

KeepMake

Why KeepMake Wins | Competitors and Differentiation

**For reflective parents who want a fuller story,
KeepMake turns small reflections into a personal year-
in-review filled with the meaningful moments, growth,
and everyday details they'll want to remember.**

THE CORE PROBLEM

Families are documenting more than ever, but remembering less.

- **Thousands of photos sit in camera rolls**
- **Social media prioritizes sharing, not preserving**
- **Journals require consistency**
- **Photo storage lacks context and meaning**

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

What's stood out lately, Natalia?



Celebrations

Festive moments and holidays



Grateful Moments

What you're appreciating right now.



Growth

Learning and change over time

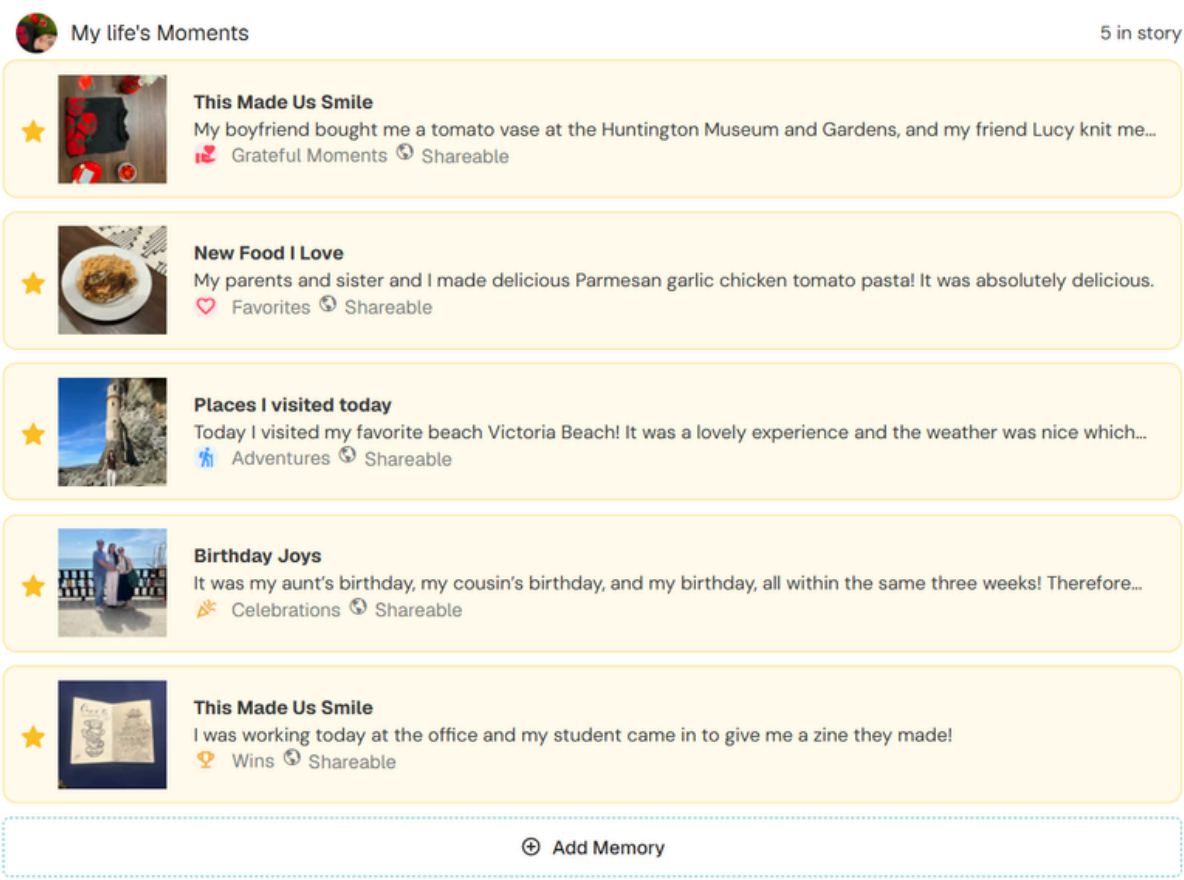


Wins

Everyday achievements, big and small



View More



Organization

“Wow... this is becoming our story.”

