



LifeTree International | Towards A Better Me



LIFETREE

Family Memory Storage Platform

<https://e1323316.wixsite.com/lifetree>

FINAL DELIVERABLE DECK

Group 1

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Content



Problem Statement/Competitor Analysis



Qualitative Validation/Quantitative Validation



Customer Acquisition Strategy



Create Plan of Action

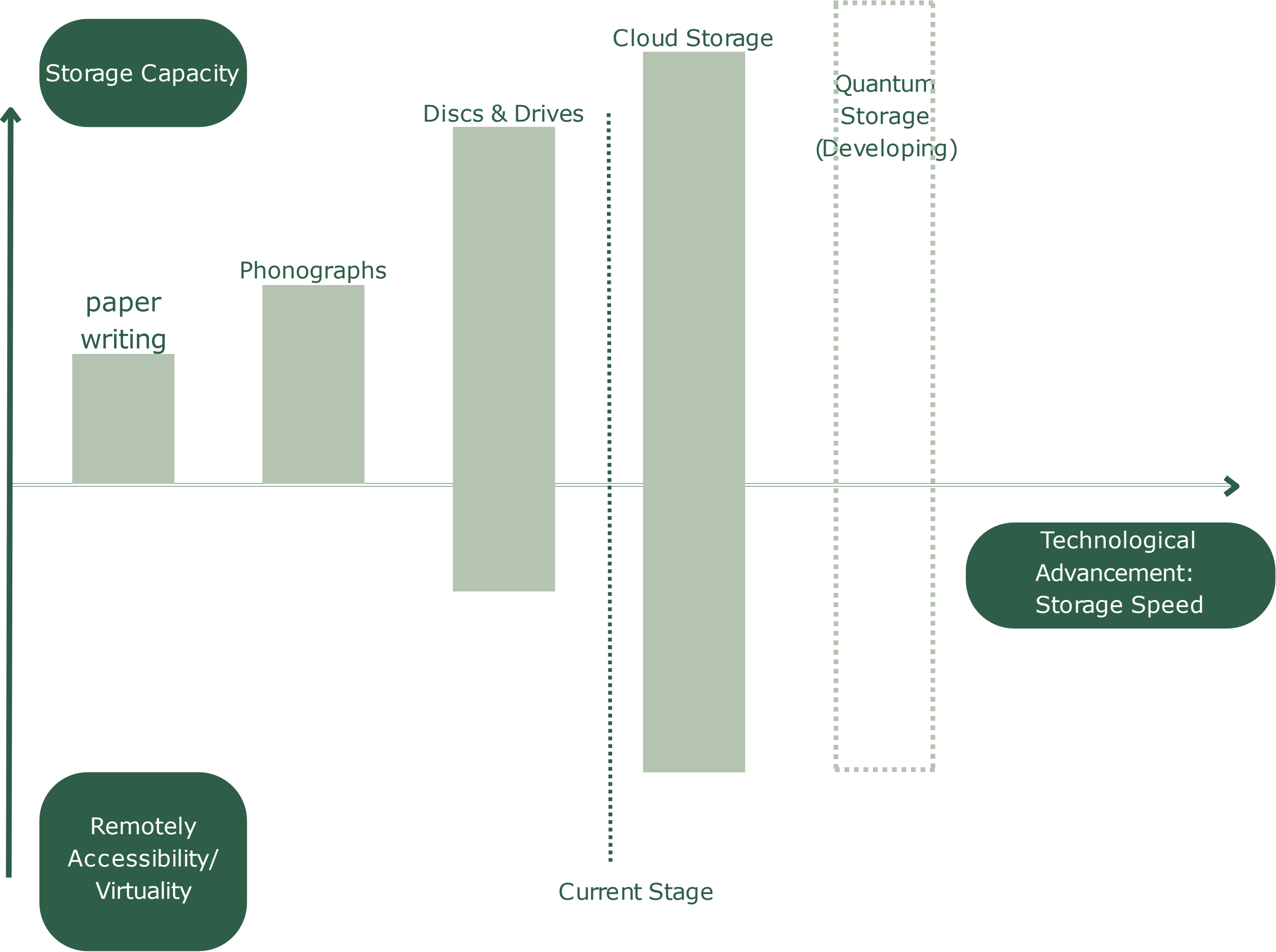


- **Problem Statement**
- **Competitor Analysis**
- **JTBD Analysis**



Technological Progress

— — of information storage



Original Value Proposition & the Problem to be solved

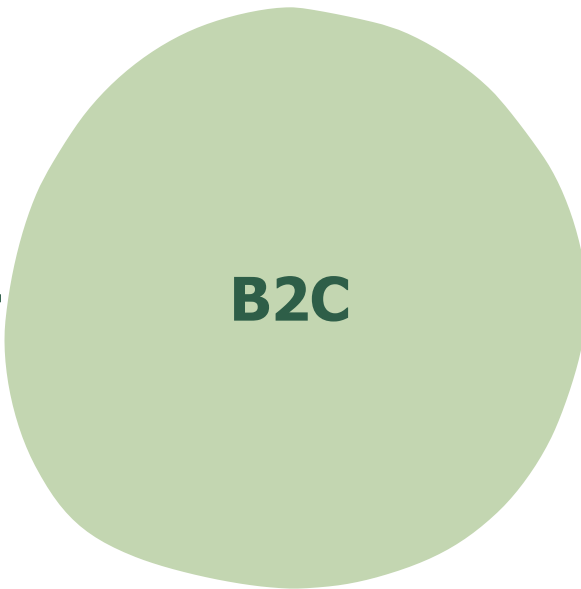


Problem Statement:

- Complex digital asset management hinders fulfilling last wishes
- Scattered inheritance across platforms with inconsistent access
- Opaque will execution causes disputes
- Death avoidance complicates preparations

BENEFIT

One-stop service platform
Personalized will execution
Funeral and post-death arrangements
Double protection for digital assets



