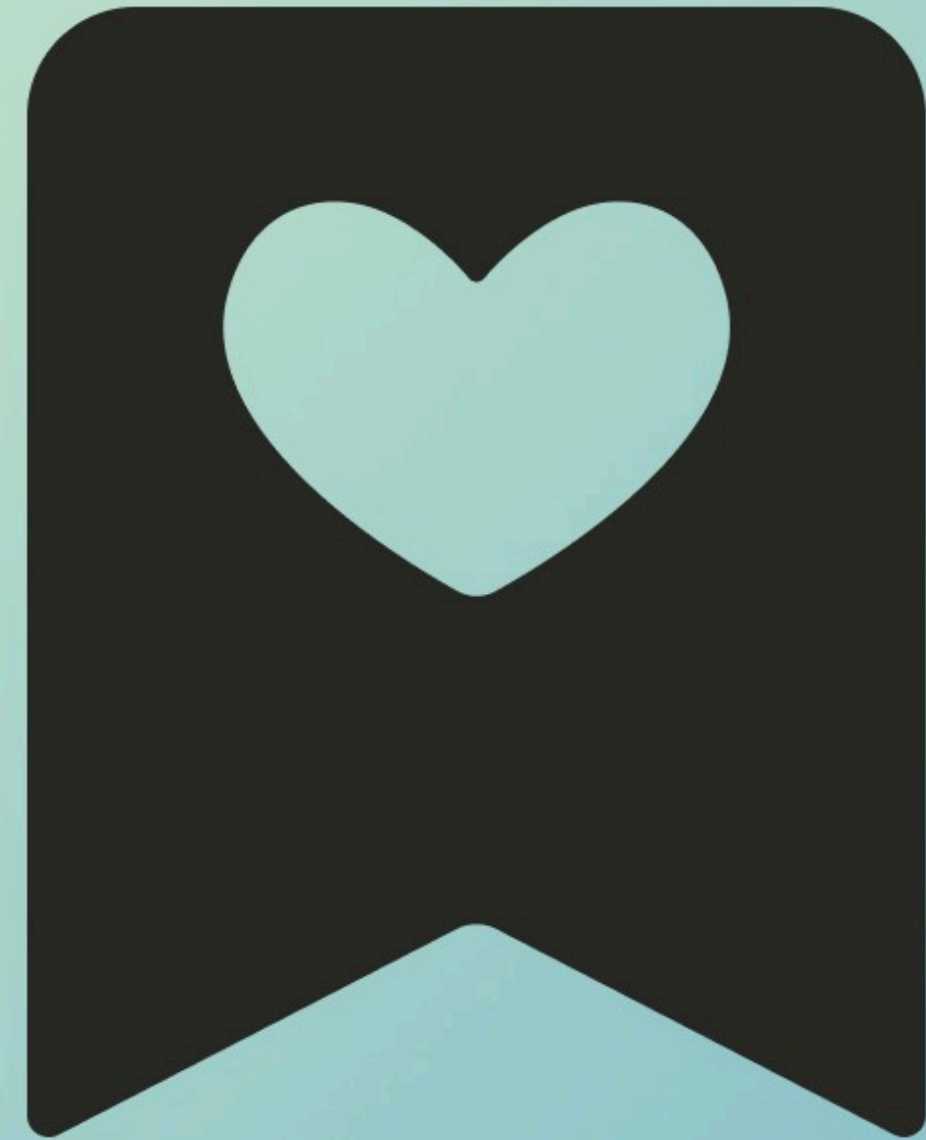


# KeepMake

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## BRAND ANALYSIS

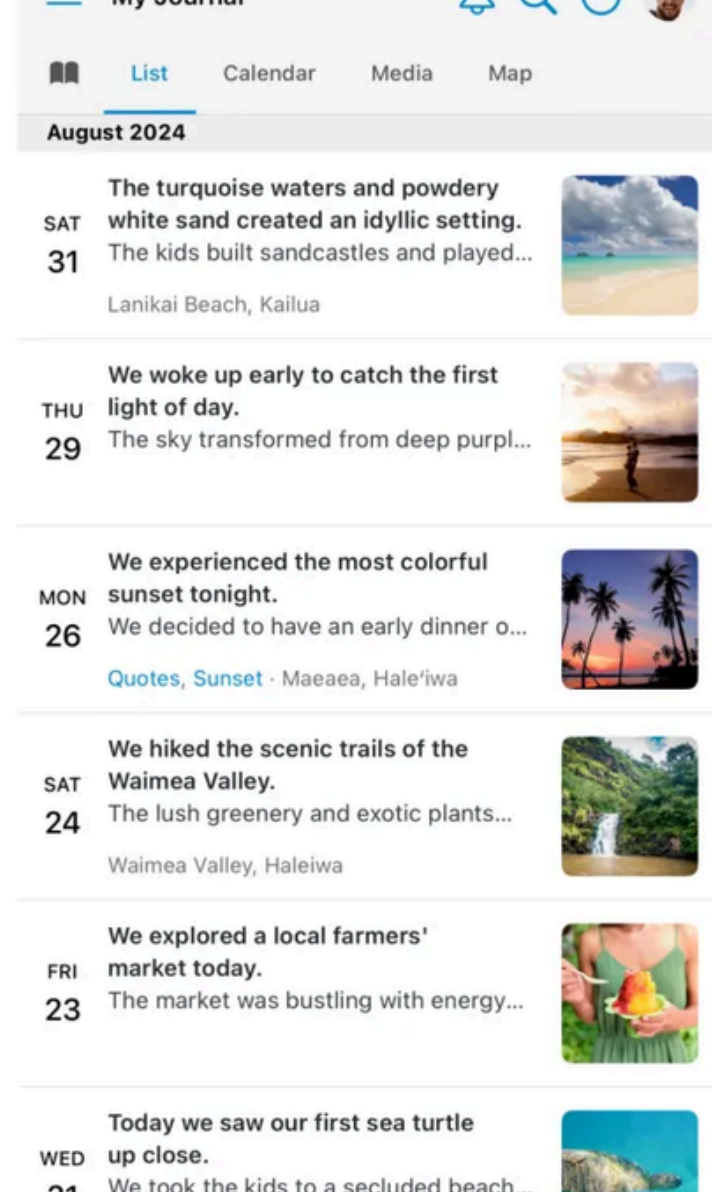


# Mission Statement

**KeepMake's mission is to inspire families to capture, preserve, and reflect on life's most meaningful moments by transforming everyday experiences into authentic, lasting memories. We are committed to creating a secure space where real stories can be documented with context and won't be forgotten. We use human connection and technology to build a family legacy that deepens appreciation for the present and makes meaningful keepsakes for future generations.**



**OUR VISION IS A WORLD  
WHERE FAMILIES  
