



Strong roots can help you grow

Rooted will help you tell your family story, in your own way.

Background 5

Concept 6

Details 7

Audience Insights 8

Marketing 9

Brand Development 10

Next Steps 11

Reflection 12

Further Research 13

“..If you want a happier family, create, refine and retell the story of your family’s positive moments and your ability to bounce back from the difficult ones. That act alone may increase the odds that your family will thrive for many generations to come.””

(Feiler, 2019)

Background



The worldwide genealogy products and services market is currently worth around US \$3 billion. DNA testing services such as 23andMe and Ancestry are increasingly popular, but they have limitations when it comes to exploring heritage, as the results are generally vague and open to interpretation.

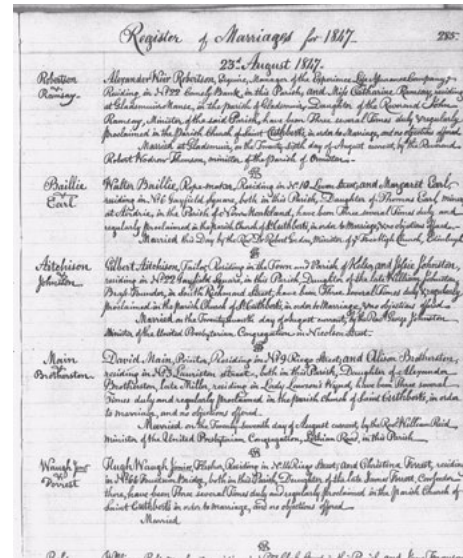
There is a perception that researching family history is for our parents or grandparents, and due to the time and money involved in doing the work it is often the case that retirees with disposable income and lots of time are the ones who do the research. As a result, many of the genealogy products and services are targeted at the 'baby boomer' market.

However, studies have shown that children who know stories from their family history grow up far more resilient in the face of challenges than those who do not. In other words, there are very real benefits to having this knowledge and being able to share it.



Rooted is a business designing and producing customised family history products with contemporary design sensibilities. Products include books, posters and artwork as well as social media posts. We know how important it is for someone to connect to their roots, and we want to make it easy and enjoyable to tell a family story.

Details



To keep our products affordable, Rooted supplies templates to customers to help them develop the content for their products. These templates will include journalling-style prompts to encourage customers to tell the meaningful and important stories from their family, and layouts that clearly tell the story for them.

Rooted has two pathways for book production:

I've never done this before

For customers who lack confidence when it comes to writing, these questionnaires will break down the key components for a good story and make it a painless process. The content will be automatically added to the template of their choice, so this is also a great option for people who aren't very comfortable with technology.

I'm feeling confident

This pathway is more freeform, and comes with writing prompts such as 'Tell a story that illustrates your family culture?' to allow customers to explore their heritage in whatever way suits them. They will also get to choose a template to add to, but have more flexibility with layouts.

For other products such as posters and family trees, I will provide templates for users to customise.

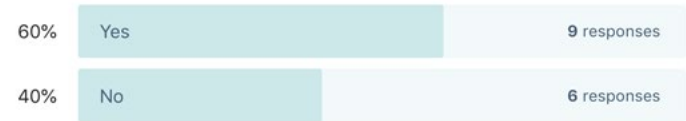


We have targeted our business at the 20-40 market, as this is currently underserved by the genealogy industry. A primary research survey showed that people of this age group do have some knowledge of their heritage, but most of that information is stored in boxes, on subscription services such as ancestry, or is simply passed down through word of mouth.

Secondary research showed me that my target audience cares about family and wellness over most other things. There is also strong evidence to show that children who know about their family history are far more resilient when faced with challenges than those who do not. This has led me to conclude that the branding of the company needs to link family history and wellness, which will help us differentiate ourselves from our competition.

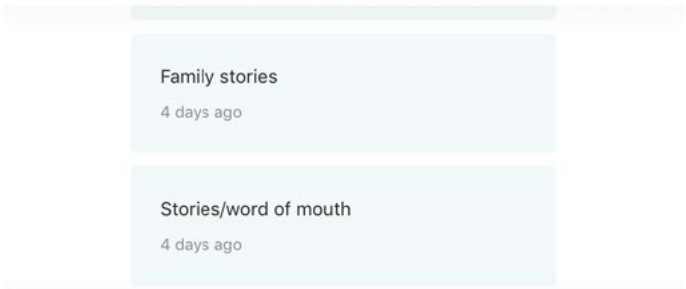
3 Do you know anything about your family history (do you have knowledge about family that died before you were born)?