FOR
Individuals and families
OUR

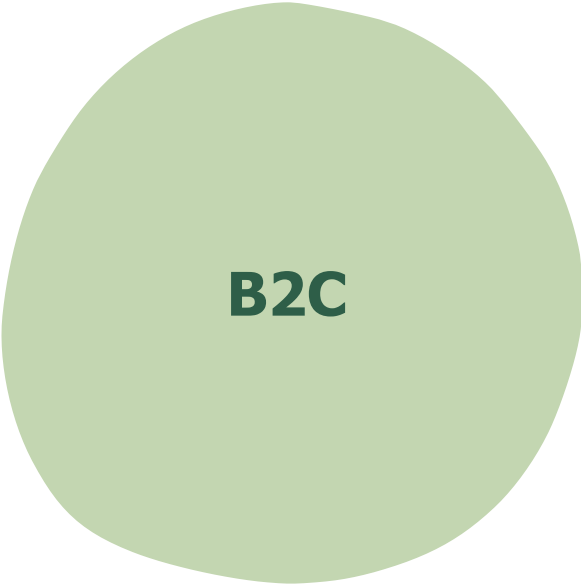
Digital legacy management service
PROVIDES

A one-stop digital estate management platform

WHICH Offers
Secure storage, organization, and transfer of digital assets, ensuring they are handled according to the user's wishes.

Key features
Personalized will execution
Another key feature
Double protection for digital assets
UNLIKE who else
Unlike other online will generation platforms

New Value Proposition & the Problem to be solved



Problem Statement:

People often struggle to organize and preserve memories, especially after losing a loved one, due to fragmented content across various platforms, making it difficult to create a cohesive space for sharing with family and future generations.

FOR
Young individuals and families

OUR
Provides a digital memory management platform.

PROVIDES
Digital Memory Management Solution

WHICH Offers
Key features
Centralized memory platform
Another key feature
Enhanced privacy controls
Long-Term Accessibility
Flexible Storage Options
User-Friendly Interface

UNLIKE who else
Other social websites

BENEFIT

Centralized Memory Platform
Enhanced Privacy Controls
Long-Term Accessibility
Storage Options

Competitors and Actions Analysis

Competitor's Value Proposition

Actions

Legacy.com

Legacy.com®

- Provide a comprehensive digital platform that combines **memorialization, charitable donations, sympathy products, and grief support.**
- Allow families to honor loved ones and supporting meaningful causes.

- It primarily focuses on traditional obituary and online memorial services, which **differs from our virtual communities.**
- But **still need to monitor** and learn from its technics because it's a leader in the online obituary and memorial space.

Forever Missed

forever missed

- Offer a compassionate platform for **creating digital memorials.**
- Allow users to **honor loved ones** with customizable tributes.
- Foster **community support** by enabling the sharing of stories and photos.

- **Regularly track updates** to Forever Missed's features and user experience feedback to **understand how it meets user needs, especially in digital memorialization and community building.**

QQ Zone

QQ空间
分享生活 留住感动

- Provide a **personalized virtual space** for self-expression.
- **Combine** social interaction and entertainment.
- Offer **virtual goods and targeted advertising** to enhance user experience and create value for advertisers.

- **Differentiate positioning** with a focus on family memories
- Enhance **personalization and customization** features, emphasis on **privacy and security** measures
- Develop **more integration with family services**

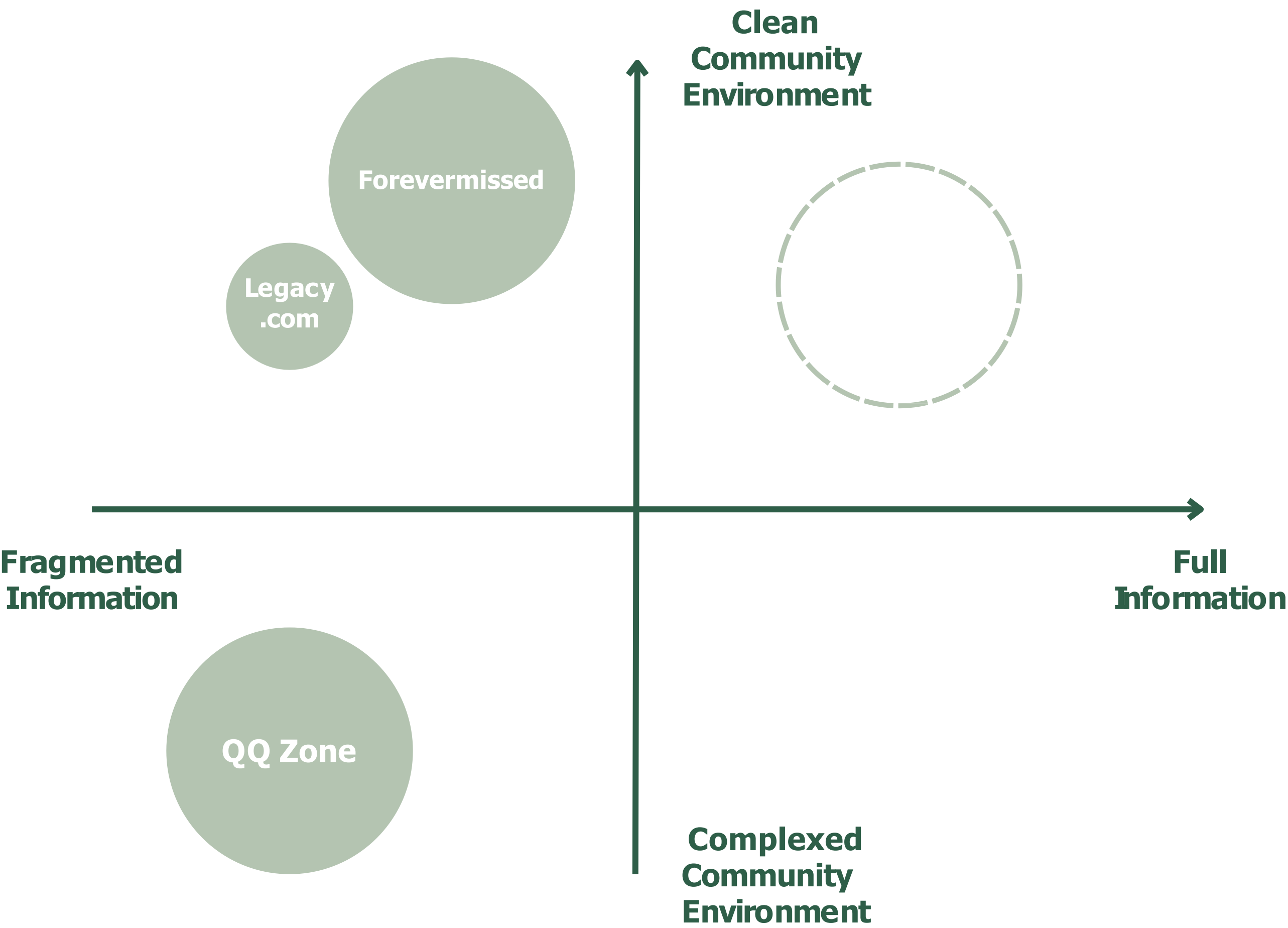
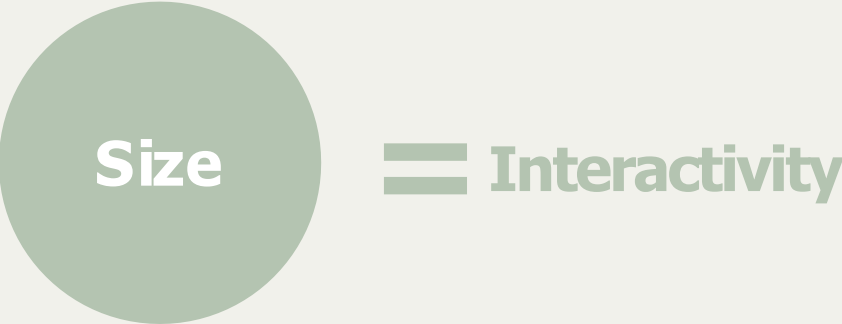
JTBD Feature Comparison Chart