INTENTIONALLY  
PRESERVE THEIR REAL,  
EVERYDAY STORIES IN A  
PRIVATE AND  
MEANINGFUL WAY,  
CREATING AUTHENTIC  
LEGACIES THAT CONNECT  
GENERATIONS FOR  
YEARS TO COME**

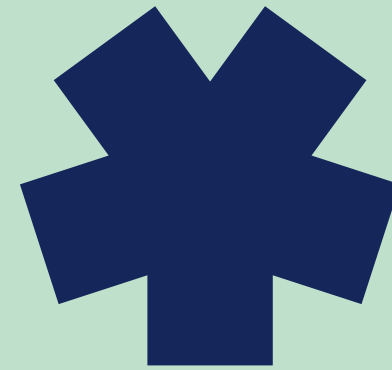


# Company Values



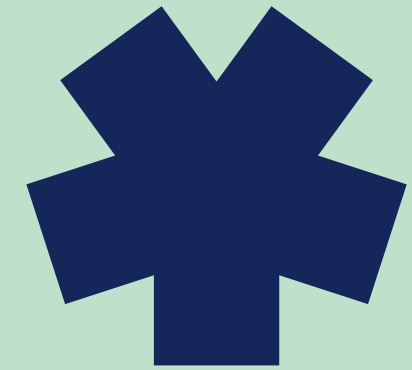
## **ACCESSIBILITY**

Easily capture and organize memories into categories for you to look back on anytime



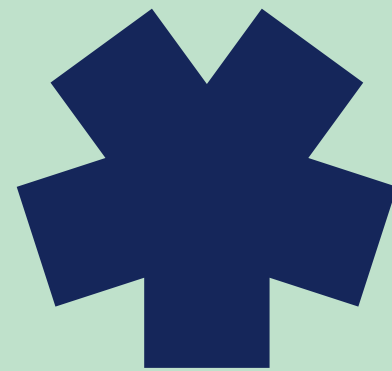
## **PRIVACY**

Prioritize privacy for families and users. Photos can be backed up or deleted anytime



