

Company

Name: Kid Keepers

Describe Business: Kid Keepers will be an artwork photography service for parents of elementary school-aged children in the Los Angeles South Bay area.

Elementary children come home almost daily with artwork (both flat and three-dimensional) created in school. Parents are faced with the dilemma of whether to store it all, to immediately recycle it, or to display it for a few weeks and then recycle it. It's heart-breaking to throw it away, yet it's difficult to store all of this material.

This service will photograph your child's artwork, and provide you with several options for storage including digital slide shows, CDs, and/or printed photo albums. This way, every piece is preserved, and you can feel safe recycling it (or only keeping the most precious pieces) – greatly reducing your storage needs.

Not many busy working parents have the time or the technical know-how to execute this by themselves and would likely be willing to pay for this service.

How it works: Customers can order in person, by phone or online. Kid Keepers picks up the artwork from the customer and all work is photographed at Kid Keepers studio. Kid Keepers can also provide a reusable storage folder. Then once the work is photographed, and the project is complete, all art is returned to the customer along with whatever format is ordered (ie. CD) . Since the service will be local, pick-up and delivery is included in the price.

If customers order online, an e-commerce component will require them to set up an account/login in order to pay.

In terms of privacy, no customer content would appear on the website. If website services are added at a later date, this would be an individual website for each customer that they could use to display their child's artwork.

Business

1. What is the purpose of this site?

- To provide information about our services to potential customers (nature of services, limitations, cost, time frames)
- To allow customers (potential and current) to view samples of all of our products
- To allow customers to order services and products directly from the site

2. What are the short and long-term goals?

Short-Term Goals:

- a. Develop an initial customer-base by driving traffic to the site.
- b. Obtain an initial work flow of 1 order per week.
- c. Obtain 1 positive yelp/facebook review per month and avoid negative comments.

Long-Term Goals:

- a. Determine the popularity of adding website services as an additional option (including hosting and maintenance)
- b. Determine the need to expand to other geographical areas (polling app)
- c. Obtain repeat business each semester/school year (promotions targeted to 1-time customers)
- d. Possibly adding custom design services (vs. template only) once customer base is established

3. Five Metrics based on Business Goals

Metric 1: Obtain 12 new site visitors/month Use google analytics or other app to determine how site traffic increases during launch as well as during subsequent promotions/advertising periods.

Metric 2: Obtain 1 new order per week. Keep track of orders placed.

Metric 3: Obtain 1 positive Yelp review per month. Keep track of yelp/facebook reviews.

Metric 4: Track requests for website service Include survey app on site to determine if customers desire additional product offerings.

Metric 5: Obtain repeat orders from 50% of customer base. Keep track of repeat business and present repeat customer offers 1 month before end of next semester.

Customers

4. Who is your intended audience?

Parents of elementary school-aged children in the Los Angeles South Bay

5. Why do they come to your site (or use your app)?

Ultimately, they want an easy way to store their art, and to be able to just hand over a semester of artwork to a trusted source, and have them do all the work for them saving them the time and effort including pick up and delivery.

- To learn more about our company (how it began, why, who operates it, geographic region we service, contact)
- To learn about what products and services we offer and the cost and options (images, samples)
- To order products and services directly from the site (easy shopping experience)

6. Five Metrics based on Customer Goals

Metric 1: Access company info in 1 click from home page.

Metric 2: Access contact info ON home page.

Metric 3: Access product/service info in 1 click from home page.

Metric 4: View 3 examples of each type of product (photo or video as applicable) in order to effectively understand the nature and scope of the products. And access samples in 1 click from product page.

Metric 5: Access store in 1 click from any page on the site. (This can be done either through the main nav, or through a "purchase now" button located near the product/service descriptions page which would then link them to that product in the store.)