				
Storage Capacity	low , mainly text obituaries. limited videos and audio.	low , only a small number of photos and text.	medium , especially when uploading videos and audio.	high , support larger volumes of text, images, video, audio and other formats.
Preservation Period	permanent for certain contents like obituaries texts and sites.	permanent only for paid users .	weak in long tern storage. contents be deleted after a long period of time of logging out or inactivity.	permanent storage for every user and provide data backup services.
Privacy and Security	weak privacy protections. focus on public obituary and memorials.	Higher security for paid users.	As a widely used social platform, it may be at increased risk of hacking and data breaches.	strong privacy within the family. only authorized users can access and share related records.
Emotional Interactivity	Provide permanent obituary and tribute pages, but is less interactive and emotionally resonant .	strong emotional connection to the deceased , focus primarily on memorial functions.	weak emotional resonance , more daily socialization and instant sharing.	strong users' emotional resonance by various personalized features like family timelines and trees.
Sharing Community	limited interaction, single format , simple interactions for memorials.	Richer commemorative interactions with a stronger sense of community.	Rich but complex social features , with not only friends but also public.	focus on deeper interactions between family or friends rather than broader public socialization, but still allow sharing within the platform.

JTBD Competitor Analysis

					
Core product		The world’s largest obituary database, For searching and creating memorial texts	Online memorial page that focuses on remembrance and memory retention after the loss of a loved one	Universal social platform, users share their personal life, photos, videos and other content with a wide reach	Family memory recording platform. Upload text, images, video, and audio to record family members' memories
Customer target		For certain individuals who wish to create an online memorial for the deceased, as well as for those seeking obituary information	For those who have lost a loved one, especially who wish to honor their loved ones emotionally and in public.	Widely targeted at teens, young adults, and middle-aged users, especially those who are focused on sharing slices of their lives	Family-oriented, focusing on interaction and sharing among family members, for user groups that value family history and memory
Traction to date		High brand awareness and a large number of obituary subscribers, with strong exposure in search engines and the media	Concentrated and stable user groups, focusing on the emotional needs of lost relatives,	Massive number of users, especially in the Chinese market	Not yet published, but focus on groups with a desire to document and strong family values
JTBD 1 Storage convenience & capacity		Limited contents, A permanent obituary page with limited texts	Create a detailed memorial page for the deceased, A larger storage of various forms	Weak in long tern storage.	Permanent and large storage, convenient multimedia uploading
JTBD 2 Privacy and security		Public obituary page with weak privacy protections for public memorials	Provides partial privacy protection, but is less concerned with multiple levels of privacy control	Users can customize privacy settings, but for mass social platforms, privacy controls are relatively complex	Focus on privacy within the family, with only authorized users able to access and share family memories
JTBD 3 Emotional resonance and long-term preservation		Offer permanent obituaries and tribute pages, but is less interactive and emotionally resonant	Emphasize the emotional connection with the deceased, but focus primarily on the memorial function	Weak emotional resonance, more day-to-day socialization and instant sharing, and insufficient long-term preservation and emotional connection	Strong users' emotional resonance and permanent preservation needs through features such as family timelines and family storybooks
Gap #1 Interactivity & customization		Lack of strong interactivity and customization of content	Lack of strong interactivity and customization of content	interactive, but the community environment is complex and does not function as a tight, long-term emotional connection	Emotional focused design and customized content management
Gap #2 Ease of storage & content integrity		Simple and fragmented posts of texts	Fragmented information of memorial	Extensive sharing of daily fragmented information, allow users to easily publish content	Easy multimedia uploading and family interaction A record of complete information

Competitor Positioning





- **Qualitative**
- **Quantitative Validation**
- **Test**



ASSUMPTIONS SUMMARY

CUSTOMER IDENTIFICATION

Some users like to record their daily life, but online platforms lack a versatile and organized space.

CUSTOMER PROBLEM

Online recording platforms are cluttered with ads, have poor user experience, and lack automatic archiving, resulting in disorganized records.

SOLUTION ATTRACTIVENESS

The ad-free, simple recording space attracts users, and automatic recording organization saves them time.