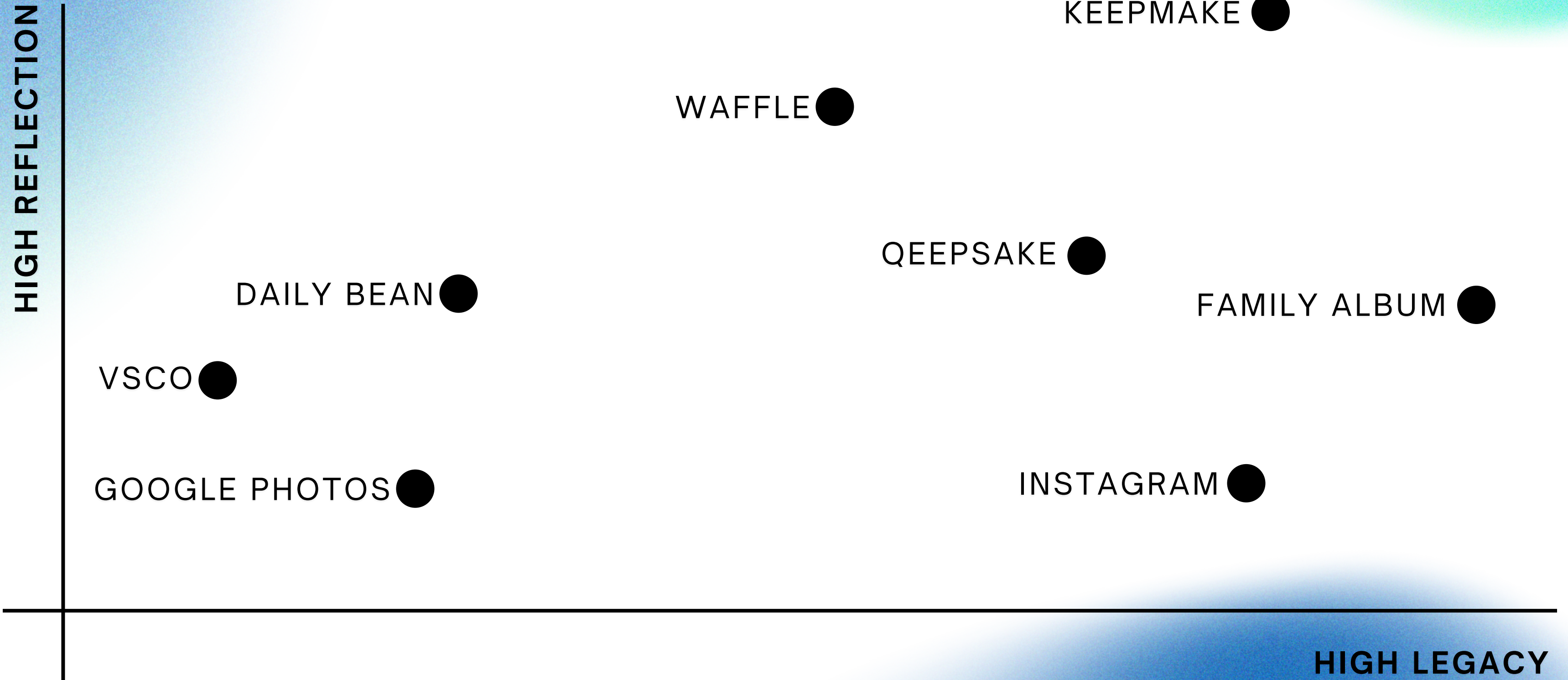
Comfort/connection

Recap and Emotional Payoff

“I forgot about this moment, change.”

Reflection / gratitude

COMPETITIVE LANDSCAPE





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

KeepMake Is More Than a Camera Roll

Many ways to lower storage, but not many to solve memory keeping

Families Use:

- Camera Rolls
- Shared Albums
- Journals
- Social Media

None Answer What Life was Actually Like

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

DIFFERENTIATORS

1. Family-First

Built around families and generations rather than followers and audiences

2. Guided Storytelling

Prompts help users remember the story behind the photo

3. Emotional Reflection

The goal is gratitude and connection, which removes engagement metrics

4. Private By Design

Memories belong to users | Privacy is core to the product experience

5. Recaps Create Meaning

Transforms moments into stories

PRIORITIES

Increase conversion from homepage to account creation

- Make the value clear within the first 5 seconds

Guide users (carousel + onboarding)

- Show real examples of everyday moments (carousel)
- Guide first actions after signup to reduce drop-off

