

<p>Problem</p> <ul style="list-style-type: none"> • No effective way to divide limited family resources among everyone in a household • Poor coordination for the planning of tasks/events among family members • Struggling to stay up-to-date with other family members' lives <p>Existing Alternatives</p> <ul style="list-style-type: none"> • Cozi • Google Calendar • TimeTree • Sticky notes on the fridge 	<p>Solutions</p> <p>An app that</p> <ul style="list-style-type: none"> • Facilitates the coordination of resources • Has a feed that generates polls, to do lists, etc. to organize tasks and events • Internal/family news, also shared on the feed 	<p>Unique Value Proposition</p> <p>We provide a platform that allows busy families to stay connected and coordinate time/resources with minimal conflict.</p> <p>High-level Concept</p> <p>Calendly for resource-sharing and time coordination within a household.</p>	<p>Unfair advantage</p> <p>Access to a network of diverse people with different types of busy households.</p>	<p>Customer Segments</p> <p>Busy families in North America, composed of parents and dependent children.</p> <p>Early Adopters</p> <p>Canadian parents who have multiple children (all living in the same household) and limited resources that need to be shared among family members.</p>
<p>Key Metric</p> <ul style="list-style-type: none"> • Amount of active users • Number of positive reviews on the app store • Number of sessions opened 		<p>Channels</p> <ul style="list-style-type: none"> • Social media • Word-of-mouth • Internet ads • App website 		

Lean Canvas Supplement

Out of all possible customers, busy families in households that usually consist of multiple dependent children became the focus of this project. In particular, families in North America, where it is common for working parents to have multiple children who go to school, join extracurricular activities, or have personal errands, are likely to experience issues with conflicting schedules and shared resources. Parents of such households are expected to be the early adopters, as they are most likely the ones who oversee the general organization of resources, events and tasks within the family. Working parents must balance their jobs, children, household duties, and personal life, so they would be in need of help to coordinate it all.

After deciding on this customer segment, three key problems that busy North American families might be facing were identified. The problems are:

1. No effective way to divide limited family resources among everyone in a household.
2. Poor coordination for the planning of tasks/events among the family members.
3. Struggling to stay up-to-date with other family members' lives.

In an average North American family, a lot of the family resources, such as cars, TV, and so on, need to be shared among everyone living in the same household. The need to share will likely cause issues, between family members, when they want the same resource at the same time. In a family, it is inevitable to have situations where there is a need for two or more family members to coordinate together.

In addition to resource sharing, there are occasions when families need to work together to figure out distribution of tasks, or logistics of a family event. There is a need for extensive collaboration and organizational skills to successfully accomplish their goals. The collaboration and planning is difficult, and many problems can arise during this process.

Furthermore, it is often natural for people to want to stay connected with their families. However, it could be difficult for everyone to accomplish this due to a potentially large number of people in their families, and trying to deal with other aspects of their own lives. Oftentimes, it is not people's priority to stay updated with each of their family member's lives despite wanting to do so. There are social media platforms for people to share their lives, but these platforms are public. Content that is shared on social media is not the same type of content that could be shared within a family. Hence, there is not one platform where everyone in the family can comfortably share their lives with the rest of the family, while seeing real-time updates from other members as well.

To address these problems, first, the idea of scheduling when a particular family member can use a resource should be taken one step further. A software app seems to be a straightforward means for providing this solution. This app will facilitate the negotiation process of when certain family members can use limited resources in a household and for what purpose. The app will also aid in setting up prioritization systems for resource usage, allowing families

to customize these rules and resources to what their particular household has and notifying family members of scheduling conflicts that need to be resolved right away.

Second, busy families also need to figure out how to plan their time well so they can work with each other's individual schedules to coordinate events and tasks. To tackle this issue, family members can generate dynamic polls, to do lists, etc. on an internal feed that takes input from each member to finalize the scheduling of events and divide up tasks each person has to accomplish. Instead of having to do the manual work of checking each person's schedule, the app would take in each person's input and do that work for the family.

Lastly, to keep up-to-date on each other's lives, the feed can also display posts for relevant news from each member of the family. This allows family members to see only the updates that are relevant for their family without the added content from social media platforms that takes away from the experience of sharing the important highlights of one's life. As this would all appear in the same feed as the dynamic features to coordinate time/resources, busy families need only to check one source of truth to figure out all the conflicts that could arise, and get quick updates on every member's life, without the unnecessary back-and-forth discussion.

In analyzing the top twenty most popular iOS family planning apps, it was discovered that the commonality between these services was the scheduling feature. Such a feature allows parents to add events, such as family dinners, school concerts and more on a calendar. What these applications lack is a flexible 'engine' that helps allocate family resources, such as vehicles, spaces in the home, or even money. There are existing apps, such as Cozi or TimeTree, that have been successful in this market although they predominantly offer scheduling features. Modern Family 2031's concept is different from those competitors in that we offer a means to allocate family resources whilst competitors predominantly offer scheduling features alone. The resource allocation feature is a Unique Value Proposition (UVP) as there are no such products on the market that allow busy families to allocate their limited resources, such as vehicles, drivers, food, and money to particular family members. A part of our solution also involves a dynamic feed that family members can use to share their lives with each other in a low-maintenance manner. This feature also enables task organization within the family structure, such as the sharing of to-do lists and polls. This eliminates the need for busy families to manually coordinate amongst themselves as the app will do the bulk of the work for them.

The first key metric is the number of active users since a high number of active users means that the app is very popular and it can potentially become a big winner in this market. Another key metric to the app is the total number of positive reviews, which is positively correlated to the user growth rate. The last indicator is the number of sessions that the app generates, which can also be referred to as the number of times that a user opens the app. This is important because it measures the level of stickiness the app has. Higher stickiness means that the app keeps the users engaged as they regularly come back to use it.