

KeepMake

KeepMake Storytelling & Explainer Video Vision

SHOWING THE WHY BEHIND MEMORY KEEPING, NOT JUST THE FEATURES.

“A LIVING FAMILY MEMORY SYSTEM”

“A DIGITAL TIME CAPSULE”

“A PLACE FOR THE STORIES BEHIND THE MOMENTS”

USER EMOTIONAL JOURNEY

Realization

“I have thousands of photos I never revisit.”

Overwhelmed / nostalgic

Capturing Meaning

“This moment matters. I don’t want to forget it.”

Intentional / personal

Organization

“Wow... this is becoming our story.”

Comfort/connection

Recap and Emotional Payoff

“I forgot about this moment, change.”

Reflection / gratitude

<https://www.figma.com/make/73kEwbOs5u2DgXCc8vsue4/Storyboard-flow-for-KeepMake?code-node-id=0-9&p=f&t=MXWkp1VhMb6Bty3d-0&fullscreen=1>

THE MAIN OPPORTUNITY

CURRENT FLOW

- Save memories
- Organize memories
- View recaps


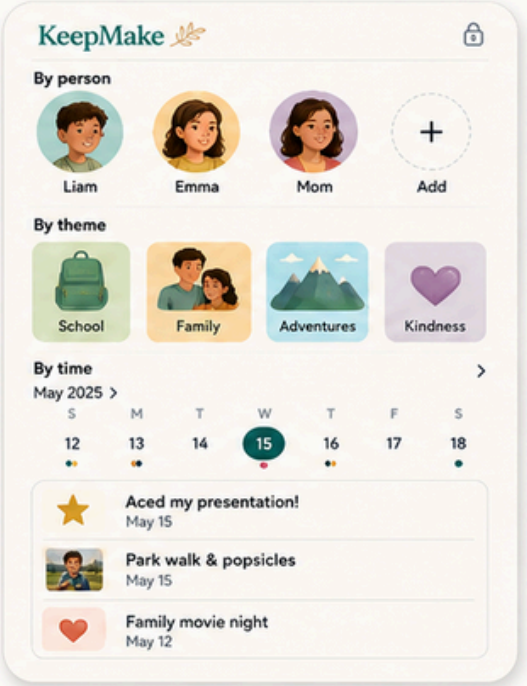
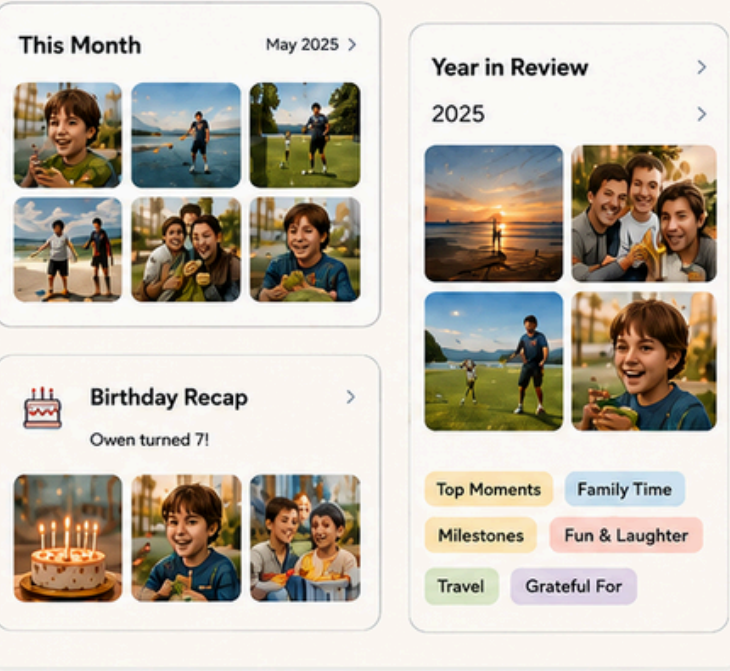
OPPORTUNITY

Add:

- emotional connection
- reflection
- nostalgia
- storytelling
- intentional memory keeping

Your year-in-review starts now.

Save one meaningful moment a week, and watch the story of your year take shape. ♥

- 1 Save One Moment a Week**
A quote, a win, a favorite, or a memory you don't want to forget.

Guided prompts help you notice the big and small moments that matter.
- 2 Everything Auto-Organized**
Keep the story behind each moment, and look back by person, theme, and time.

Your family's private time capsule for the moments that matter most.
- 3 The Story of Your Year**
Your moments become a keepsake: monthly recaps, birthday snapshots, and year-in-reviews.

Connect with loved ones and share selected memories — only with who you choose.

STORYBOARD STRENGTHS AND WEAKNESSES

STRENGTHS

- clean visual layout
- intuitive flow
- approachable onboarding
- family-oriented tone
- easy-to-understand structure
- recap concept is strong
- organization system feels simple

GROWTH OPPORTUNITIES

- WHY memories matter
- Passage of time
- Emotional reflection
- Less feature walkthrough

Clarify why this is:

- not just another family app
- not another camera roll
- not social media

WHAT MAKES KEEPMAKE DIFFERENT?

KeepMake Is More Than a Camera Roll

More than:

- photo storage
- journaling
- social sharing
- recap slideshows

KeepMake Becomes:

- a digital time capsule
- a family memory archive
- a living storybook
- a space for intentional reflection

“Not for posting. For remembering.”