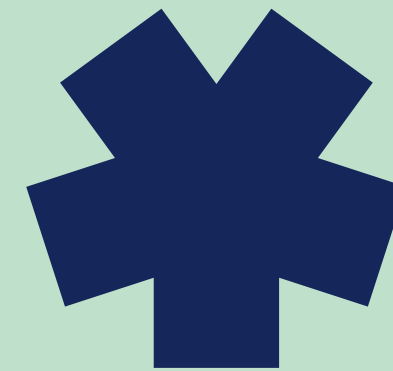
## **DISCOVERY**

Explore family stories and memories, inspire new connections and insights



## **AUTHENTICITY**

Capture the real moments, and raw emotions



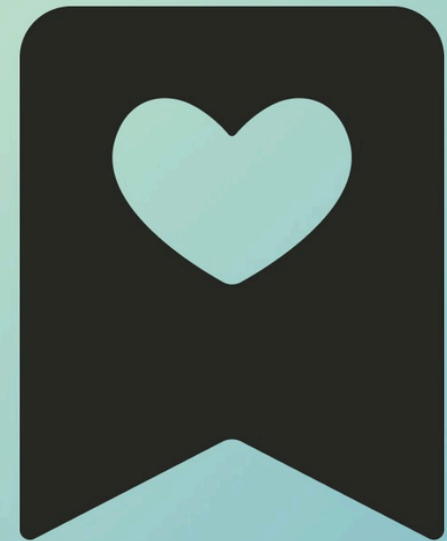
## **COMMUNITY**

Share with family and friends within the app and on other socials

CORE VALUE PROPOSITION

We empower families and storytellers to capture and *preserve real memories easily* throughout the year for generations to come.

# BRAND PERSONA: KEEPMAKE



NAME

**KeepMake**

PRONOUN

**She/Her**

AGE

**32**

OCCUPATION

**Modern, Flexible Career**

ANNUAL COMPENSATION

**\$85,000 - \$120,000**

MARITAL STATUS

**Married**

EDUCATION

**Bachelor's Degree**

HOBBIES

**Photography**

**Spending time with family**

**Lives in a warm, light-filled home in a growing suburban neighborhood. They are digitally savvy and detail-oriented, working in a flexible, modern career that allows them to balance work and family life. With a household income of around \$85,000–\$110,000, they prioritize meaningful experiences over material things. They value authenticity, connection, and preserving life's real moments, not just the highlight reel. They are the person who takes photos at family gatherings, journal small milestones, and want to remember how life felt, not just how it looked. They are organized yet sentimental, and they appreciate tools that are intuitive, visually clean, and thoughtfully designed. They are trustworthy and dependable, valuing privacy and security. They prefer brands that feel sincere, human, and purposeful rather than flashy or overwhelming.**

# Brand Archetypes



## The Everyman

♥ BELONGING

“ You're Just Like Me  
And I'm Just Like You

**BRAND VOICE**

- Friendly
- Humble
- Authentic

**BRAND MESSAGE**

When we treat each other with honesty and friendliness we can live together in harmony

EVERYMAN BRANDS

**IKEA**      **TARGET**      **LYNX**



## The Caregiver

♥ SERVICE

“ Love Your Neighbour  
As Yourself

**BRAND VOICE**

- Caring
- Warm
- Reassuring

**BRAND MESSAGE**

Everyone deserves care and we must all strive to bestow service upon one another.

CAREGIVER BRANDS

**unicef**      **WWF**      **TOMS**

# Target Consumers



## **STORYTELLING PARENTS**

This consumer already uses notes and photos to capture their children's memories and growth. This consumer values family, culture, and shared history

40-55 years old



## **ORGANIZED LIFE BUILDER AND PARENT**

This consumer is building a life and relies on structure to manage everything, using digital tools to organize photos and track milestones.

25-40 years old



## **INTENTIONAL DOCUMENTER**

Reflective, design-conscious, and digitally fluent. They already document parts of their life (journaling, social posts, creative projects) but want a more intentional system.