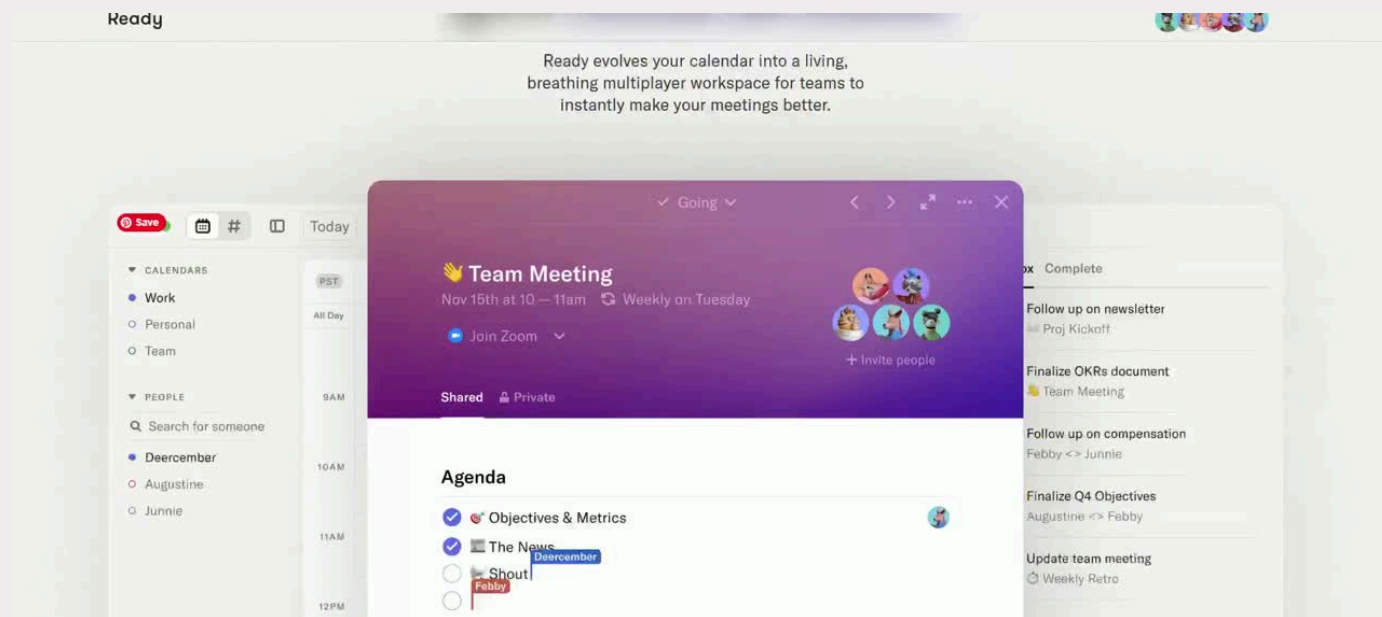
Highlight privacy + trust

- Make privacy visible on the homepage
- Use simple, human language
- Reinforce user control over content

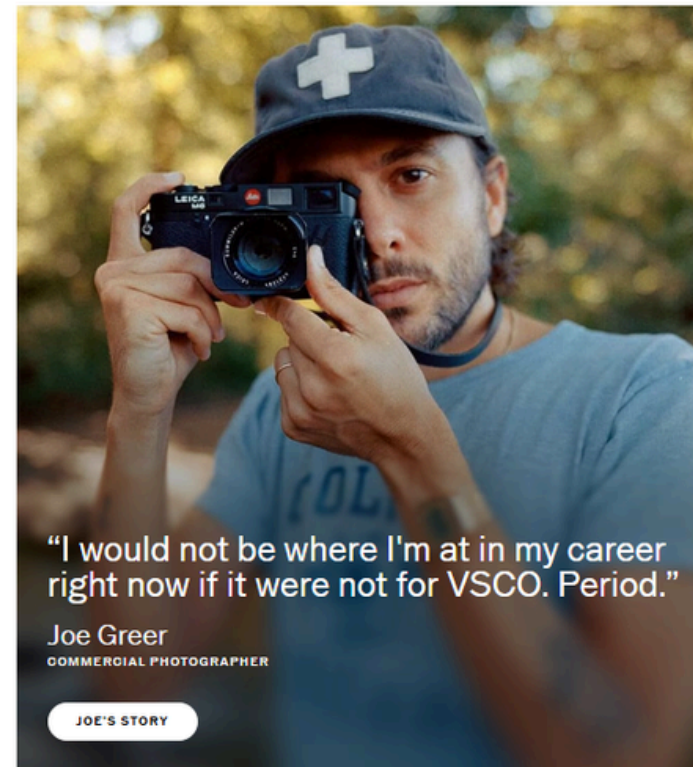
These changes will:

- Increase user understanding within the first 5 seconds
- Encourage first interaction (adding a memory)
- Build trust early to support long-term retention
- Make the UX easier

WEEK OF REVIEW, RECAP, ASSOCIATIONS, CLUTTER IMAGES TO NOTHING



WHERE PHOTOGRAPHERS TURN PRO



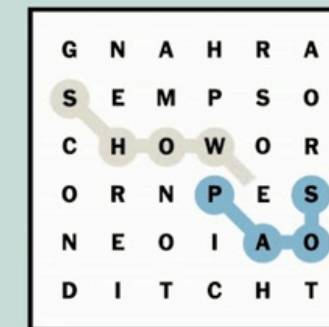
Photographers around the world got their start, found their voice, and turned pro with VSCO. Start your journey today.

EXPLORE PRO STORIES

The New York Times Games

Good evening.

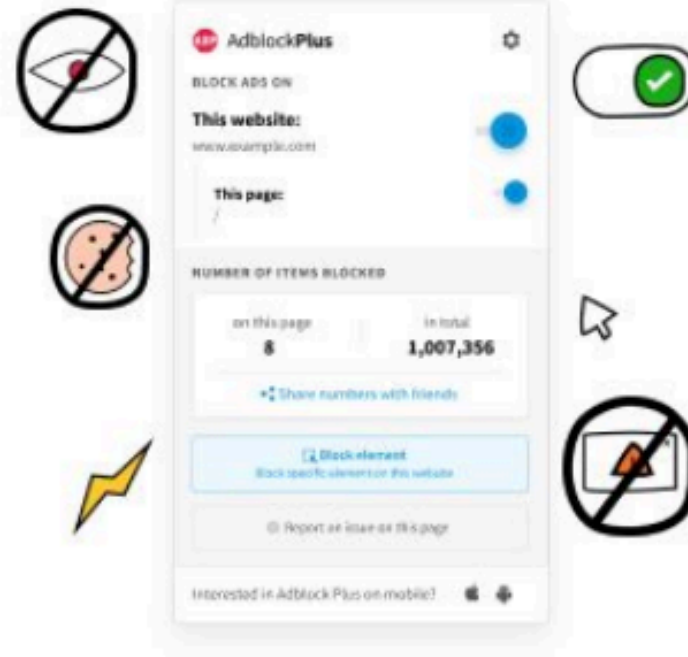
Time to relax with a puzzle.