COMPETING OFFER

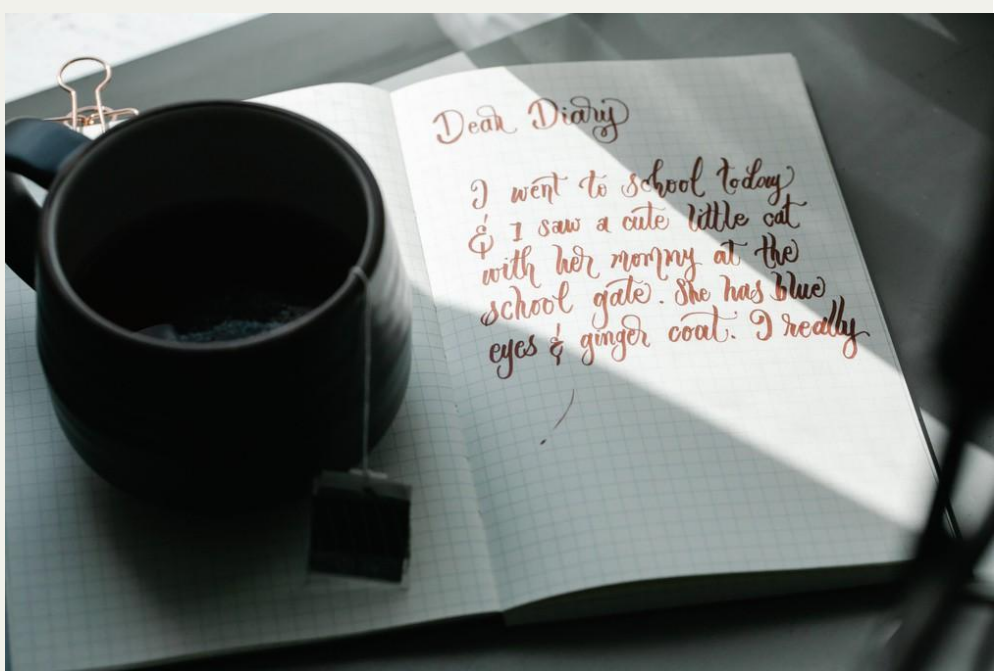
Multi-way recording;
Automatic organization;
Archiving regular reminder memories.

PRICE/ PERFORMANCE

Attract customers for free and pay for more features.

TECHNOLOGY

Websites, mobile pages, a variety of mobile terminals.



Key feedback from intervieweesr



"I have so many photos and videos on my phone that I need a better way to save and preserve them."

KEY LEARNINGS: More vivid memories-filled files may appeal to many users.

"My loved passed away, do you have a better way to preserve the memories?"

KEY LEARNINGS: Preserving the memories of the deceased and building electronic tombstones for them is also a need for many.



BEACH HEAD



Love to record but.....
Spend money on stationery
Pay for iCloud space

BUDGET

Who regularly record and are willing to pay for a better experience.

Want to record
Keep media files
Remembering others

URGENCY

Who want to keep memories or remember others in a variety of ways.

Want to record
Auto-organizing
Easy to manage

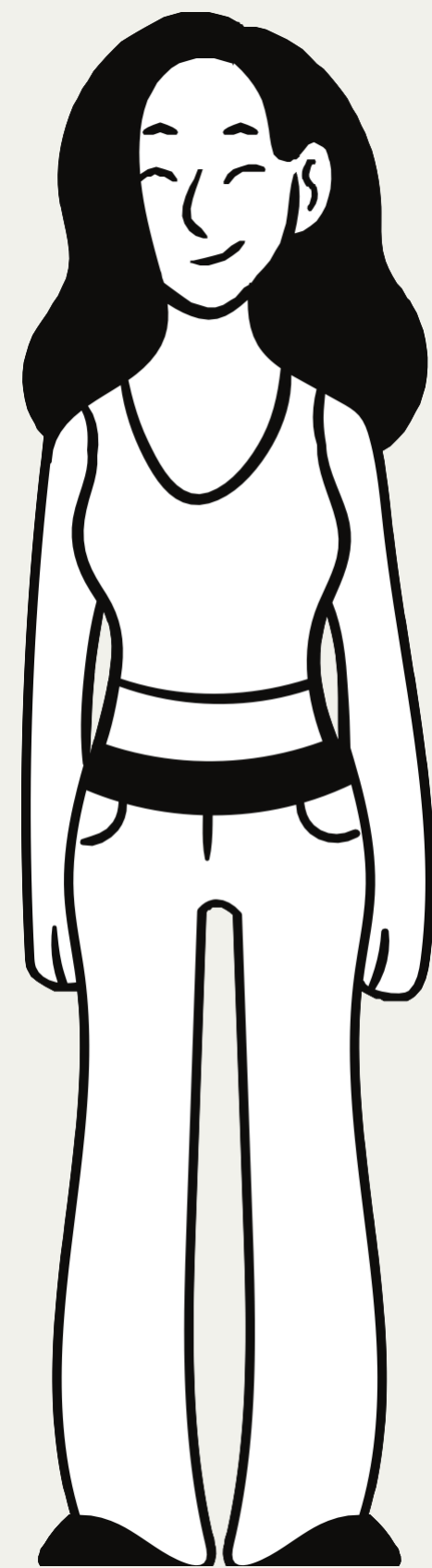
TOP

Who use multiple ways to record and don't have to sort their own way.

ACCESS

Use KOL promotion or advertise on major streaming platforms.

Persona



Anna · Karenina

 26  Singapore  Intern Designer  4,000 SGD/month

BACKGROUND

- She likes to take pictures, write diaries, and keep journals.
- She has a busy work schedule, and her fond memories motivate her to work hard.

GOALS

- Keep an orderly record of every trip.
- She wants to create a document, like a photo of her deceased grandmother, for herself and her family to remember her.