25 - 40 years old

# Target Markets

## **G2 - UP AND COMING FAMILIES**

Primary Market | Core User

## **E2- SOUTHWESTERN FAMILIES**

Secondary Market | Emotional/Loyal User

## **D3 - MODERN MINDS**

Secondary Market | Early Adopter

**KeepMake targets Up and Coming Families as its core market, supported by Southwestern Families for emotional connection and legacy-building, and Modern Minds for digital adoption and intentional storytelling. Together, these segments balance high memory creation, strong emotional engagement, and consistent platform use**



# Up and Coming Families

## Primary Market | Core User

- Residents in this segment live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina
- Families with and without children
- Multigenerational families with first-time homebuyers and homeowners
- Key employment sectors include health care, retail, education, manufacturing, and construction

## Lifestyle

- Spend money on their children, pets, and homes
- Often visit movie theaters, zoos, aquariums, and theme parks
- Install the latest technology, including smart home devices, TVs, video game systems, and use social media constantly

# Southwestern Families

## Secondary Market | Emotional/Loyal User

- **Primarily young families located in and around urban centers and suburbs in the Southwest, such as California, Arizona, New Mexico, and Texas**
- **Married couples or single-parent families, and this segment includes a significant share of multigenerational households**
- **The working-age population is largely employed in office administrative support, services, construction, or building maintenance occupations**

## Lifestyle

- **Many households own three or more mobile devices, used for entertainment, social media, and staying connected with friends and family, locally and abroad**
- **Common purchases include baby and children's products such as food, clothing, and toys**

# Modern Minds

## Secondary Market | Early Adopter

- **The fastest-growing segment is located just outside downtown sections of large cities or in nearby suburbs, mostly ages 25 to 44**
- **Key employment sectors include health care, technology, retail, education, and manufacturing**
- **A mix of homeowners and renters, residing in both single-family and multifamily units and typically own multiple vehicles**

## Lifestyle

- **Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies**
- **These residents spend money on clothing, travel, and dining out, including fast food, and place orders online from warehouse clubs and department stores**

**KEEP MAKE**  
*Differentiation*

## PRODUCT UNIQUENESS

- Combines guided prompts, organized categories, and visual recaps into a single platform
- Family-focused private timeline that preserves both everyday moments and milestone events
- Maintains family focus while also marketing towards general populations

## EXPERIENCE

- Smooth, easy to navigate UX design through pause buttons, straightforward text and visually polished recaps
- The experience is emotionally engaging, turning memory capture into a reflection ritual, not just a task

## BRAND PERSONALITY AND VALUES

- Aligns with values that resonate with its audience
- The soft blues, whites, and calm warm tones reinforce trust, sincerity, and a reflective, family-oriented mood

## FOCUSED POSITIONING

- Contrasts with tools like Instagram, Google Photos, or traditional photo albums by keeping a specific target audience in mind
- Uses visual storytelling to create a habit-forming platform for memory preservation

“In 2025, the digital journal apps market was valued at USD 6,534.7 million. Based on Future Market Insights' analysis, demand for digital journal apps is estimated to grow to USD 7,279.7 million in 2026 and USD 21,427.1 million by 2036. FMI projects a CAGR of 11.4% during the forecast period.”

# Demand & Market Size

## CHALLENGES

### Data Privacy and Security Issues

Users are concerned with data and cloud exposure, and unauthorized access

Subscription plans with features of enhanced security, offline storage space, and controlled sharing options will gain popularity in light of such problems

## OPPORTUNITIES

### Personalized Journaling Features

AI capabilities such as smart summarization, smart text suggestion, sentiment analysis, and voice-to-text are transforming the engagement dynamics between digital journals and the user.