SUBSCRIBE NOW

ABP AdblockPlus

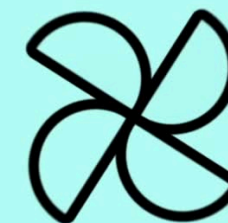
Surf the web with no annoying ads!



Adblock Plus has been updated

See the difference Premium makes to your online experience below

ABP AdblockPlus



COMPETITORS USED FOR REFERENCE

COMPETITOR DESIGN

VSCO.co

Authentic imagery & non-performative sharing

Helpful Features:

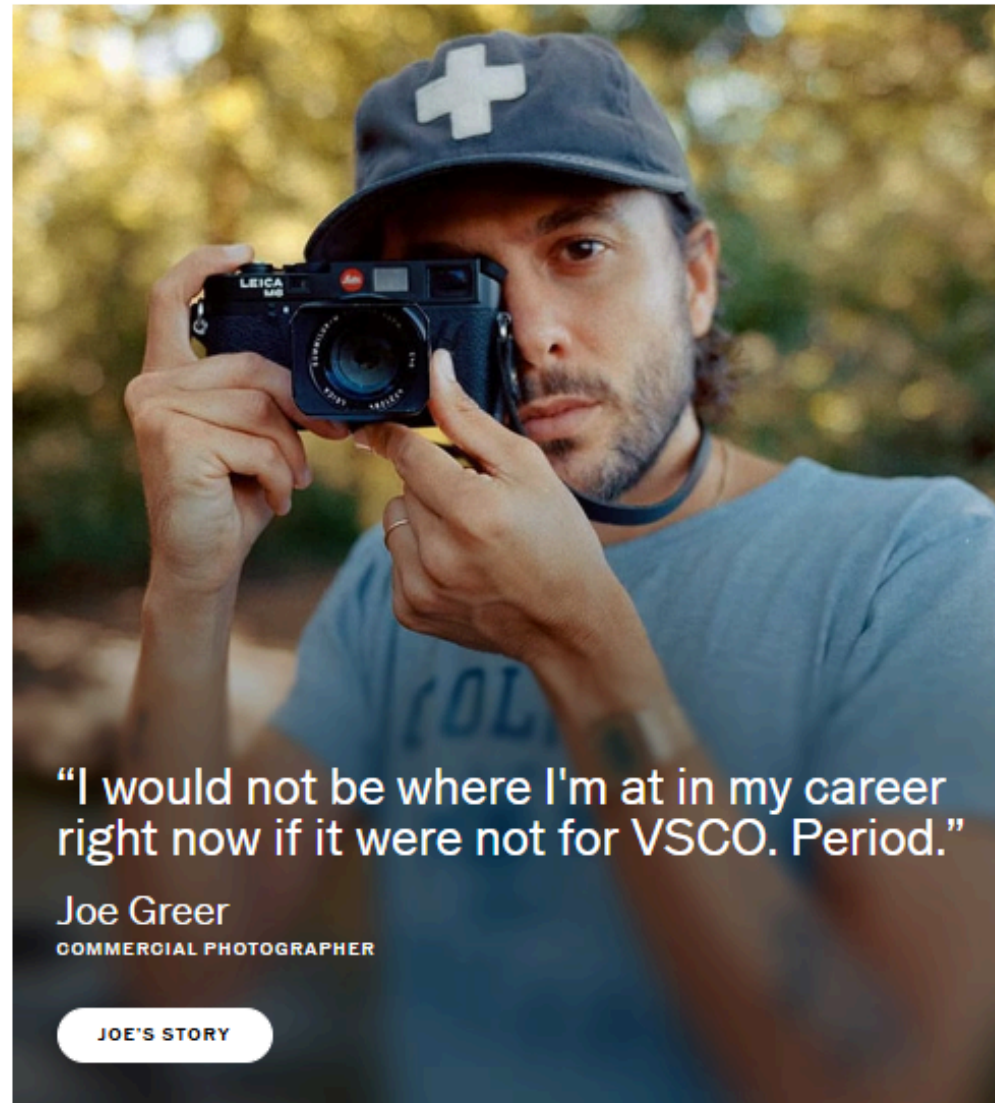
- Create. Share. Connect
- No likes, no pressure

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 <small>RECOMMENDED</small>
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