Tone

- warm
- reflective
- intimate
- authentic
- hopeful

Avoid

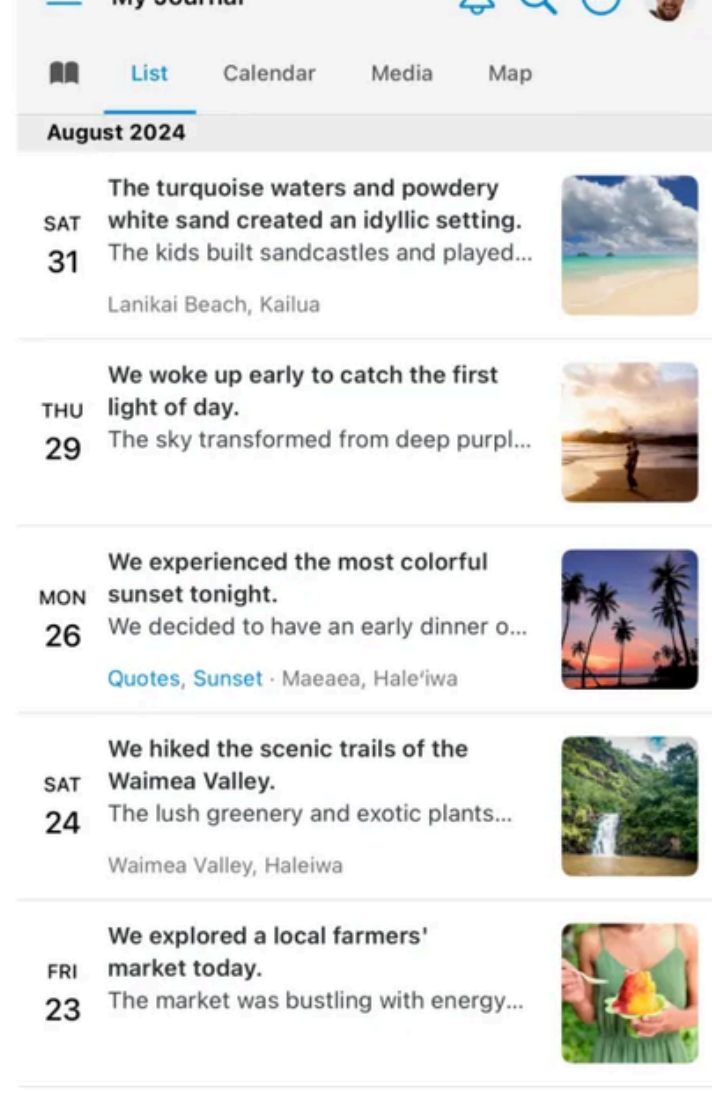
- Overly corporate
- Influencer aesthetic
- Overly polished stock imagery

Visual

- candid photography
- natural lighting
- handwritten textures
- scrapbook inspiration
- home video feel
- soft neutral colors

Voice

- Use direct, emotionally aware language (inspired by Hinge tone)
- Avoid buzzwords
- “Capture what you don’t want to forget.”
- “Not for sharing. For remembering.”



EXPLAINER MOODBOARD



“Photos pile up. Moments fade. But the stories behind them matter most.”

Show:

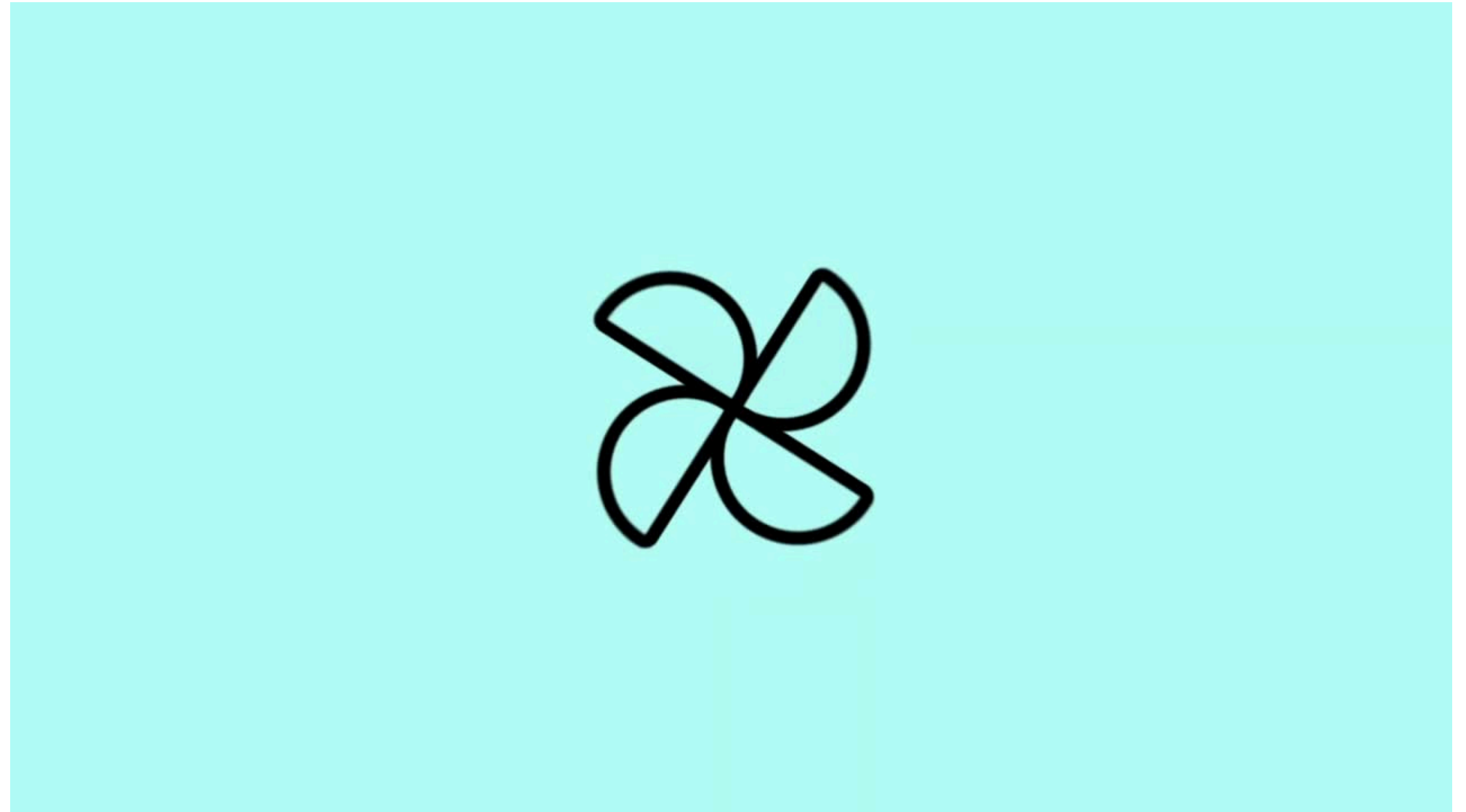
Huge chaotic camera roll.