Content / Task List

- About Us (who, what, where, why)
- Social Network Links
- Products/Services Description (including written descriptions, images, video)
- Store
- FAQs (including legal/policies)
- Contact (including location, hours, etc.)
- Promotions (based on school semesters to generate repeat business)

Functional & Transactional:

- login/account set up
- Shopping Cart
- Videos

Kid Keepers Content

Home

- basic description of main product/service with supporting imagery or video
- changing promotional content (side bar?) for first-time customers vs. repeat customers
- social media button(s)
- possible survey widget (to assess popularity of additional products/services)

About Us

- who we are and why we started the business
- benefits of using our service
- geographic location we serve

Products/Services

Complete product descriptions with images or video:

Photo CD's: plain photos only, photos with decorative frames [PHOTOS]

Slideshows: digitally delivered vs. CD (several templates to choose from) [VIDEO]

Photo Books: printed books (several templates to choose from) [PHOTOS]

Shop

- Kid Keepers store to purchase products/services as well as merchandise such as storage portfolios
- shopping cart (including login)

Contact

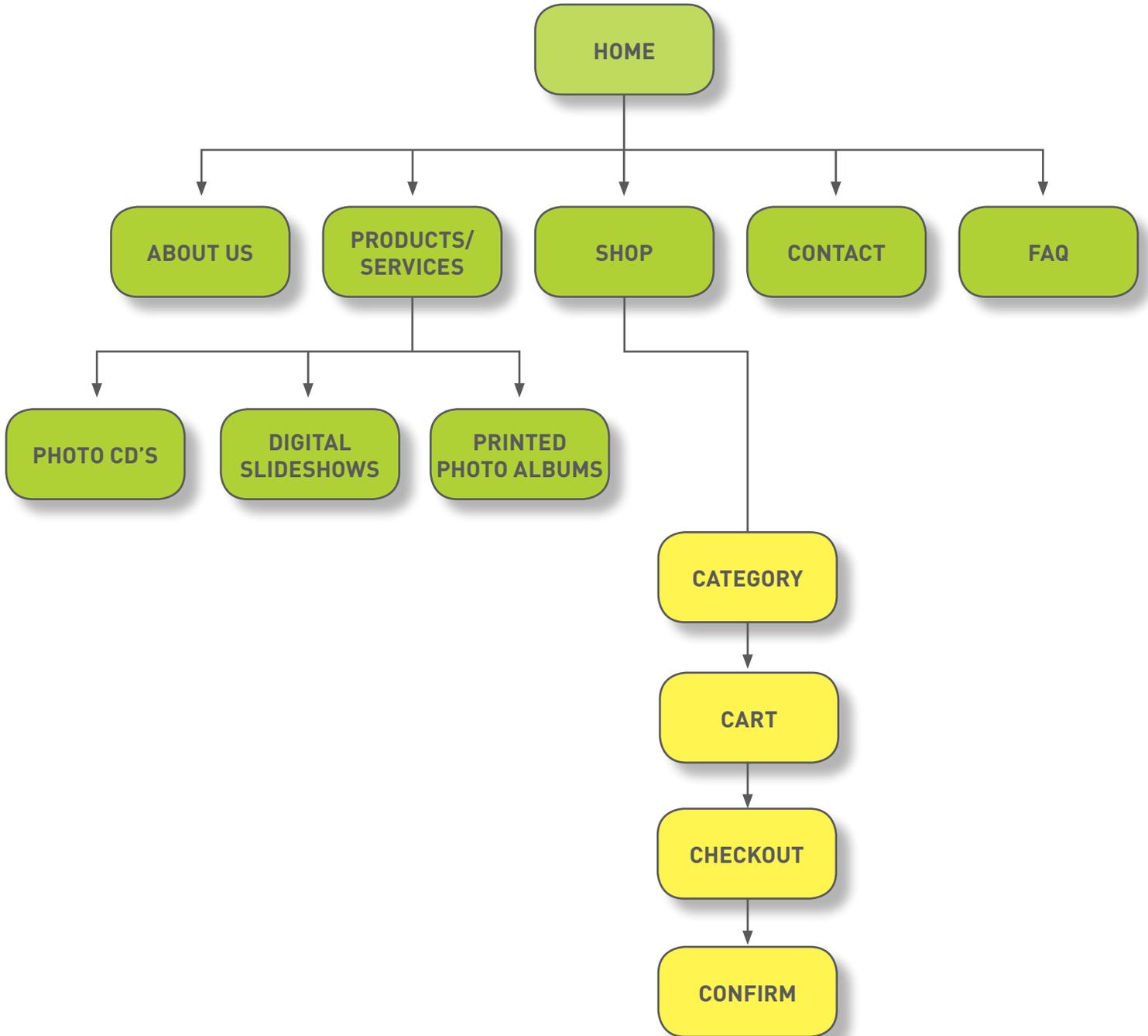
- telephone, email, hours, geographic location served