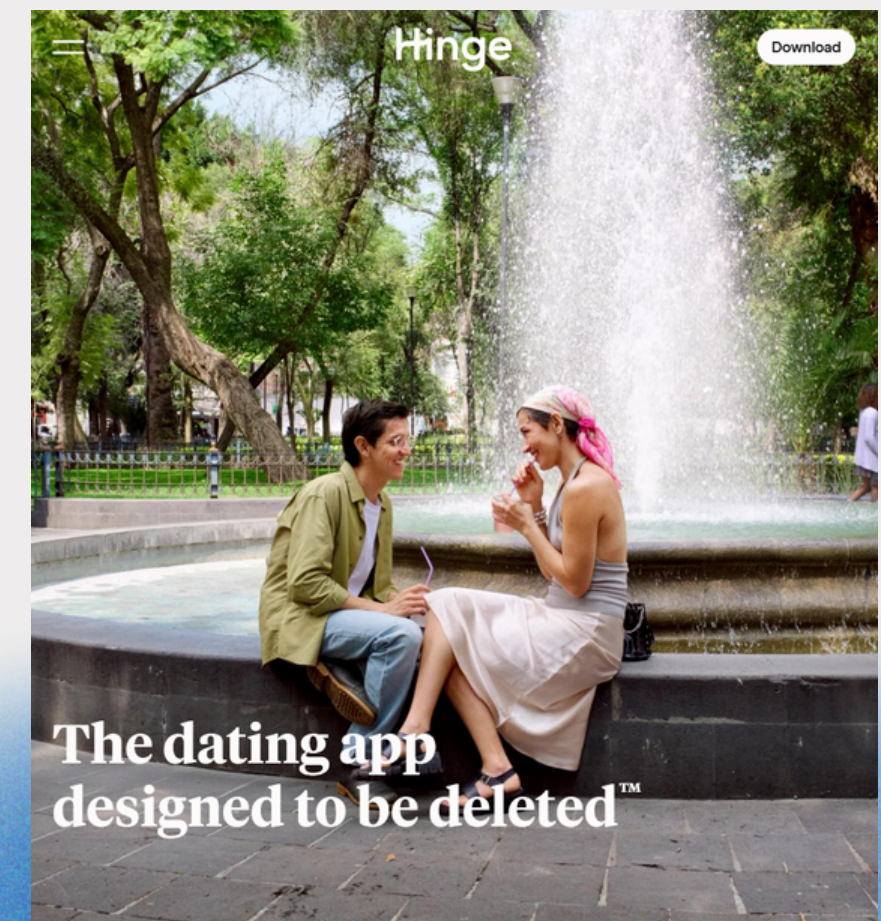
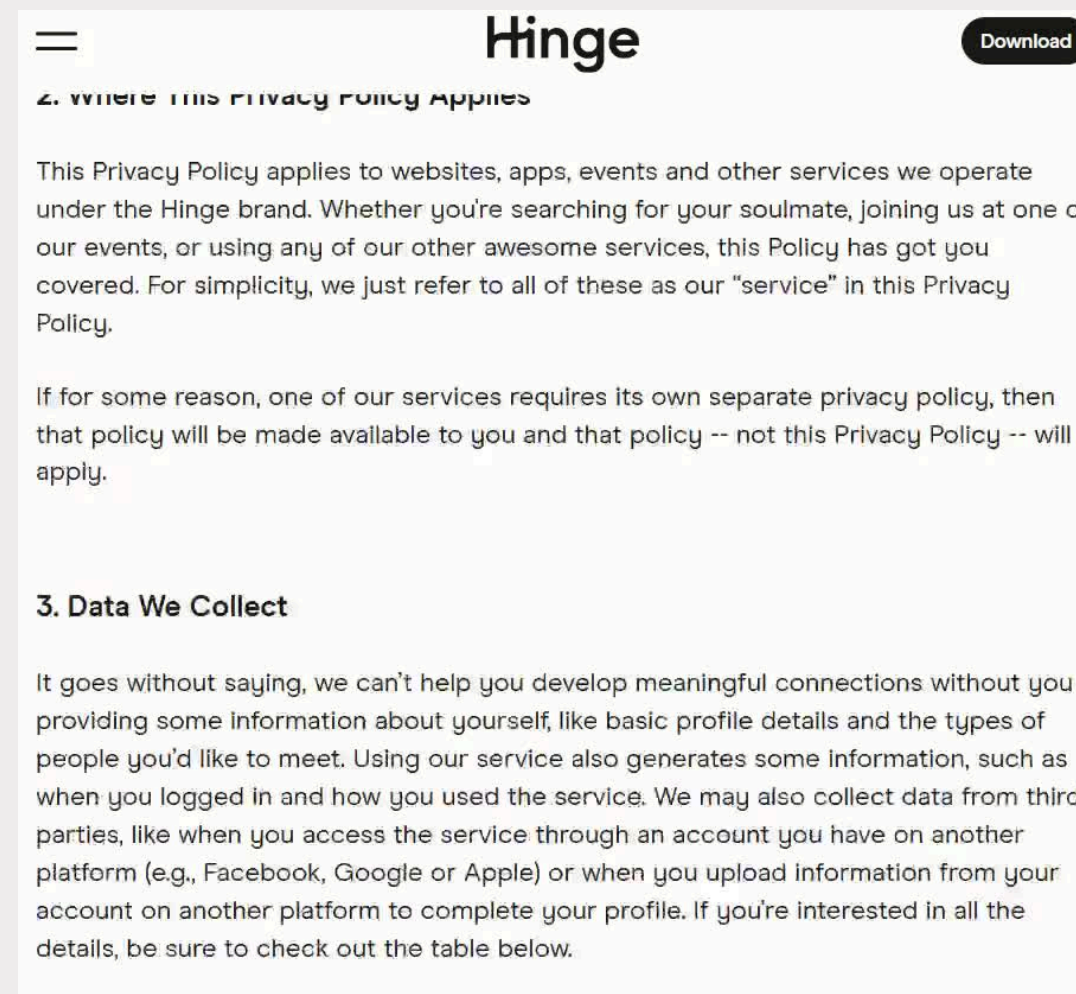