Voiceover:

“We capture everything, but rarely revisit what mattered.”

KeepMake guides users to save voice notes, photos, small moments, and milestones... one memory at a time

→ Year recap Montage



- ▶ New York Times just launched its “More of Life Brought to Life” marketing campaign that featured two new one-minute spots: “Sneakers” and “Gravity”
- ▶ The commercials explored how reading one NYT piece can spark curiosity and lead to another story
- ▶ The new campaign marks as the first anchored in the company’s “essential subscription strategy”

- cinematic
- warm
- documentary-like
- authentic
- less startup commercial and more life passing by beautifully

FUTURE OPPORTUNITIES

Near-Term Opportunities

- collaborative family profiles
- recap templates
- voice/video memories

Long-Term Vision

- smart notebook integration
- enhanced privacy controls
- seasonal storytelling packs

COMPETITORS USED FOR REFERENCE

COMPETITOR DESIGN

VSCO.co

Authentic imagery & non-performative sharing

Helpful Features:

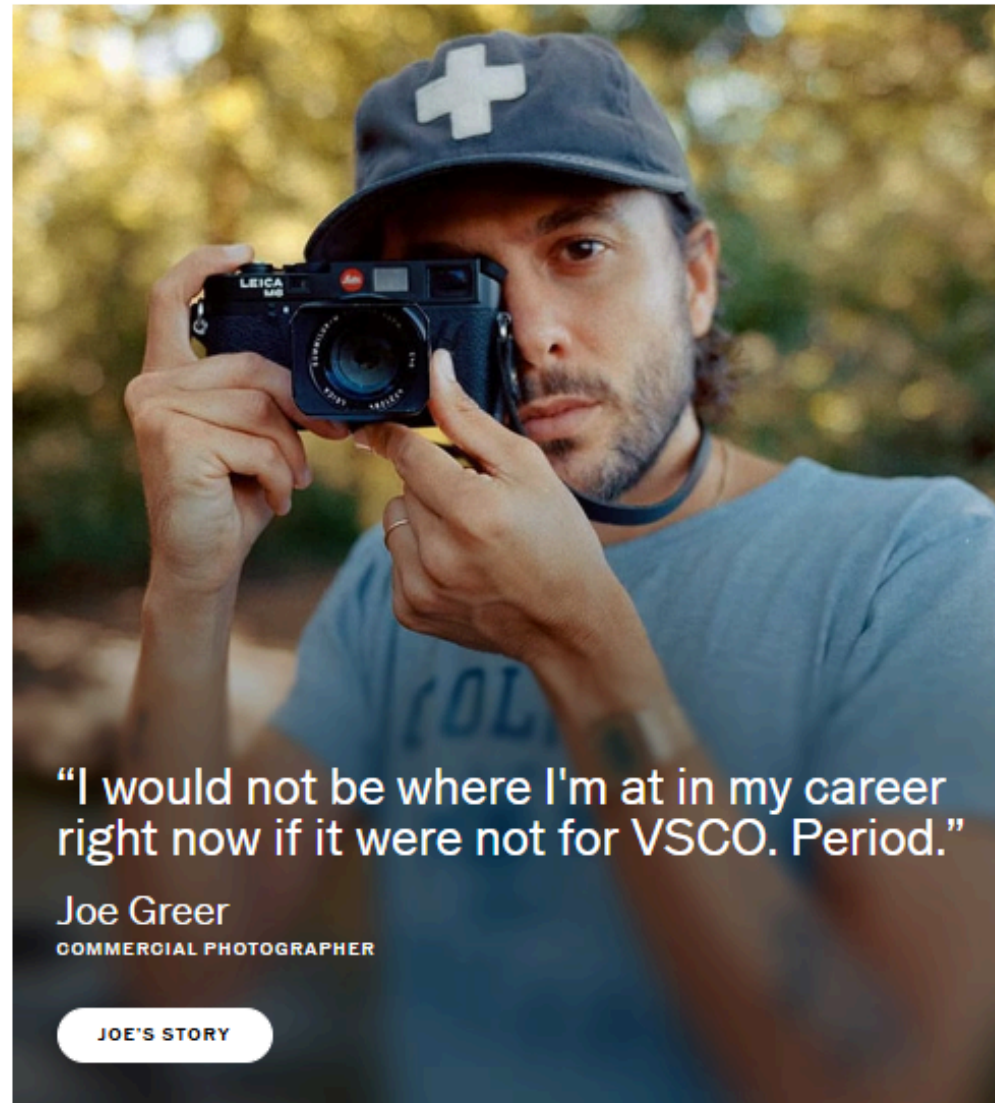
- Create. Share. Connect
- No likes, no pressure

