JOOLIAN CASE 1 OF 6

Joolian: a family problem becomes a platform

A Santa Clara University case study in building a business with AI.

1

2020–22

SmartKids

Understand gaming. Help parents assess risks and set boundaries.

Game ratings

2

2023–24

Reframe the problem

Expand to digital life. Families need practical alternatives as well as rules.

Family self-check

3

2025

Joolian.ai

Help families agree on habits and discover real-world activities.

Local providers

4

2026

Local action + AI

Use family context and trusted information to suggest a useful next step.

Personalized support

Our core insight

Parents need practical help turning concern into action. Joolian reports 500+ interviews and conversations.

AI PRACTICE 1 OF 6

AI tools for building the venture

Suggested tools for the team. Each workflow should produce something you can check.

Area	Tools to try	Concrete output	Human check
Discovery	Gemini Notebook (NotebookLM)	Interview themes linked to source passages	Original quotes and contradicting evidence
Prototype	Codex or Claude Code	A working self-check and sample family flow	Behavior, privacy, and usability
Outreach	ChatGPT or Claude	Two versions of an activity-provider pitch	Facts, voice, and permission to send
Operations	n8n + a model API	A draft follow-up after a family check-in	Consent and review before messages go out

Example: use anonymized interviews to draft a prototype brief.

Proposed toolkit. Access and features vary by plan. Product names checked October 30, 2026.

JOOLIAN CASE 2 OF 6

The family challenge in five data points

Different surveys describe the context. They do not prove that screens cause every outcome.

~8h

Entertainment screen media

Typical daily entertainment screen use among U.S. teens. Common Sense, 2026.

Joolian question: What would families like more time for?

40%

Online almost constantly

U.S. teens ages 13–17 who say they are online almost constantly. Pew, 2025.

Joolian question: When does online life get in the way?

25%

Meet daily activity target

U.S. high-school students active for 60+ minutes each day. CDC, 2023 data.

Joolian question: Which activities would a child choose?

1 in 4

Get 8 hours of sleep

U.S. high-school students getting 8+ hours on a school night. CDC, 2023 data.

Joolian question: Which evening routine could the family try?

48%

Parents feel overwhelmed

Parents reporting overwhelming stress on most days. HHS, 2023 data.

Joolian question: How can the next step take less effort?

Product opportunity: help families act on a goal they choose.

Sources: Common Sense Media 2026; Pew 2025; CDC 2023 survey; HHS 2024 advisory using 2023 data.

AI PRACTICE 2 OF 6

AI-assisted research, with receipts

A source-based workflow for evidence, interviews, and a useful family knowledge base.

1 Gather

Gemini Notebook

Load selected reports and anonymized interviews. Keep the date and population for every source.

2 Extract

Notebook chat or ChatGPT

Ask for a claim table: statistic, year, population, source passage, and limitation.

3 Verify

Original report + reviewer

Open every citation. Check denominators, study design, and whether the claim is causal.

PROMPT TO TRY

“Using only these sources, separate evidence from assumptions. Cite every statistic and flag missing context.”

A citation makes a claim easier to check. It does not prove the claim is correct.

JOOLIAN CASE 3 OF 6

Digital life: opportunity and risk

Joolian aims to support useful digital experiences while protecting time, choice, and safety.

OPPORTUNITIES TO SUPPORT

1	**Learning + knowledge**	Explanations and practice matched to a learner.
2	**Creativity + making**	Tools for coding, music, stories, and design.
3	**Connection + belonging**	Meaningful contact with friends and family.
4	**Future skills + agency**	Practice checking sources and AI outputs.
5	**Access + inclusion**	Translation and assistive features.

RISKS TO DESIGN FOR

1	**Reward loops + compulsive use**	Repeated checking and difficulty stopping.
2	**Sleep + attention**	Interruptions and late-night use.
3	**Physical health + development**	Less time for movement and outdoor play.
4	**Mental health + self-image**	Harmful content and social comparison.
5	**Safety + crowding out**	Private information and unsafe contacts.

Joolian lens: **Useful digital experiences. More room for life beyond the screen.**

Design questions for Joolian. Benefits and risks depend on the child, content, context, and product design.

AI PRACTICE 3 OF 6

Model choices for Joolian

An app is the interface. A model generates the response. Connected tools supply data or take actions.

Task	Candidate models	What to compare
Extract and route	GPT-6 Luna Claude Haiku 5.5	Profile accuracy, speed, and cost per completed task
Draft and explain	GPT-6.1 Sol Claude Sonnet 5.5	Clear wording, instruction-following, and grounded explanations
Handle harder cases	GPT-6 Astra Gemini 4 Argon	Quality on ambiguous examples, latency, and willingness to abstain

A starting experiment: one model, one feature, 20 fictional test cases.

Compare against a simple rules-based baseline. Choose with evidence from the task.