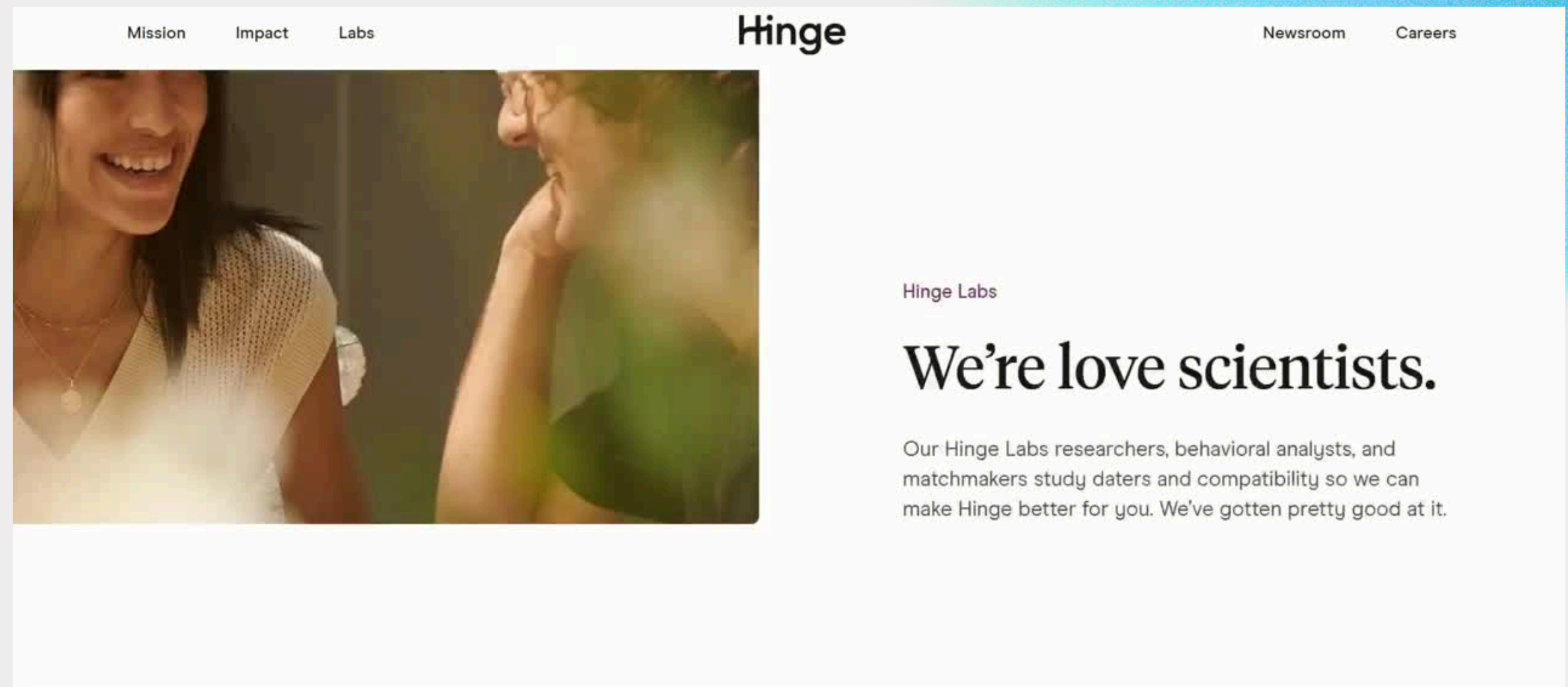
Human, direct, emotionally intelligent copy