FAQ

- answers to frequently asked questions
- legal/copyright info

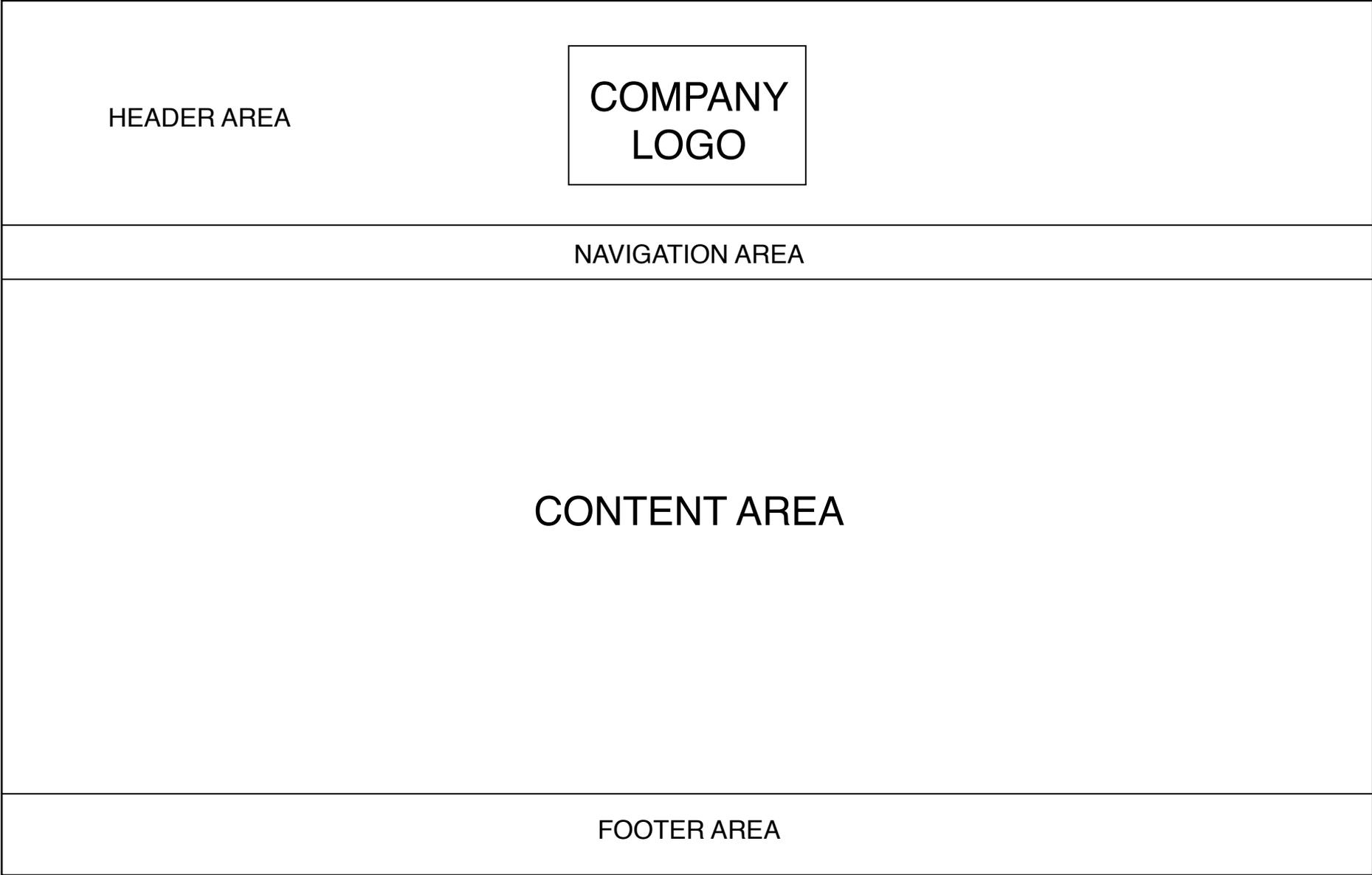
SITE MAP

Kid Keepers



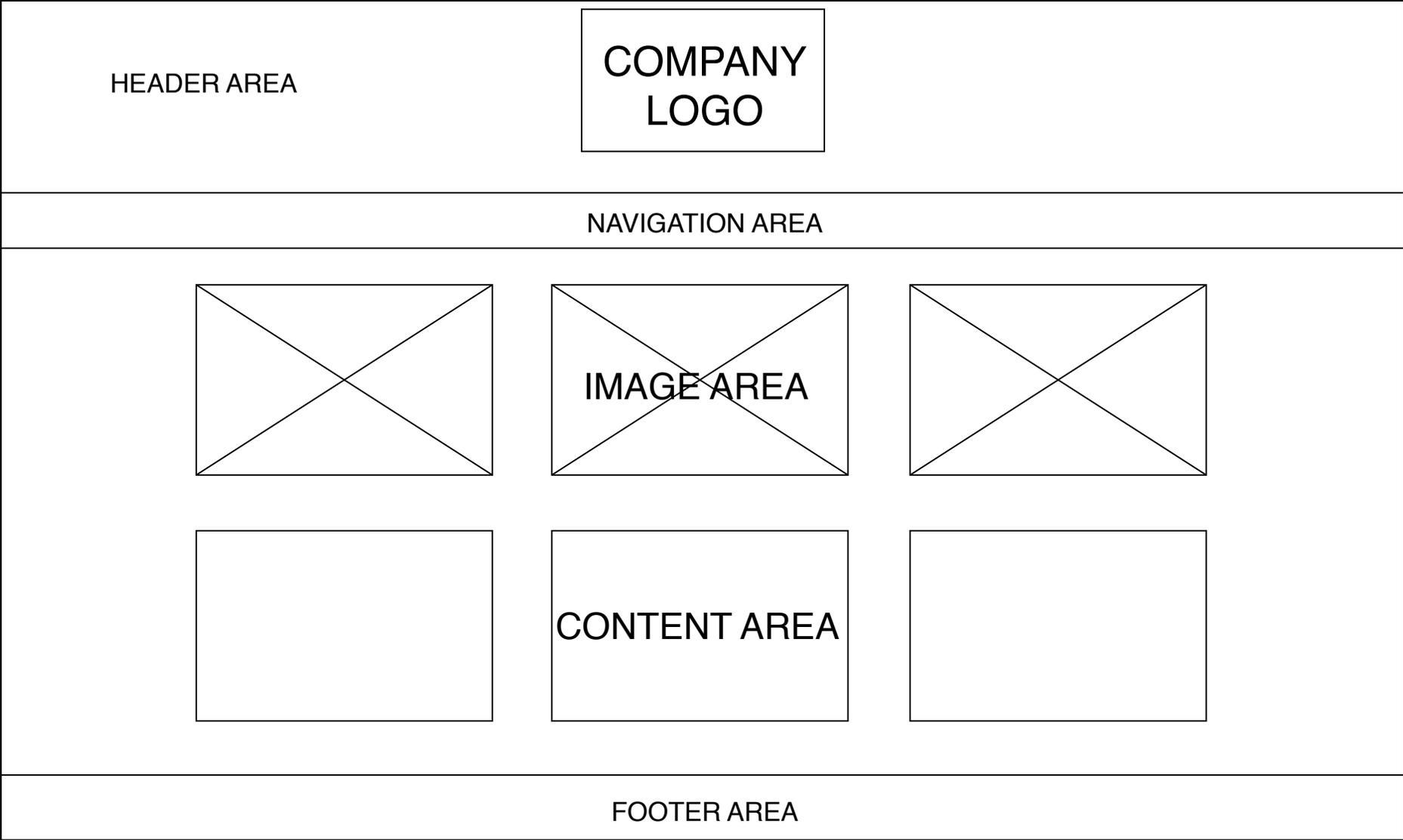
Site Template

Kid Keepers