KeepMake Takeaway:

- Remove performance from memory keeping
- Real > perfect

“I’ve been quietly posting on vsco for years. No algorithm to beat. No likes to chase. Nobody performing for anybody.”
@nordicaphoto

WHERE PHOTOGRAPHERS TURN PRO



Photographers around the world got their start, found their voice, and turned pro with VSCO. Start your journey today.

EXPLORE PRO STORIES

Data You Provide Us	What This Is
Account Data	Data we need to set up and maintain your account, like your account credentials, name, email, or phone number. This also includes information we need to verify whether you're eligible to use our Services, like date of birth.
Profile Data	Data that allows you to customize your profile so other Creators can get to know you better, like your profile photo, interests, and links you might include.
Our Communications With You	The communications between us when we reach out to you, or you reach out to us.
Feedback	Any feedback that you provide to us regarding our Services, like in questionnaires, surveys, interviews, or beta tests.
Payment and Transactional Data	Information we need to process payments or keep track of your subscription, like payment card information and purchase history.
Marketing Data	Details about your engagement, and certain preferences for receiving marketing communications.
User-Generated Content	All the content you create or post with VSCO, and your interactions with other Creators and their content, such as comments or direct messages.
Data About Others	Contact information of others you might share with us, like when you invite your friends to use our

With plans for all photography skills levels, interests, and needs, find the [VSCO Membership](#) right for you.

STARTER	PLUS	PRO RECOMMENDED
For beginners looking to explore VSCO tools and community.	For photographers looking to easily edit and share their photography.	For photographers looking to develop their craft and turn pro.
<ul style="list-style-type: none">✓ 15 presets and standard mobile photo editor✓ NEW Publish a professional photography website✓ Public profile to post your work✓ Join the VSCO community with VSCO Spaces	<ul style="list-style-type: none">✓ 200+ presets and advanced photo editor✓ NEW Publish a professional photography website✓ Video editing, filters, and effects✓ Create and share mood boards with VSCO Canvas✓ Full access to the VSCO community	<ul style="list-style-type: none">✓ 200+ photo filters with Pro preset control✓ NEW Unlimited editing in AllLab✓ NEW Deliver finished work with VSCO Galleries✓ Full suite of photo editing on mobile and desktop✓ Create and share mood boards with VSCO Canvas✓ Publish a professional photography website✓ Professional profile and full community access
SELECT PLAN	SELECT PLAN	SELECT PLAN