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

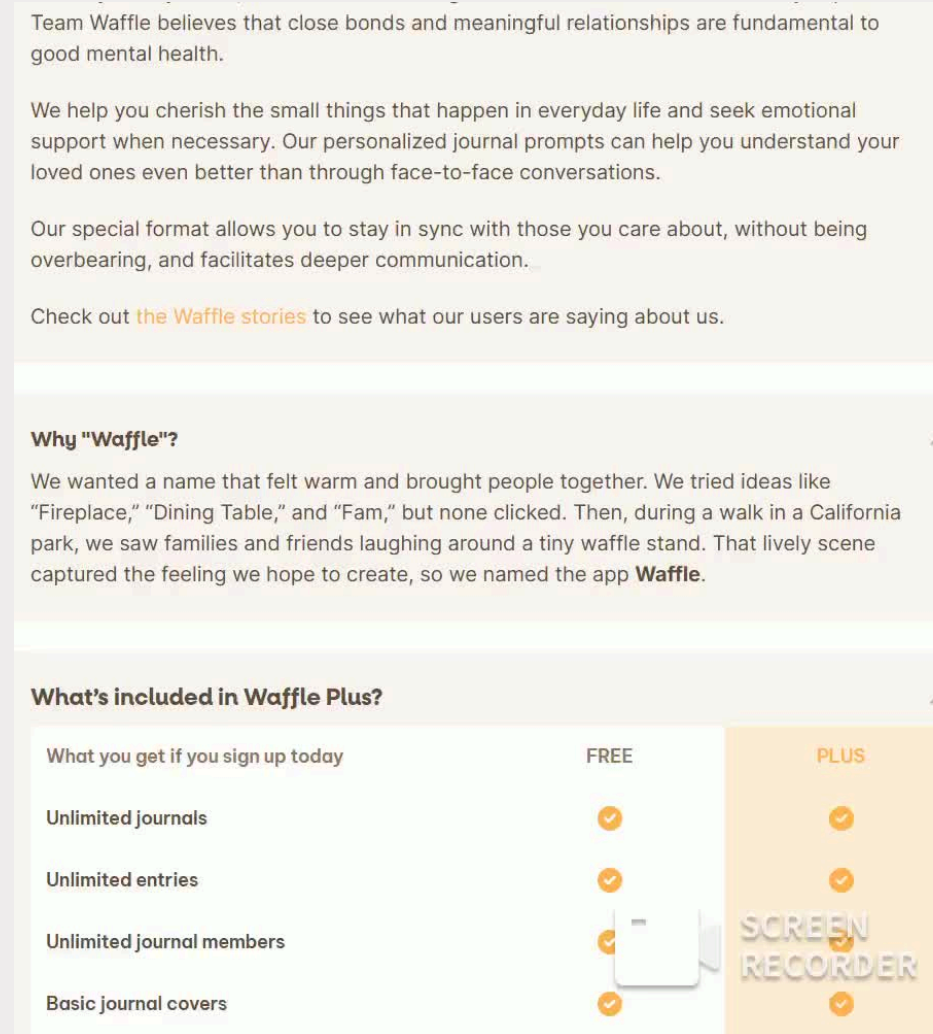
Emotional storytelling through guided reflection