FRUSTRATION

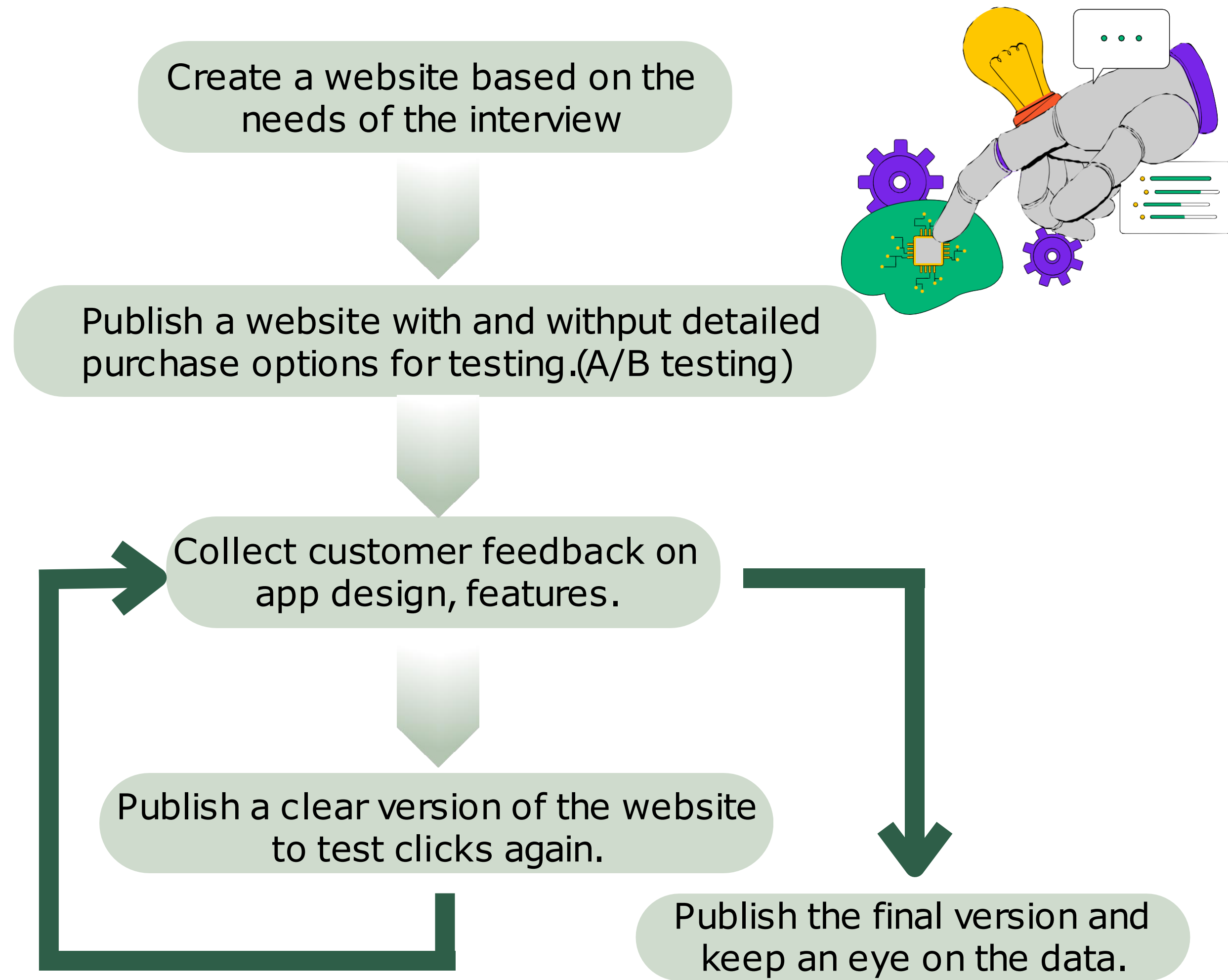
- Her phone and camera have various media files, but there's no suitable platform to store them all.
- Too lazy to archive the photos, she forgot how to organize them after a long time.

MOTIVATION FROM OFFER

- Automatically organize all kinds of files.
- Compose the memoirs of deceased loved ones in a variety of ways, so that more people can remember them.