Candidate models, not a benchmark ranking or a safety certification. Versions checked October 30, 2026.

JOOLIAN CASE 4 OF 6

Joolian’s purpose: give families choice

Support shared decisions, realistic routines, and appealing alternatives.

REALITY	RISK	GAP	JOOLIAN	OUTCOME
Digital life is part of growing up	It can crowd out sleep, friends, movement & family	Parents need more than restriction	Understand, agree, act and review	Capable digital kids with richer real lives

A family chooses a small change and a worthwhile alternative

01 Research-informed

Relevant evidence with clear limits.

02 Family-wide

Parents and children each make commitments.

03 Pragmatic

One useful step the family can actually try.

04 Replacement-led

Every reduction needs an appealing alternative.

A family owns the decision. Joolian helps make it easier to act.

AI PRACTICE 4 OF 6

The system around the model

Proposed architecture: the model drafts a suggestion using approved context and retrieved facts.

Layer	Tools or approach	Role in Joolian
Family context	Consent + application database	Store only approved preferences, constraints, and past feedback.
Trusted knowledge	File search / retrieval (RAG)	Retrieve reviewed guidance and show the evidence behind advice.
Current local facts	Google Places + provider records	Find venues. Confirm activity ages, prices, and available places separately.
Workflow control	Function calling or n8n	Run permitted steps, validate results, and ask before booking or sharing.

RAG means retrieving relevant evidence before the model writes.

A model’s built-in knowledge is not a live activity schedule. The application enforces permissions.

JOOLIAN CASE 5 OF 6

The six jobs Joolian helps a family solve

A family can enter where it needs help and return as circumstances change.

UNDERSTAND	AGREE	CHOOSE	CHANGE	LIVE	GROW
Digital Life "Self-Check" What is going on?	**Family Pact** What will we do as a family?	**Readiness + Rating** What should we allow or introduce?	**Balance + Reset** What if something is not working?	**Real-Life Alternatives** What instead?	**Digital License** How does independence grow?

Support across the journey

Joolian Agent

Keeps approved context and routes to the relevant feature.

Review & Learn

Checks what helped and adjusts the next suggestion.

Safety Escalation

Routes concerning situations to appropriate human support.

BUSINESS MODEL	Families	Joolian	Providers + Professionals	Partners / B2B2C
	Subscriptions and support	Tools and marketplace	Bookings and provider tools	Schools and employers

AI PRACTICE 5 OF 6

AI tools across the six-step journey

Candidate implementations. Each feature has a concrete output and a clear human decision.

Family job	AI / supporting tool	Output to review	Human boundary
Understand	GPT-6 Luna + survey data	A profile with unknowns	Family corrects it
Agree	GPT-6.1 Sol or Sonnet 5.5	A draft family pact	Both sides approve
Choose	Model + reviewed ratings	A cited comparison	Parent decides
Change	Model + approved playbook	One small habit experiment	Family chooses
Live	Model + Places + providers	Verified activity options	Adult books
Grow	Model + scenario rubric	Practice and feedback	Parent grants privileges

Across all six: moderation, defined escalation rules, and outcome checks.

Content classifiers can flag some risks. They cannot guarantee safety or diagnose a child.

JOOLIAN CASE 6 OF 6

What useful AI should deliver for a family

Proposed product outcomes to test with families, alongside privacy and safety.

JOOLIAN AGENT — **Family-approved context, explanations, and control over the next step**

UNDERSTAND	AGREE	CHOOSE	CHANGE	LIVE	GROW
A clear profile	**A shared agreement**	**An explained choice**	**A realistic experiment**	**An appealing activity**	**Practiced judgment**
Did the family recognize and correct the summary?	Did both parent and child accept a commitment?	Did they understand the evidence and uncertainty?	Was the change manageable and worth repeating?	Did the family choose and try an activity?	Could the child explain a decision independently?

REVIEW & LEARN — **Ask what worked. Keep only context the family approves.**

SAFETY ESCALATION — **Use clear escalation rules and human support. No diagnosis.**

Success means a useful real-world outcome for the family.

AI PRACTICE 6 OF 6

Class exercise: a better Saturday

Use ChatGPT, Claude, or Gemini with fictional data. Compare a vague request with a grounded one.

Fictional family

Age 12, Santa Clara
Likes drawing and soccer
Saturday, 2–4 p.m.
Budget: $20 per activity

Fictional activity records

A Drawing: 2 p.m., $15, ages 10–14
B Soccer: 3 p.m., free, ages 11–13
C Robotics: 2 p.m., $35, ages 10–14

GROUNDED PROMPT

“Using only these records, suggest two alternatives. Explain the fit, flag what is unknown, and ask for approval before any action.”

Check: A and B are candidates. C exceeds budget. Confirm duration, travel, and availability.