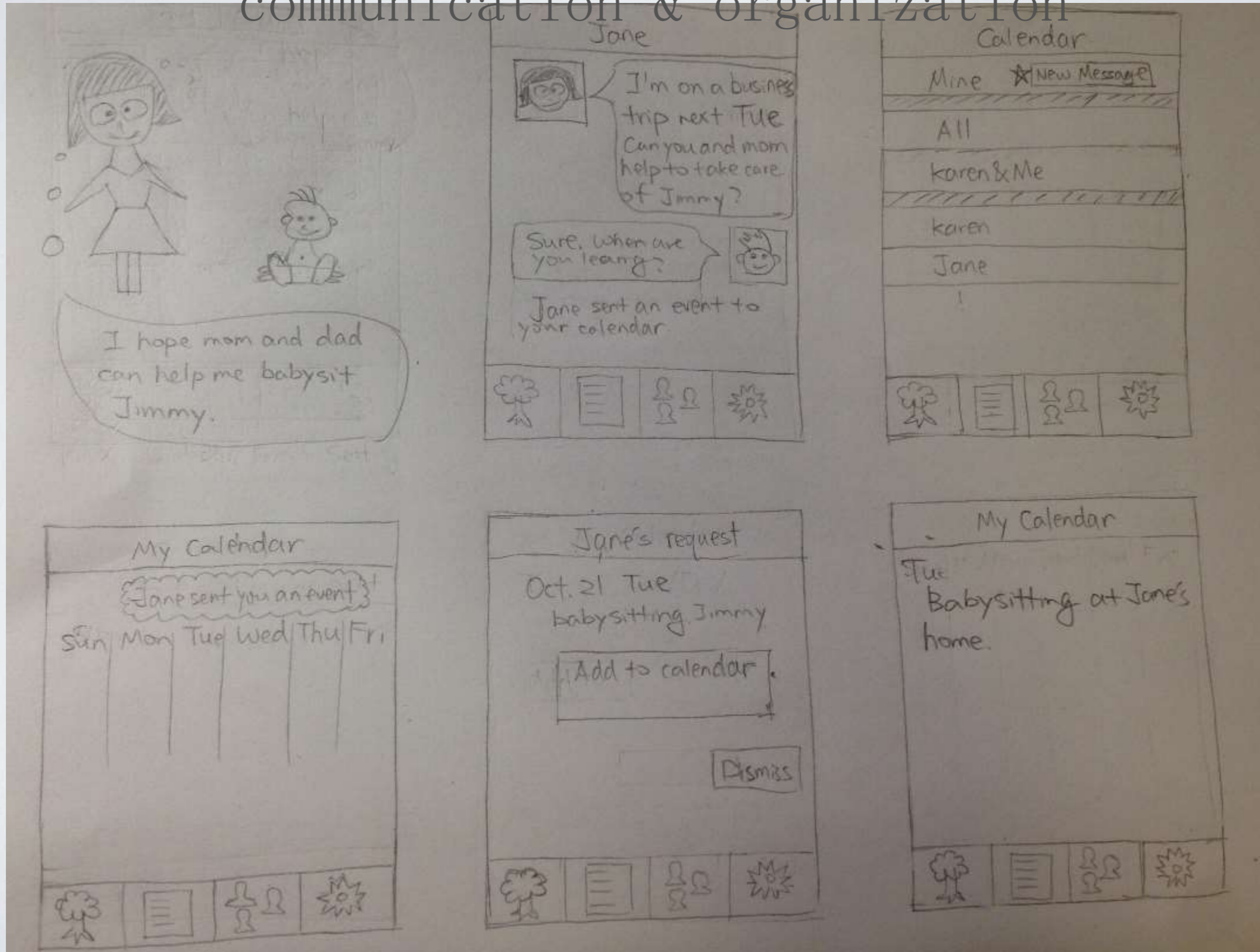
KinX enables inter-family communication, enabling many possibilities



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



# KinX

Bringing families together