Tests & Summary

Action Plans

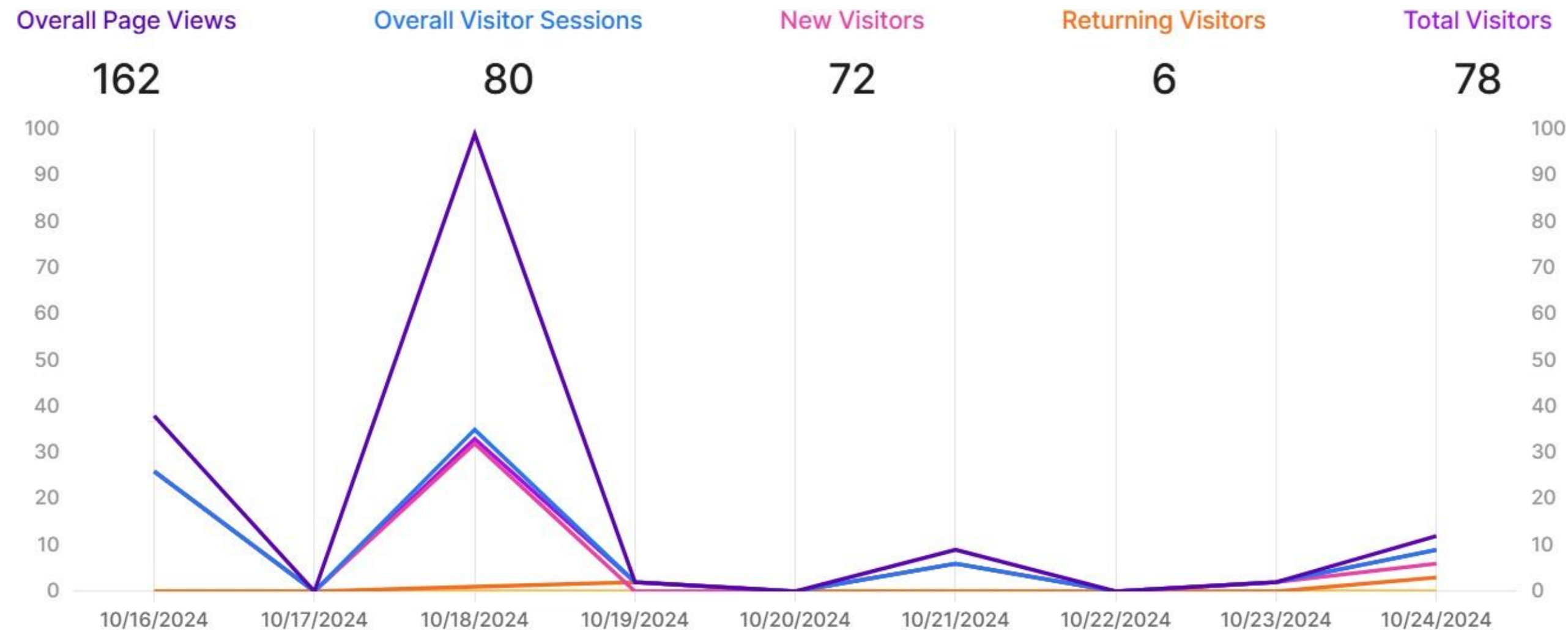


Tests & Summary

Summary

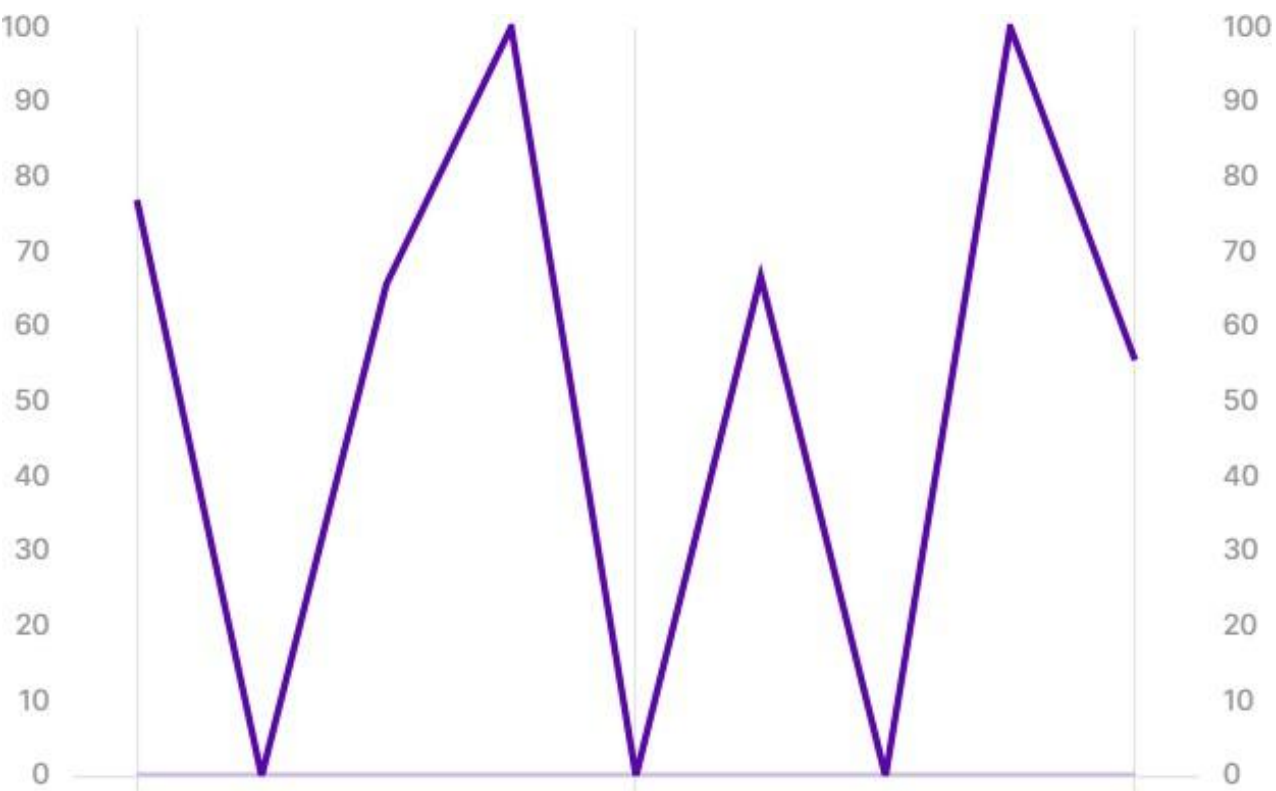


Page Views, Sessions & Visitors



Bounce Rate

70%



Final product

PRODUCT



An electronic record platform that supports various documents and automatically organizes them.

PRICE



The basic functions are free to try, and the paid upgrade experience is made.

ACCESS



- KOL, advertising, and promotion;
- Available on all mobile platforms and on desktop and tablet websites.

VALUE PROPOSITION



Encourage users to build their own memory communities by automatically organizing files and allowing multimedia uploads.

CUSTOMER



People who like to document their lives;
People who are more dependent on electronics;
People who want to remember.

[illegible]

Go-To-Market Approach



Marketing & PR

Key Messaging A centralized platform for organizing and preserving memories with strong privacy controls.

PR Strategy: Partner with family-focused key opinion leaders to promote through emotional stories about preserving memories.



Channels

- Digital Advertising
- Search Engine Marketing
- Email Marketing
- Mobile and Desktop Platforms



Customer Acquisition Strategy and Tactics

- Freemium Model
- KOL and Influencer Campaigns
- A/B Testing and Continuous Iteration
- Referral Program



Partnerships

- Cloud Storage Providers
- Digital Content Creators
- Nonprofits and Community Organizations
- Funeral Homes and Memorial Services

Marketing Funnel Analysis

Awareness

Promote through social media ads, SEO, and partnerships with KOLs, highlighting memory preservation and organization for young individuals and families.

Activation

Ensure a smooth first experience with a simple interface that helps users easily sign up and upload their first memories.

Engagement

Keep users engaged with reminders to upload new memories, personalized content tips, and regular notifications.

Evaluation

Offer a freemium model with paid plans for extra storage and advanced features, clearly showing the benefits of upgrading.

Buy

Encourage sharing with family and friends through emotional connections
Referral program that offers rewards for both parties.

Reduce friction by simplifying sign-up, explaining features clearly, and showing the value of paid plans to improve conversions.

ACCORD

Advantage

Life Tree offers a centralized memory platform with enhanced privacy controls and long-term accessibility, unlike competitors with fragmented storage solutions.

Divisibility

The freemium model lets users try basic features for free, reducing barriers to entry and encouraging upgrades for more storage and features.

Compatibility

It integrates seamlessly with users' digital habits, supporting mobile, desktop, and cloud access, making it easy for users to adopt without changing their behavior.

Risk

Life Tree addresses privacy concerns with enhanced privacy controls, giving users full control over who can access their memories.

Observability

Benefits like memory organization and preservation are easily visible through social media promotion, KOL partnerships, and user testimonials.