COMPETITOR DESIGN

Hinge.co

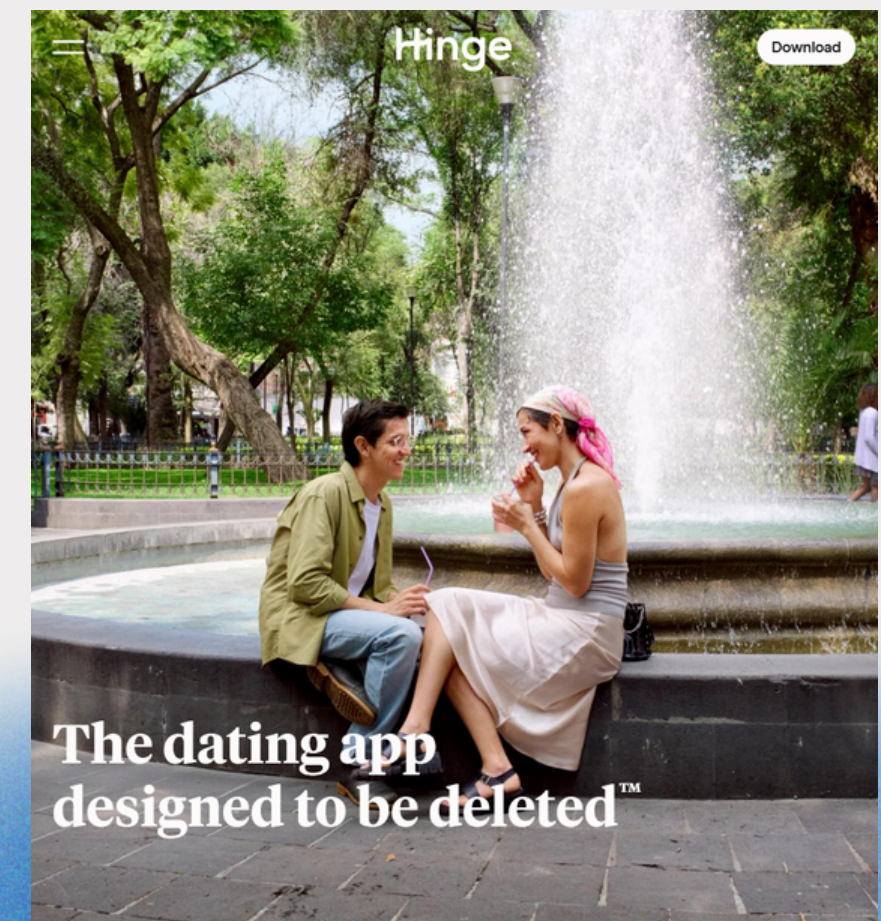
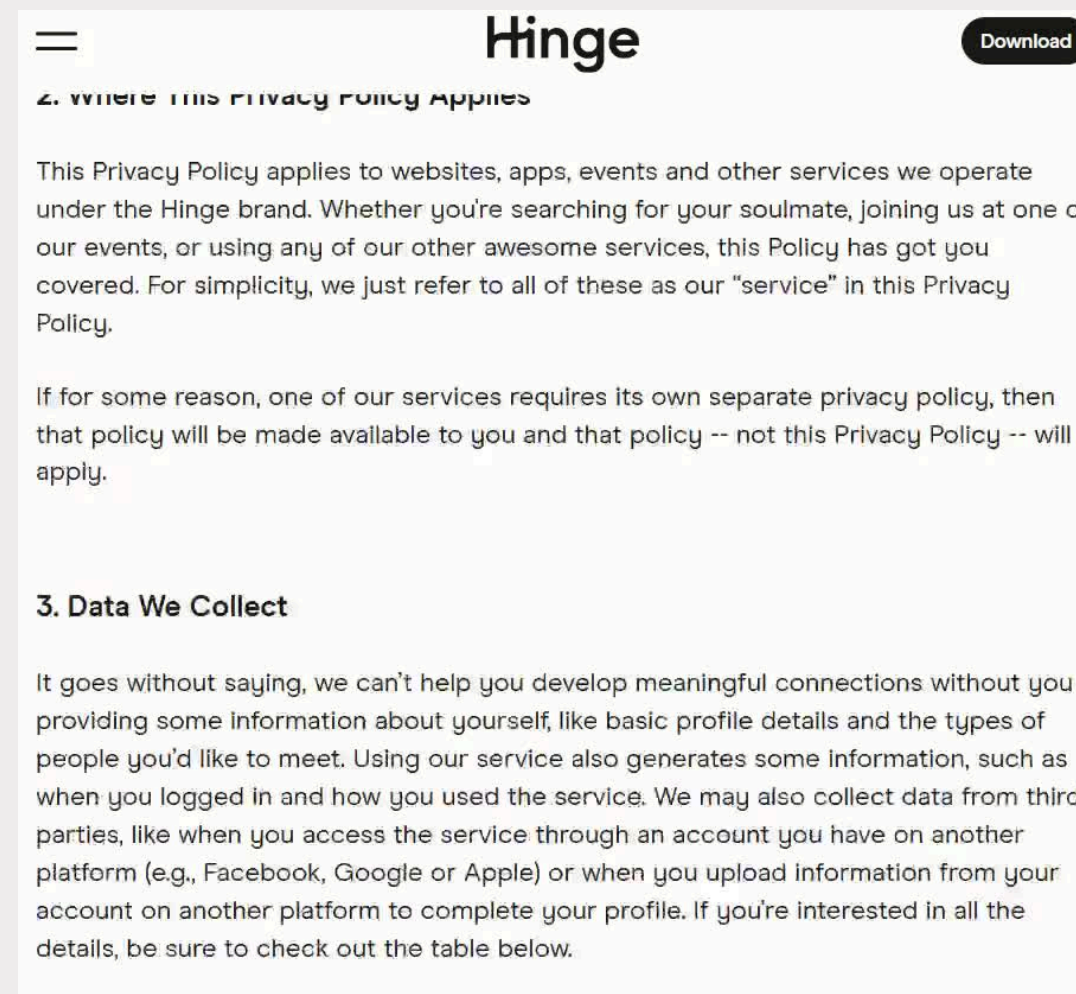
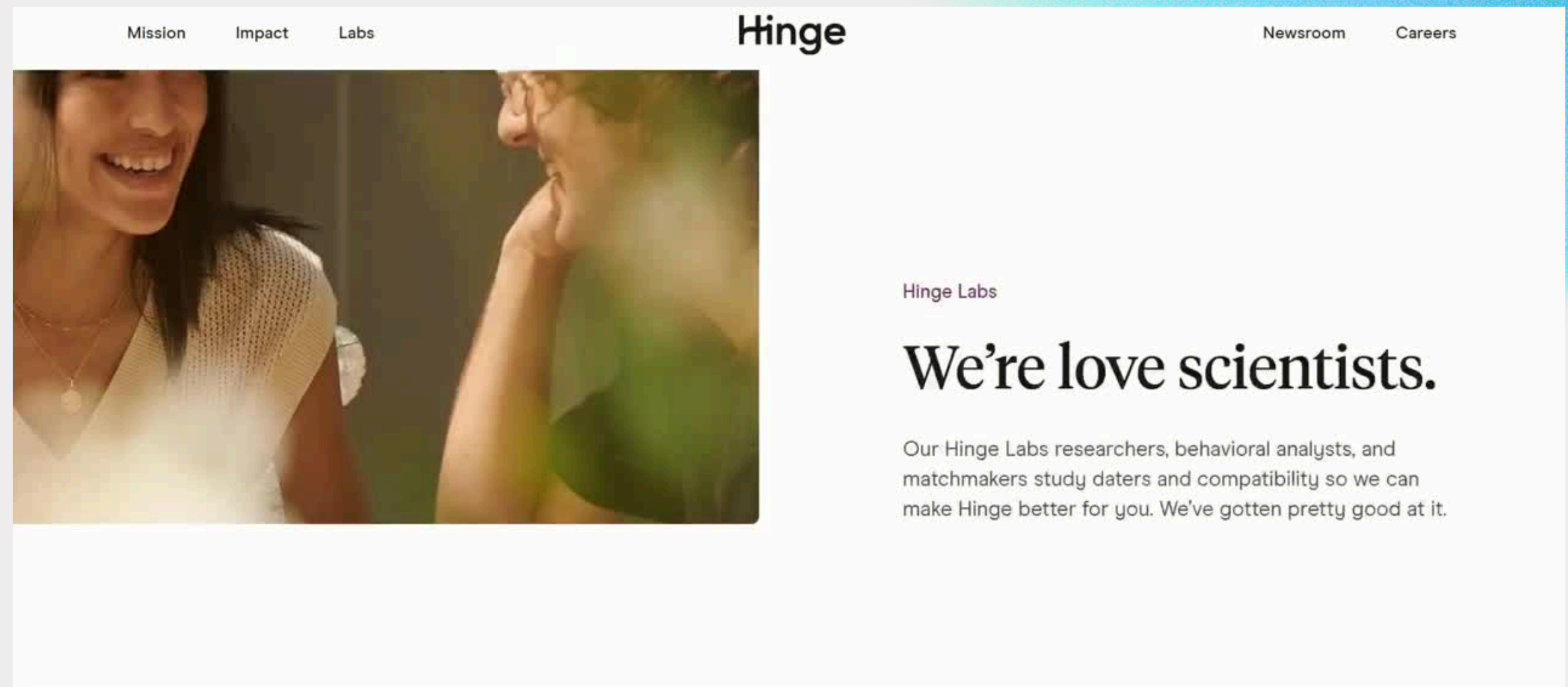
Human, direct, emotionally intelligent copy