15 out of 15 people answered this question



4 Where is this information preserved?

15 out of 15 people answered this question (with multiple choice)



5 What kind of family keepsakes do you have? (select all that apply)

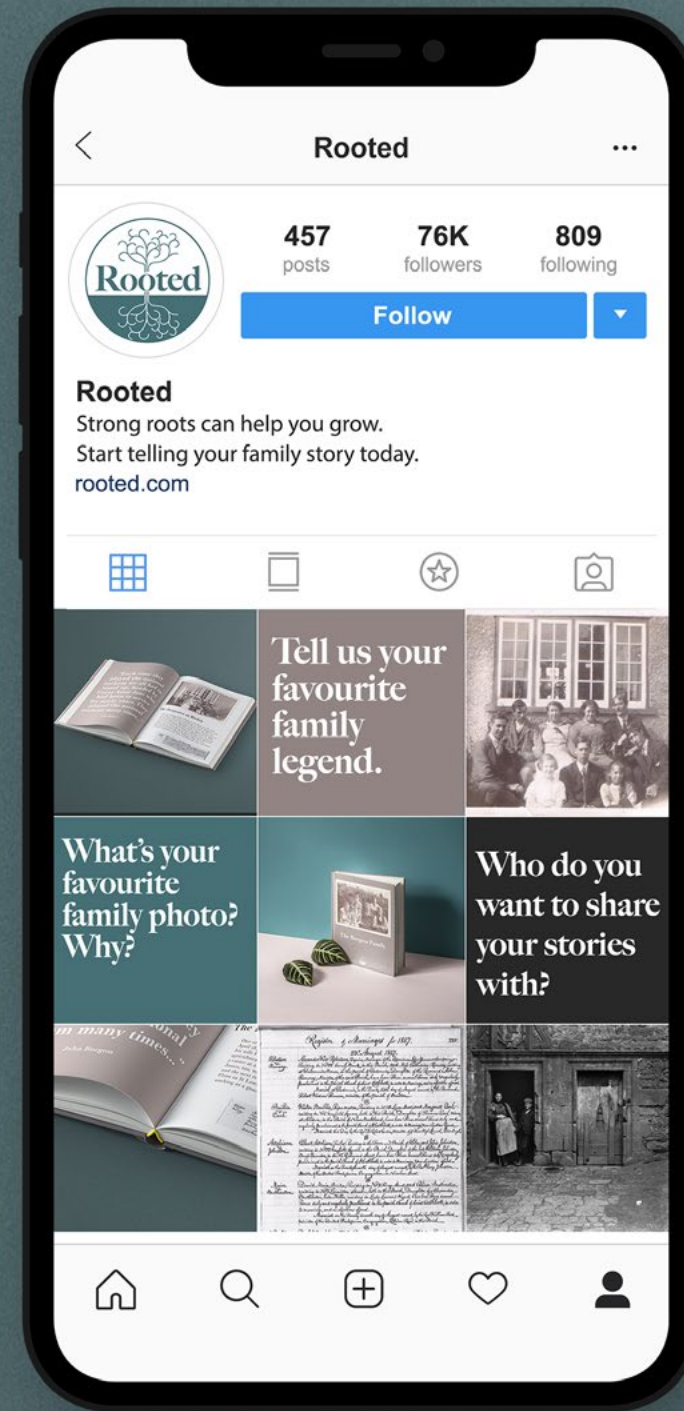
15 out of 15 people answered this question (with multiple choice)



I plan on marketing this through social media, with ads and posts aimed at my target market.

My social media posts will contain hints and tips for creating your products, as well as quotes about the importance of learning about your family.

However, secondary marketing through more traditional routes (genealogical magazines, forums etc) might help to capture customers looking to buy gifts for their younger family members.



design development

The Name

'Rooted' has been chosen to reflect the aim of the brand- to help people connect to their roots. The nature connotations link in with the health and wellness aspects of the business too.

I had initially planned on calling it 'Heirloom', since this reflects the historic nature of the business, but I have revised this based on my research.

The Design

I have taken inspiration for the branding from wellness companies rather than genealogy companies, as my research has led me to believe that this is a way to break into my target market.

My logo is simple and clean, and designed to evoke a sense of calm.

I choose a heavy typeface to give a feeling of weight and grounding, to reflect the values of the business.

The initial book design has been crafted to work with black and white photos - the colour palette of muted warm greys was taken from a specific photo. This way, the colours won't overshadow the imagery. I have included small pops of colour on the binding to keep the design feeling contemporary.



Rooted



Next Steps

One of the core elements of the business is the questionnaire or writing prompts that allow people to tell their stories in a meaningful way. The next step is to refine these and test them on my target audience.

The branding for this business is quite rough and needs further development. However, I have a good starting point to work from.

I will also need to refine some visual styles for the products, as I would like to provide customers with a couple of different templates to choose from.

All design work will be done in-house by me. Building a set of versatile templates will be key to the success of the business, and will also give me materials to use in marketing.

Starting out, I will not have the capability to print items myself. However, I will outsource this to printing companies for the foreseeable future. I will be making sure any printers I use have the capacity to dropship, since I will be working alone and want to use my time wisely.

Reflection

My ideas for this business have evolved quite rapidly over the last 4 weeks. At the start I was just envisaging a business designing family history products, but it quickly became clear that I needed more of a focus. Finding a target market really helped to narrow down what I was trying to do, and lead me to insights that I believe will help my business stand out in the market.

My market research could have been better but I learnt a lot from the process, and now I have a clear idea of how I would do it again.

The products I am proposing already exist but Rooted rebrands them for a new audience. I think there's a lot of mileage in this idea and I'd really like to explore it further at a later point.

GDE730: Week 9, Core Characteristics,
Ethics and Theory

GDE730: Week 10, Designer, Author, Maker

GDE730: Week 11, Market Research
Revealing Gaps, Targets and Audiences
for a New Product or Service Idea

GDE730: Week 12, Proposal – Developing Ideas
and Designs for Launch of Authorial Artefact