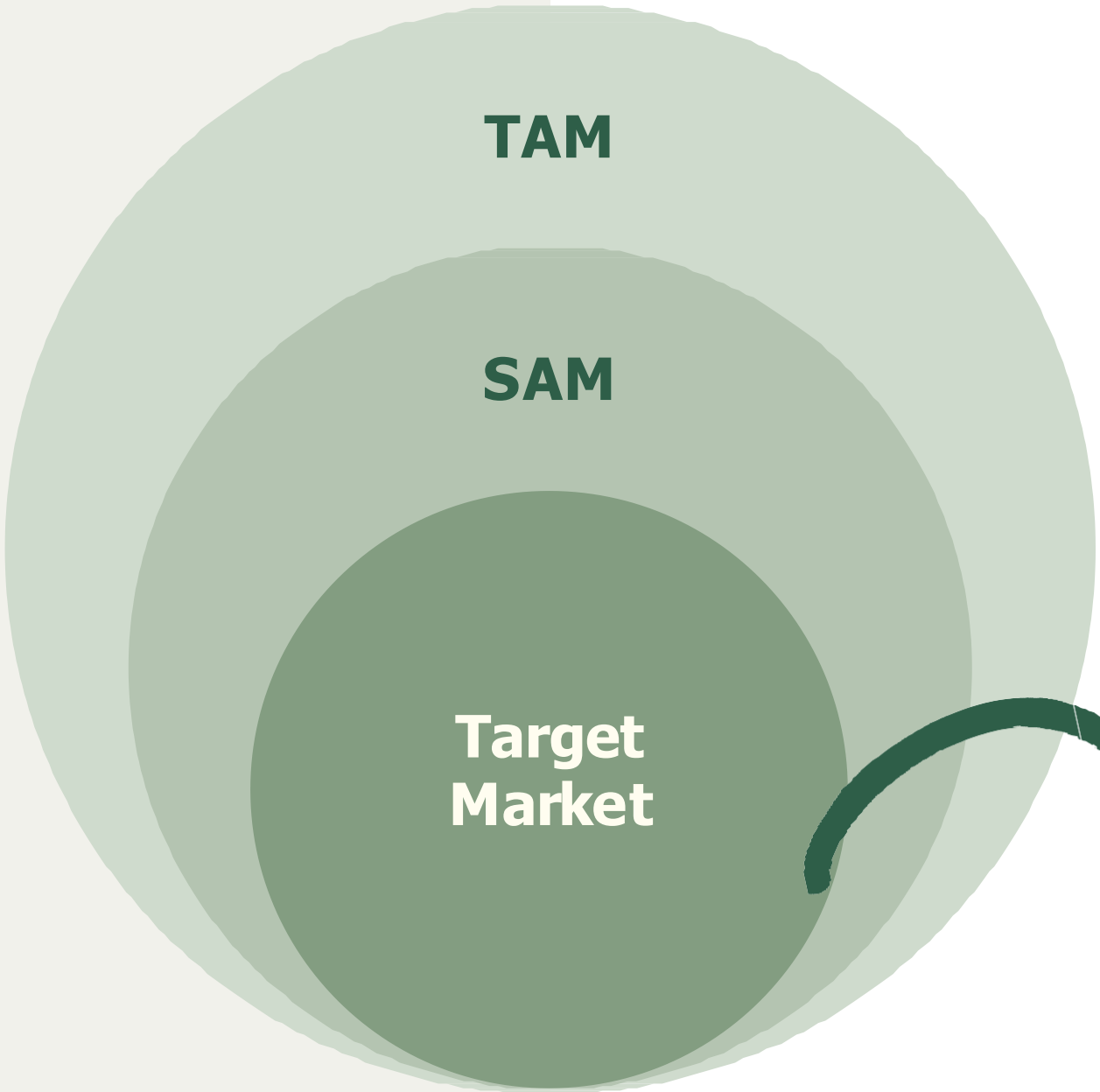
Complexity

Life Tree is intuitive and easy to use, with a freemium model allowing users to start without upfront costs, simplifying adoption.



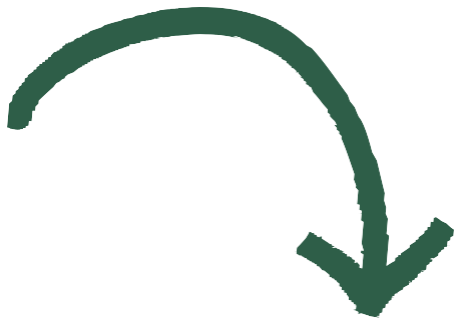
Market size

8.1 billion
2.4 billion
(age from 18-40)



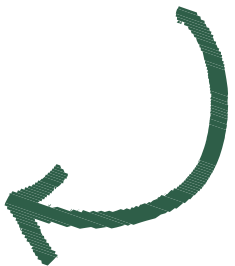
65% young people are interested in digital life.

1.5 billion
0.45 billion



Bounce Rate

70%



From the Beach Head to the Target Segment

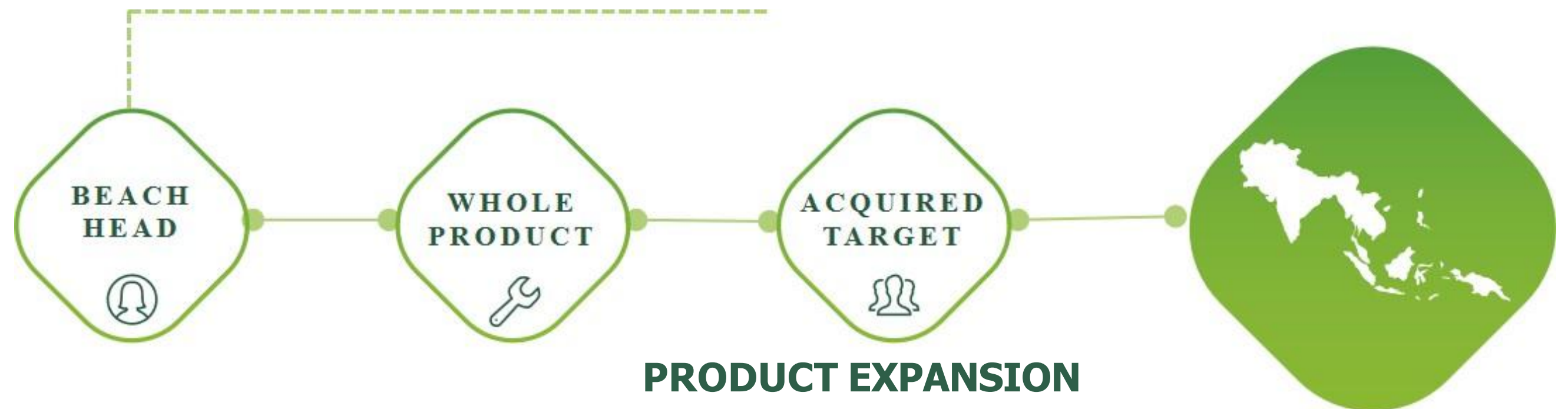
Utilize word of mouth at workplaces and within close social circles to spread awareness of Life Tree's unique memory organization features.