Helpful Features:

- Positions itself with a strong, memorable purpose
 - Designed to be deleted
- “The app that’s meant to be used to be erased”

KeepMake Takeaway:

- Be explicit about our purpose and value
- Use human, honest language



COMPETITOR DESIGN

Waffle

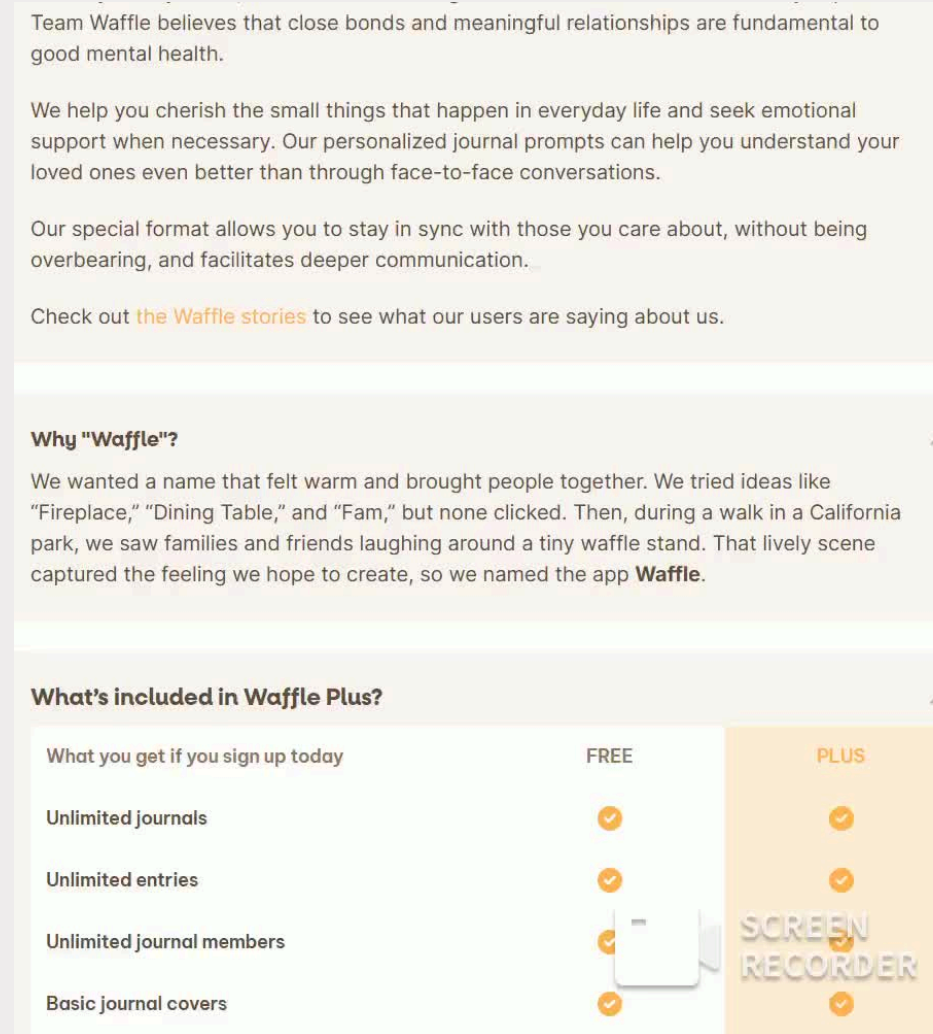
Emotional storytelling through guided reflection

Helpful Features:

- Prompt-driven engagement that builds consistency
- Warm, approachable, and non-intimidating tone
- “Capture your everyday moments”

KeepMake Takeaway:

- Guide users in telling their story, while still allowing them to build their own experience



★★★★★ hace 1 año · AAAAAAHNICKNA...