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

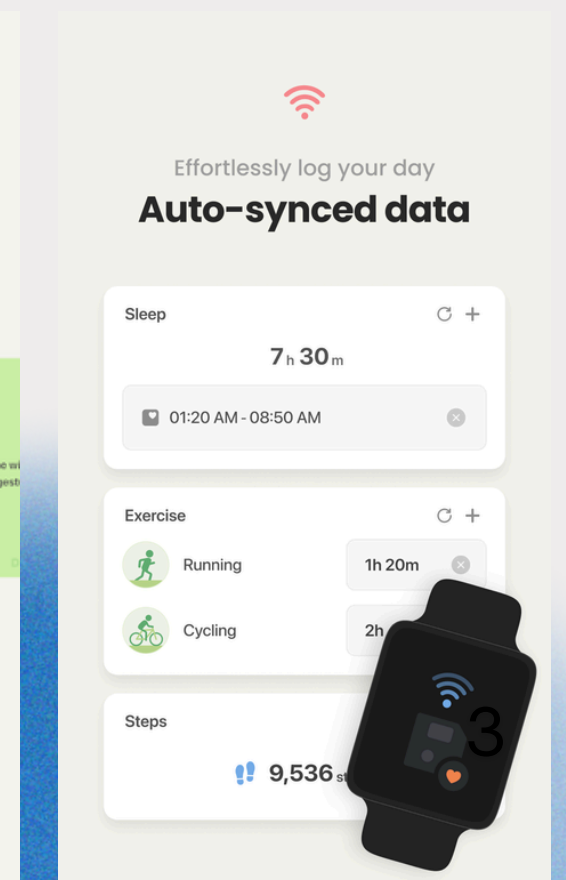
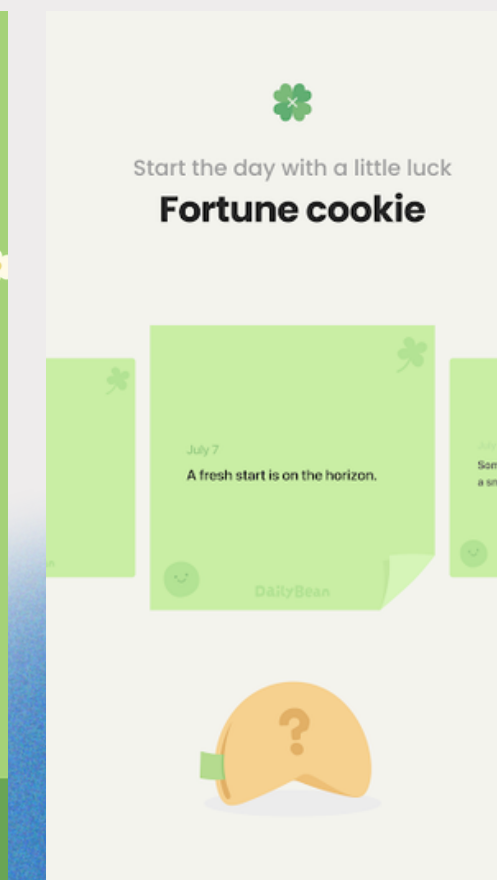
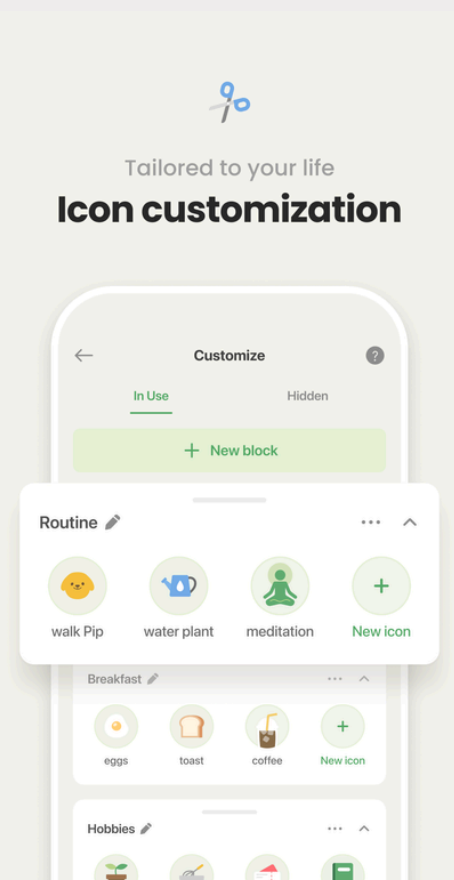
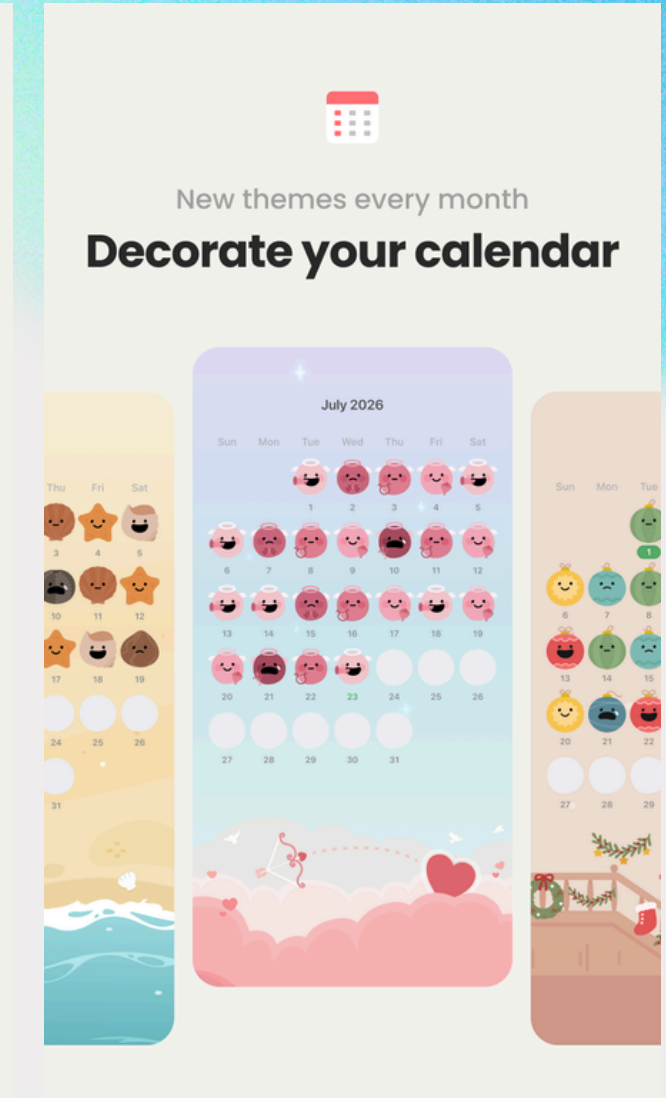
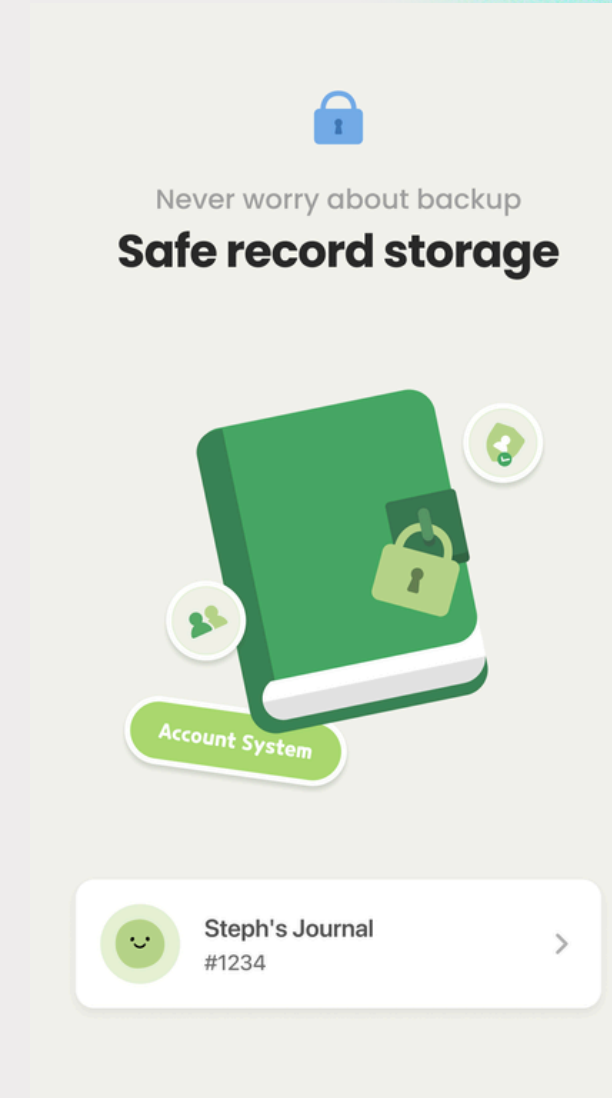
Low-pressure emotional journaling through simple interaction

Helpful Features:

- Gamefied, 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?