Technology can enhance security and create tamper-resistant records for user uploads, such as disabling screenshots and restricting unauthorized access

# MARKET SHIFT FROM 2021 – 2025

[HTTPS://WWW.SNSINSIDER.COM/REPORTS/BRAIN-TRAINING-APPS-MARKET-8665#:~:TEXT=ONE%20OF%20THE%20KEY%20FACTORS,TO%20RISING%20MENTAL%20WELLNESS%20AWARENESS](https://www.snsinsider.com/reports/brain-training-apps-market-8665#:~:text=one%20of%20the%20key%20factors,to%20rising%20mental%20wellness%20awareness)

Regulatory Landscape	Privacy concerns led to the implementation of privacy protection acts like GDPR and CCPA, which affected data behavior and app development.
Technological Advancements	Voice-to-text, AI-based sentiment analysis, and assistant integration turned fashionable. Syncing on devices and in cloud storage became the order of the day.
User Preferences & Engagement	Users preferred clean interfaces with few distractions and a minimalist approach to customization. Bullet journaling and productivity apps turned fashionable.
Integration with Wearables & IoT	Integration of wearables was minimal and encompassed syncing mood tracking and wearables notes with fitness wearables.
Subscription & Monetization Models	Freemium with in-app purchase and ad-supported monetization models were the industry leaders.
Environmental Sustainability	Use of cloud storage reduced paper consumption, but server power consumption was a growing concern.
Data Security & Privacy Trends	Passcode lock and encrypted diaries were prevalent security measures.
Market Growth Drivers	Increasing penetration of smartphones, requirement for mental well-being applications, and remote work culture drove digital diary application development.

**“35% growth in adoption observed among all age groups year-over-year due to rising mental wellness awareness”**

# MARKET SHIFT FROM 2026- 2036

[HTTPS://WWW.SNSINSIDER.COM/REPORTS/BRAIN-TRAINING-APPS-MARKET-8665#:~:TEXT=ONE%20OF%20THE%20KEY%20FACTORS,TO%20RISING%20MENTAL%20WELLNESS%20AWARENESS](https://www.snsinsider.com/reports/brain-training-apps-market-8665#:~:text=one%20of%20the%20key%20factors,to%20rising%20mental%20wellness%20awareness)

Regulatory Landscape	Governments enforce stricter regulations on data privacy and AI-driven content moderation. Transparency laws require journaling apps to provide explicit data usage policies, leading to the rise of privacy-first platforms.
Technological Advancements	AI-driven personal coaching features, blockchain-based privacy security, and neural network-powered writing assistance redefine journaling. Augmented reality (AR) integration enhances the interactive journaling experience.
User Preferences & Engagement	Hyper-personalized journaling experiences dominate, with AI-generated prompts, mood tracking, and predictive content suggestions enhancing user engagement. Biometric authentication ensures secure entries.
Integration with Wearables & IoT	Smartwatch-based journaling gains traction, allowing voice memos, emotion tracking, and real-time AI feedback. IoT-enabled smart notebooks seamlessly digitize handwritten content into journal apps.
Subscription & Monetization Models	Subscription-based models with advanced features, blockchain-enabled micropayments for premium content, and NFT-backed digital journaling experiences rise in popularity.
Environmental Sustainability	Green hosting and energy-efficient cloud storage solutions drive sustainability in digital journaling. Carbon-neutral app development initiatives become industry standards.

Data Security & Privacy Trends	Decentralized storage solutions using blockchain technology ensure data sovereignty. End-to-end encryption and biometric authentication become essential features.
Market Growth Drivers	AI-driven emotional health tracking, expansion in virtual therapy integration, and demand for secure, personalized journaling drive future growth.

## Using these Findings...

Using AI will be beneficial to hyper-personalize the app experience per user. However, it is important to stay mindful of privacy and transparency laws regarding AI-driven content. Allowing voice memos and smartwatch platforms can broaden the target audience for KeepMake.

- Personalize with AI-driven prompts
- Prioritize privacy & transparency compliance
- Integrate voice + wearable tech
- Expand accessibility & audience reach

However, over-reliance on AI may reduce authenticity in journaling experiences

# KEEPMAKE *Competitors*

**Social media needs everyone. Keepmake only needs the people who matter to you**



Prompt-based journaling app (via text/email) for parents

Asks easy questions to prompt  
Converts memories into books  
Covers multiple parenting stages

Primarily text-based (limited visual storytelling)  
Focused mainly on parents/baby stage  
Lacks rich, multimedia timeline experience

4.9 stars, 15k reviews  
31.5k followers on instagram, posts about kids behaviors, and kids in general  
58k followers on facebook



Private family photo-sharing app

11 free photoprints a month, unlimited storage for free, completely free as they make money through the photo books and app products or premium service. Offered in 8 languages

Contains frequent ads, requires payment to comment, and allows shared users to take screenshots, raising privacy concerns. The interface is also not very user-friendly.