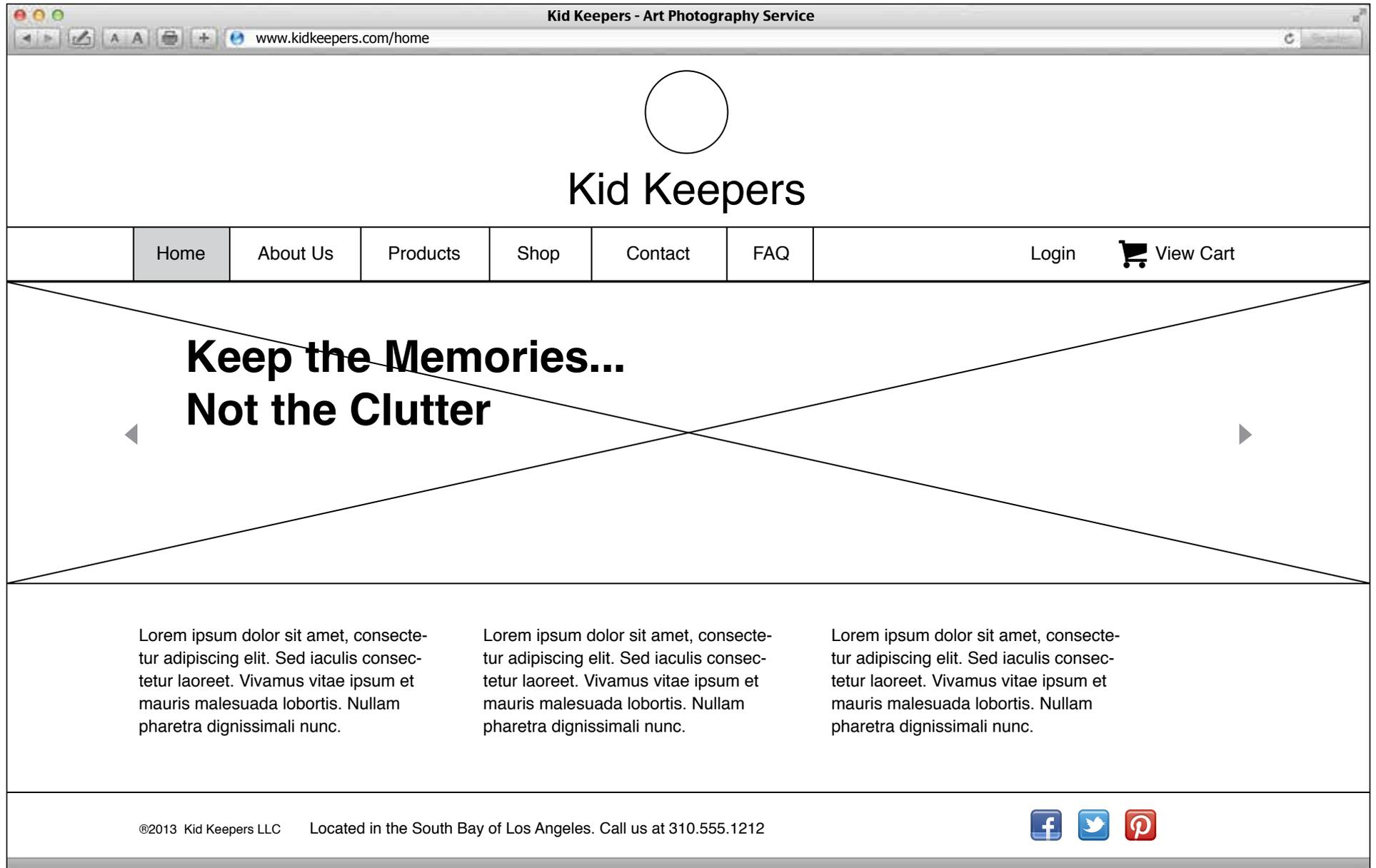
Product Info Level 1 Template

Kid Keepers



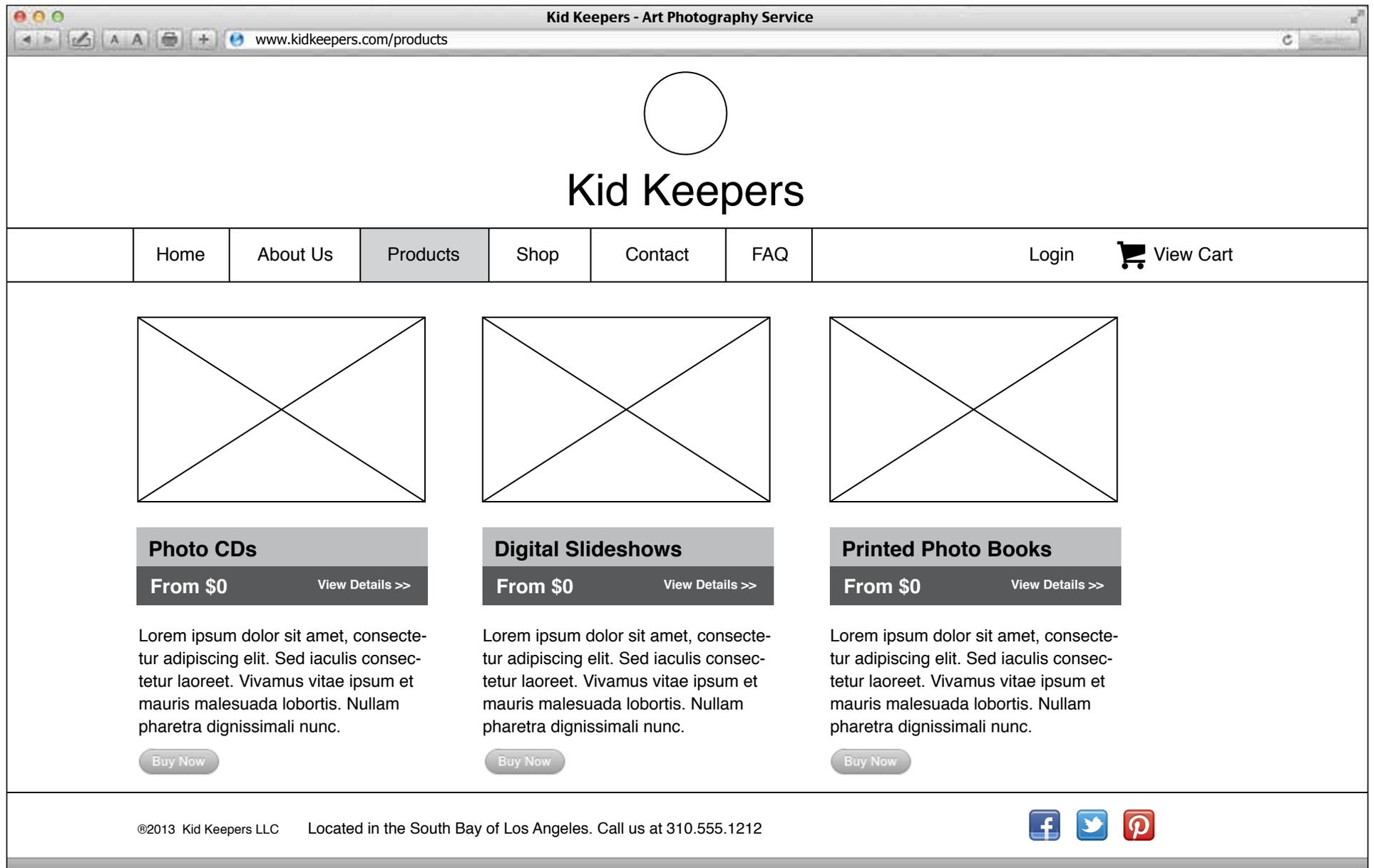
Home Page Wireframe

Kid Keepers



Product Info Level 1 Wireframe

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Product Info Level 2 Wireframe

Kid Keepers

Kid Keepers - Art Photography Service

www.kidkeepers.com/products/digitalslideshows

Kid Keepers

Home About Us **Products** Shop Contact FAQ Login View Cart

Photo CDs
Digital Slideshows
Printed Photo Albums

\$00.00

Quantity

Choose A Theme

- Theme 1
- Theme 2**
- Theme 3
- Theme 4

ADD TO CART

©2013 Kid Keepers LLC Located in the South Bay of Los Angeles. Call us at 310.555.1212