I love this journal!! It's like all the best parts of twitter/social media + a groupchat. I love that there are no direct laugh replies bc I think it makes people feel less pressured to post something that gets lots of positive reactions. I would say tho:

1) I think it comes off really bad for them to remove the ability to 1) firstly remove the ability to add videos then 2) remove the FREENESS of the feature to add multiple photos. It is a JOURNAL, that is marketed as helpful for mental health and relationship building. Seems sort of money hungry to put the photos behind a paywall. When it was simply like pay = unlimited and 5-6 = free, I was like okay fine. But to only have one seems like the company cares less about user experience and more about making money. I also feel like paying 6.99 a month to add multiple pictures is way too much. Perhaps changing their model to being like a nonprofit where yall get money through mental health advocacy grants or something,, because asking users to pay so much for having more than photo (especially wen we originally did not) seems greedy/not fair.

2) it'd be cooler if we could actually customize the journal covers!!!! The generic journal cover lacks intimacy. I would also say that there should be an option to remove people from the journal.

COMPETITOR DESIGN

Daily Bean

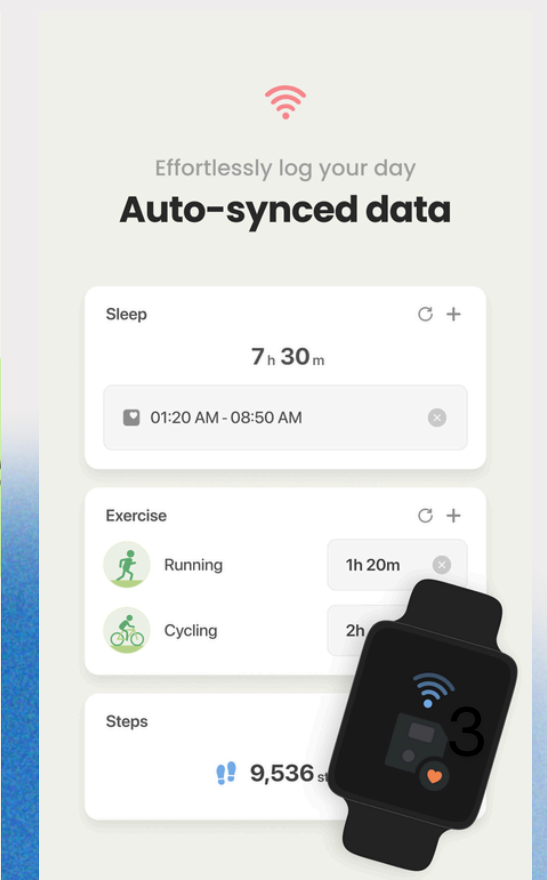
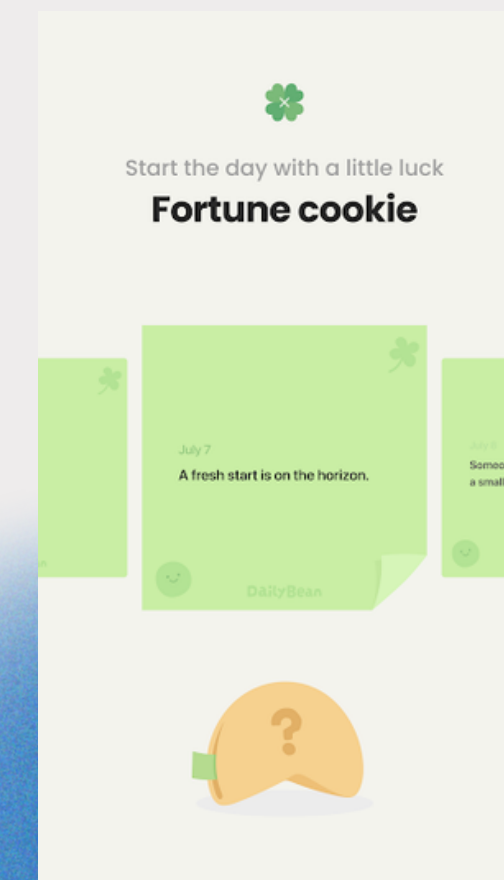
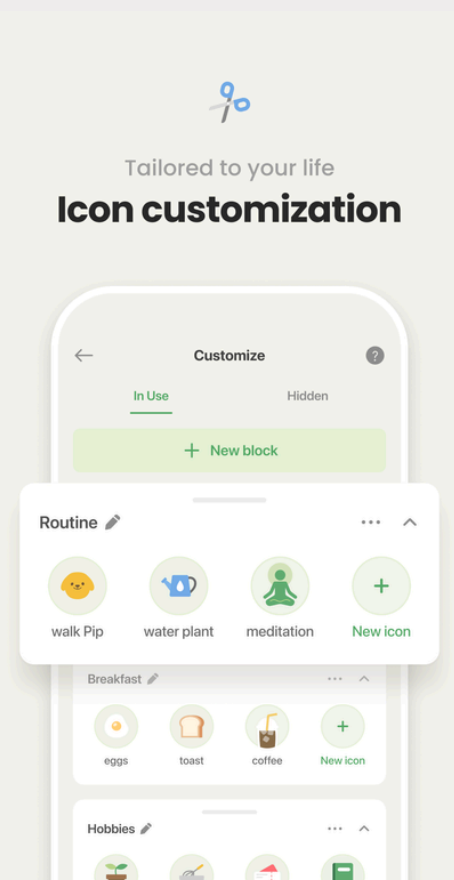
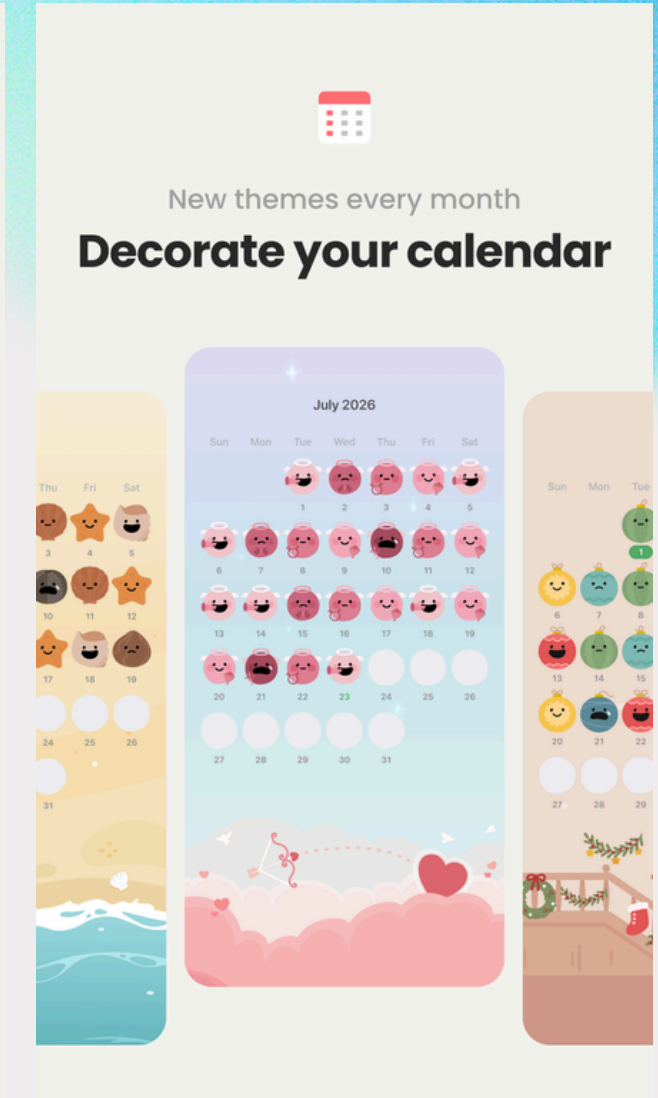
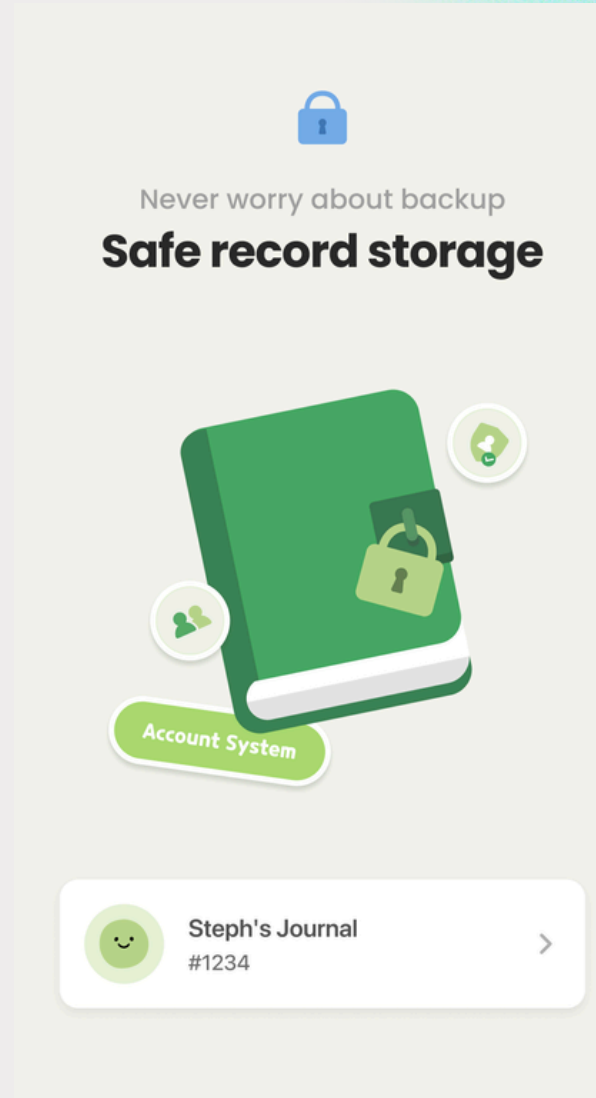
Low-pressure emotional journaling through simple interaction

Helpful Features:

- Gameified, guided expression
- Tap-based input removes friction
- You record → app analyzes
- “How was your day?”
- “Record your day simply”

KeepMake Takeaway:

- Start with emotion, then the story
- Design for consistency, not intensity



Thank You!
Questions?