21k followers on facebook, 72.3k followers on instagram  
Posts photoshoot ideas, crafts, keepsake ideas, and has the highest engagement



Digital journaling app designed to record daily life, memories, and thoughts

Lets you create entries using text, photos, videos, and audio  
Focus on privacy and security with encryption, passcodes, and backups  
Allows multiple journals to organize different parts of your life  
Automatically adds metadata like date, time, location, and weather to entries

Empty pages, and confusing interface  
Broad Consumer guidelines  
No structured prompts for storytelling consistency

Has 18.6k Instagram followers, shares app updates, offers prompts, interviews, and includes self-help content. It targets couples, families, and students, allows gift-giving, and features street interviews



Digital baby book + photo book creator focuses on baby milestones, stories, and one journal entry reminder a week to complete a book by then end of your first year

Simple milestone tracking  
Easy photo book creation  
Beginner-friendly for parents

Negative reviews regarding cost, subscription fees, and photo book charges, as well as privacy concerns, users were worried the app could use and profit from their content royalty-free No long-term family storytelling

33.6k followers on Instagram, but low engagement | 2.6k on Facebook  
448 followers on Pinterest 46.6k monthly views



Focuses on school memories for children, has a keeper section designed to put all the favorites  
Privately choose to share child's profile for any loved ones, teachers, and parents who use this

Organized school-year documentation  
Useful for teachers + parents

Very niche (school-only)  
No emotional storytelling  
Not built for long-term life capture

No Media Presence

Competitor	Core Focus	Guided Narrative	Photos + Media	Family Scope	Keepsake Legacy	Notes
<b>Baby Notebook</b>	Baby memory books	✓	✓	Narrow (child only)	✗	Basic milestone focus
<b>Class Keeper</b>	School/class events	✗	✓	Very specific	✗	Not family story-oriented
<b>Qeepsake</b>	Prompted journaling	✓	limited	Parent/Baby	✓	Good habit cues
<b>Family Album</b>	Photo storage	✗	✓	Family	✗	Strong sharing but no narrative
<b>Chatbooks</b>	Photo book printing	✗	✓	All users	✗	Photo output only
<b>Day One Daily Journal</b>	Personal reflection	✓	Photos, videos, drawings, or audio recordings	Individuals	✗	Not family/multimedia
<b>Moments/Wedly</b>	Moment capture	✗	✓	Individuals	✗	Not specific

# Where KeepMake Can Win

## **Multimedia Memories**

Photos and text, in addition to videos, doodles, and audios

## **Visual Storytelling + Emotional Narrative**

Recaps, categories, and a PDF final product allow users to continue to reflect on their journey

## **Multi-generational Focus**

Serves parents, documentarians, reflective users, and families past the baby moments

## **Private, Authentic Legacy Creation**

A private timeline rather than random photo dumps or social posts that allows for real experience

## **Habit-Building Framework**

Prompts + categories + reflections encourage consistent use, not sporadic edits.

# Future Opportunities

- **Introduce customizable templates for sharing recaps and highlights**
  - **Offer collage styles for creative layouts**
  - **Add interactive stickers for personalization**
- **Expand photobook creation options**
- **Enable collaborative profiles, allowing multiple users to contribute, similar to Pinterest**
- **Implement protections against screenshots and privacy features**
- **Integrate sharing to social media and other apps**
- **Provide content options, like videos, audios, and hand-drawn elements**
- **Introduce themed packs or seasonal content to keep the experience fresh and engaging**
- **FUTURE... collaborate with smart notebooks to connect to KeepMake to save journal entries**