MARKET EXPANSION

Target medium to high-income professionals in Singapore, both younger and older generations

TARGET GOAL

Expand Life Tree's reach to medium and high-income professionals across Southeast Asia, focusing on both the emotional and practical aspects of memory management.



PRODUCT EXPANSION

Function Directions

- Maintain transparency in the value chain.
- Expand the number of service partners.
- Enhance the platform with AI technology for better personalization.
- Explore potential new products or markets, such as in the areas of health & wellness or education.



Create Plan of action



the Opportunity after Validation

Market-Side (B2C)

Our Beach Head has shown a clear fit between the users' needs and Life Tree's solution. These initial users can become strategic partners to drive growth through feedback and advocacy.

Feedback from early clients has been positive, confirming that there is demand for an organized and personalized memory preservation platform.

Suppliers-Side

The unique positioning of Life Tree, centered on personalization and motivation, makes it an attractive service for potential suppliers and partners, fostering long-term collaboration.

Business Model

Digitalization is crucial to how Life Tree will monetize. By continuing to leverage digital technologies and cloud services, the platform can effectively scale and offer both freemium and paid models to drive revenue.

What we were not able to test!

MVP (Minimum Viable Product)

Real personalization: how?
We have not fully tested which cutting-edge technologies (such as AI or machine learning) will allow us to deliver truly personalized, daily interactions that resonate with each user's unique memory-preservation needs.

Business Idea

Nice to have or must have?
We need to explore whether Life Tree is a necessity for users in the long term. While people often express the desire to preserve memories, we need to validate if this demand is strong enough to sustain their engagement and if they will continue using the platform over time.

Business Model

How to put it all together?
We have yet to determine how to achieve economies of scale while maintaining the flexibility and personalization that users demand. Further testing is needed to ensure that Life Tree can grow sustainably while delivering a tailored experience to each customer.

Our Team



Jia Mengjie

- Plan, delegate, organize meetings, and ensure the completion of the project before deadline.
- Create landing page.
- Quantitative Validation.
- Built business idea, problem statement, hypothesis and assumption development with teams



Zhang Xiaowen

- Industry attractiveness analysis
- Competitor analysis, JTBD analysis
- Set up questionnaire and conducted interviews with teams
- Built business idea, problem statement, hypothesis and assumption development with teams



Jiang Fan

- Built the business idea and collaborated on questionnaires with teams
- Conducted interviews to refine project direction and improvements
- Conducted competitive analysis and established the business model
- Completed a PESTLE analysis and crafted the problem statement
- Defined the go-to-market strategy and created the plan of action



Xiao Ruoxi

- Create landing page.
- Summary value proposition
- Summary user needs.
- Create reality tree and future tree.
- Set up questionnaire and conducted interviews with teams

Key reflections and insights from the project



Jia Mengjie

Through this validation process, I realized how crucial teamwork is in navigating the complexities of market research.

While I initially thought gathering customer feedback would be straightforward, real-life challenges—such as respondents avoiding negative feedback and differing insights within the team—highlighted the importance of clear communication and collaboration.

This experience deepened my understanding of how essential it is to integrate different perspectives to achieve effective outcomes.

Key reflections and insights from the project



Zhang Xiaowen

Through the complete process from ideation to final marketing test in the whole project, I realized the pragmatic nature of marketing and the importance of teamwork.

Marketing is not just about the creativity of the idea, but also about the practicality of each feature, such as considering the partners behind and industry norms involved. It's a systematic process with each step behind there're many factors.

For example, the original prototype of our group's idea was my proposal for a death notification alert system for people living alone and the subsequent aftercare work. However, as we analyzed and iterated on the idea, I realized that "death notification" didn't integrate well with the rest of the content, so I cut that part though I like it. There were also some ideas that we found to be too professional to land or having little target users, such as "digital legacy management" and "a public-facing collective literary creation for digital immortality", which we liked. But considered that a good product should be precise positioned, we eventually restrained our focus to family memories.

Key reflections and insights from the project



Jiang Fan

Through close collaboration with the team, I gained a strong understanding of the importance of effective communication and teamwork. By sharing ideas and refining concepts together, we enhanced the project's innovation and execution.

This project emphasized the need for early idea validation through research, interviews, and both qualitative and quantitative analysis. I learned to quickly identify improvements and solve problems, gaining valuable hands-on experience.

I also mastered tools like competitive analysis and business model development, crucial for evaluating markets and building viable strategies. This experience strengthened my ability to create effective marketing and sales strategies that resonate with the target audience, providing me with skills and confidence for future challenges.

Key reflections and insights from the project



Xiao Ruoxi

In the "Idea to Market" course, I learned to adopt an entrepreneurial mindset and apply theory to practice. My project, a "Digital Memory Tree," helps families preserve and pass down digital memories of deceased loved ones as a visual, family heirloom.

Key Takeaways

- 1. Entrepreneurial Thinking:** We focused on identifying market needs and crafting solutions. Recognizing that many families struggle to preserve digital legacies, I saw a clear demand.
- 2. Project Design:** The "Digital Memory Tree" turns digital assets like photos and messages into a visual family tree, making memories accessible and meaningful.
- 3. Market Validation:** Surveys showed people value secure, emotionally resonant ways to manage digital memories, affirming our project's direction.
- 4. Theory in Practice:** I applied business modeling, positioning, and user journey design to create a sustainable and differentiated digital legacy service.

This course provided essential skills to bridge the gap from concept to viable market offering.