SKUPIE RESEARCH · WHITE PAPER No. 4
Feature standard

How Skupie Helps a Family Decide

Why the app is built around decisions rather than diseases.

Eric Klasson, Founder, Skupie Inc. · Standard adopted July 2026 · Published November 2026 · Reading time 5 min

Why most of these apps disappear

Infectious disease apps tend to arrive during an outbreak and leave with it. Case counters, symptom checkers, dashboards of numbers: built for an emergency, and empty once the emergency passes. A parent opens one twice and never again, because there was nothing in it for an ordinary week.

The need is not the emergency. It is the Tuesday in October when a child wakes up with a sore throat and school starts in ninety minutes. That parent is not looking for a case count. They are making a decision, quickly, with incomplete information, before coffee.

> So Skupie is not organized around diseases, or around data. It is organized around the handful of decisions a parent actually makes.

The decisions, and what answers them

The moment	The question a parent asks	What answers it
A child wakes up sick	"Is this an emergency, and what do I do right now?"	When to seek care, at the top of every Fact Sheet
Something is going around	"Is this what my child has? What should I watch for?"	Fact Sheets for 41 illnesses, and What's Going Around for your area
The bus is coming	"Can my child go to school today, and when can they go back?"	Return-to-school guidance in every Fact Sheet, and the school's own policy
A form arrives from school	"What does my state require before the first day, for this grade?"	School Readiness for all 50 states and DC
The form names a vaccine	"What is Tdap, and has my child already had it?"	Vaccine cards, each carrying its source and date
None of the above fits	"I still have a question."	Ask a Question, answered only from Skupie's own sourced content

© 2026 Skupie Inc. Share and quote for non-commercial purposes with attribution to Skupie Research and a link to skupie.com/research. Skupie™ is a trademark of Skupie Inc.

Every feature exists because a parent asks a specific question at a specific moment. If we cannot name that moment, we do not build the feature.

The home screen is the point

Individually these are useful. Together they are the product. The home screen is not a menu of medical topics. It is the small set of decisions a family faces, in roughly the order they tend to arise, so a parent does not have to know what they are looking for before they can find it.

That matters more than it sounds. A parent at seven in the morning does not know whether their problem is a symptom question, a school-policy question, or an immunization-record question. They know their child is unwell and the bus is coming. The home screen has to absorb that ambiguity rather than pass it back.

What earns a place in the app

A feature belongs if it	We do not build
Answers a question a parent actually asks, at a moment we can name.	Symptom checkers that guess at what a child has.
Reaches a decision, not a definition. Knowing what an illness is does not tell a parent what to do this morning.	Risk scores, ratings, or predictions about a specific child.
Says clearly when it does not know, and points somewhere that does.	Case-count dashboards with no local meaning to a family.
Works one-handed, on a phone, before anyone has had coffee.	Anything requiring a parent to self-classify before they can read.
Stays useful in an ordinary week, not only during an outbreak.	Features that exist to look comprehensive rather than to be used.

One example of the difference

Pink eye was originally two entries, bacterial and viral. That is correct clinically. It is also unusable, because the two cannot be reliably told apart by looking, so two cards forced a parent to diagnose their child before they could read anything.

> They are now one card. The clinical distinction is preserved and searchable; the parent is not asked to make it. That is the whole standard in one decision: organize around what the family can actually answer, not around what is technically true.

© 2026 Skupie Inc. Share and quote for non-commercial purposes with attribution to Skupie Research and a link to skupie.com/research. Skupie™ is a trademark of Skupie Inc.

What comes next is decided by what parents ask

When we decide what follows the launch features, the ordering will not come from a roadmap written in advance.

Every question a parent asks that Skupie cannot answer is recorded: the illness, and the kind of question, never the words a parent wrote about their own child. That record is the roadmap. It is what families actually needed and could not find, and it is better evidence than any assumption we could make in a planning meeting.

Where we stand, honestly

BUILT FOR LAUNCH

Fact Sheets for 41 illnesses; School Readiness for all 50 states and DC; vaccine cards; What's Going Around, refreshed weekly from CDC data; account controls including a one-tap account deletion. English and Spanish throughout, from one home screen.

IN DEVELOPMENT

Ask a Question, and local health alerts. Both are named here rather than hidden, because a feature list that quietly omits what is not built is the thing we are trying not to be.

THE HONEST LIMIT

Skupie covers illnesses common to K–12 settings, and it will tell a parent plainly when a question falls outside that. It does not diagnose, it does not rank a child's risk, and it does not recommend treatment. Those are not gaps we intend to close. They are the boundary the product is built inside.

If you are evaluating Skupie as a clinical or institutional partner, ask us where any feature stands. We will tell you.

Cite this paper

Klasson, E. (2026). *How Skupie Helps a Family Decide: Why the app is built around decisions rather than diseases.* Skupie Research, White Paper No. 4. Skupie Inc., Austin, Texas. https://skupie.com/research/how-skupie-helps-a-family-decide

Skupie™ is an awareness and education product. It does not provide medical advice, diagnosis or treatment.

© 2026 Skupie Inc. Share and quote for non-commercial purposes with attribution to Skupie Research and a link to skupie.com/research. Skupie™ is a trademark of Skupie Inc.