# SWOT ANALYSIS

<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>• Strong, cohesive color scheme</li><li>• Simple and intuitive UX design</li><li>• Clear focus on a family-oriented audience</li><li>• Personalized prompts tailored to the user</li><li>• Easy Google integration for quick sign-in</li><li>• Distinct experience between a child and general user accounts</li></ul>	<ul style="list-style-type: none"><li>• Unclear wording on homepage (“they” is ambiguous)</li><li>• Heavy emphasis on AI may reduce user trust</li><li>• Do we want the target audience to include journalists as well?</li><li>• Lack of prompt examples on the homepage, i.e., prompts within prompts of Growth, Celebration...</li><li>• Opportunity to better highlight the journalist user on homepage</li></ul>	<ul style="list-style-type: none"><li>• Introduce customizable templates and stickers</li><li>• Expand photobook features</li><li>• Enable collaborative boards for others to add to the same profile</li><li>• Strengthen privacy with screenshot protection</li><li>• Integrate seamless sharing to social media and other platforms</li><li>• Launch themed or seasonal content to keep the experience fresh</li></ul>	<ul style="list-style-type: none"><li>• High competition from established apps (e.g., Day One, FamilyAlbum)</li><li>• User concerns around data privacy and content security</li><li>• Low user retention if long-term value isn’t clear</li><li>• Market saturation in journaling and memory-keeping apps</li></ul>

# Recap Feature Feedback

## STRENGTHS

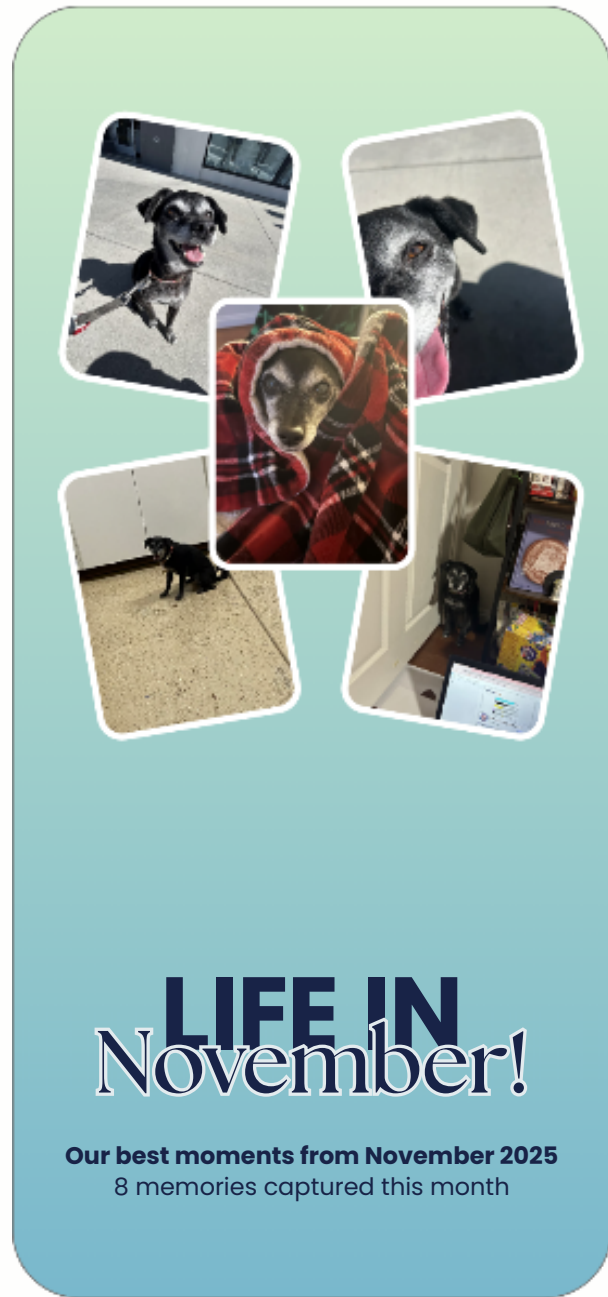
- Clean, visually engaging layout makes the recap feel immersive and easy to follow
- The pause button enhances user control and accessibility
- White framing around images creates a polished, organized look, easy to follow
- Clear iconography for categories, memories, and titles improves structure and navigation
- Name and date section adds context and a personalized touch to each recap

## GROWTH OPPORTUNITIES

Color palette feels too dark; lighter tones white and soft blue with saturation could feel more inviting

Visual direction is inconsistent with the content doc, as it is muted vs. warm/clean

Introducing more dynamic or expressive font styles could help evoke excitement and reflect the meaningful memories being shared



# Heading 1

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## Heading 2

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##### Paragraph 1

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##### Paragraph 2

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**TO HELP FAMILIES PRESERVE THE STORY OF  
THEIR LIVES, PRIVATELY AND INTENTIONALLY, IN  
A WAY THAT'S EASY TO LOOK BACK ON FOR  
YEARS TO COME.**