Competitive Analysis - Kid Keepers - Art Photography Service

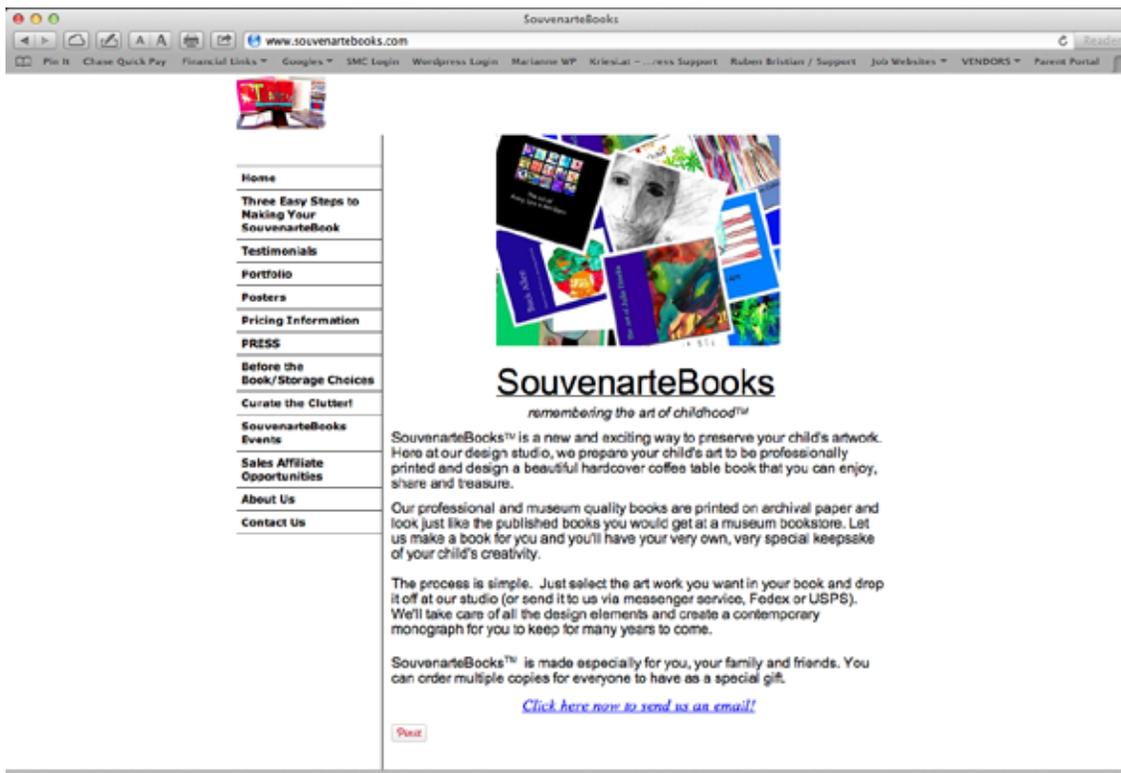
I have found one competitor for this type of service, and they are located in NY (www.souvenartebooks.com)

Positive Aspects:

1. It was conceived by a parent.
2. They limit their product offering which keeps it simple.
3. They offer the convenience that I envisioned in terms of local pick-up and drop-off versus shipping.
4. They have an affiliate program to help other moms as I had also envisioned (However it is unclear on their site as to how an affiliate would execute the photography).

Negative Aspects:

1. The website is slow and frankly, pretty ugly - esp. for an art site.
2. The portfolio section does not function well - it's slow, often doesn't load, and offers no click-through function).
3. They don't offer any digital options (ie. having a slideshow emailed rather than printing a book) which would be more environmentally friendly and budget-friendly.
4. They don't currently advertise any affiliate locations.



App Competitors

I have found several smart phone apps that allow parents to photograph their own kids artwork, and store within the app or share.

This would be a great tool for parents who's children are just beginning school - with nothing currently in storage - and who are committed to regular and very frequent photography.

The drawback is that the image quality would be low due to the typically poor quality of phone cameras, as well as the fact that most users would be amateurs using inconsistent and insufficient lighting. This might also take up space on the user's phone.

This type of app would not be helpful to parents who's children have already begun elementary school, as they would likely already have a large volume of work in storage.

These individuals would more than likely not want to commit the time required to archive that much material after the fact.

There are also many websites out there that allow you to print your child's artwork onto products, but that is a different type of service as it is focused on selling promotional products rather than on preservation, and does not provide photography.

Art My Kid Made App



Pros:

- free
- allows you to share instantly
- has extensive editing capabilities

Cons:

- forces you to login/create account
- shows you art from other kids (strangers)
- if you don't share it doesn't show up on your fridge
- no picture frames

ArtKive App



Pros:

- free
- has some editing capabilities
- allows you to create a list of people to auto share with
- has a lot of room for notes, grade, etc.
- allows you to auto print/order a book

Cons:

- forces you to login/create an account
- runs a bit slow/cumbersome
- doesn't let you choose a kid BEFORE you take a pic so you have to add the details after

Kidpix: Save Your Kid's Art App (My Top Pick of the Three)



Pros:

- free
- allows you to add a frame, title, date, special notes
- can access your camera roll for previously taken shots
- allows sharing and postcards
- can save within app, on camera roll, or Dropbox
- can view as Slideshow

Cons:

- only allows you to save up to 5 collections (must pay more to have unlimited collections)
- has ads and a lot of extra in-app purchases
- only 20 frames to choose from (can buy more)
- no save button
- must add pic of kid before you can move on