

# It's a Family Thing! Introduces Family Reset and Family Fun to Help Families Share the Work of Running a Home

*Built on a proven app foundation used by 250,000 families, IAFT helps families reduce mental load, build shared ownership, and it fits real family life.*

MENLO PARK, CA, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- Family management apps have grown into a booming category, with tools for scheduling, chore tracking, shared calendars, and coordination. But too often, the same person is still left managing the app that manages the home: mom.

The family management app, [It's a Family Thing!](#) (IAFT) is launching a different approach. Built on the proven [S'moresUp](#) foundation, IAFT is designed not just to organize family life, but to help families share the invisible work of running a home.

At a time when family life feels more scheduled, more complicated, more expensive, and more overwhelming than ever, IAFT is built around a simple belief: families are fun, but managing one should stop feeling like a chore.

For many parents, the hardest part of family life is remembering everything: tracking schedules, the school calendar, after-school activities, appointments, holidays, homework, chores, household to-dos, and on top of this, reminding family members to help, while carrying the mental load of making sure nothing falls through the cracks.

IAFT was created to help families move from one person (usually the mom) carrying that load to a more shared, visible, and supportive system.

With the introduction of the app features Family Reset and Family Fun, IAFT is giving families a more personalized way to get started based on what kind of support they need most right now.

The app's Family Reset track is designed for families who feel overloaded, behind, or stuck in



**Introducing Family Reset & Family Fun**

Two new ways to help families share the work of running a home

Meet Frankie, Your Family copilot.

Family Reset: A gentle 45-day reset to help your family feel calmer and more organized.

Family Fun: A playful way to build habits together – through fun, streaks, and shared wins.

It's a Family Thing!



This solution is for a parent who has tried every app and still feels like the weight of the household is sitting on them alone. We didn't want to give families another thing to manage."

*Priya Rajendran, Co-Founder  
of It's a Family Thing!*

daily friction. It offers a calmer, more guided start to help families create structure, reduce chaos, and add more calm into their daily life.

The app's Family Fun track is designed for families who want to build more connection, motivation, and participation together. It offers a lighter, more playful path into the platform, helping families turn routines, responsibilities, and shared moments into something that's fun and that makes everyone want to be involved.

Unlike parenting tools that simply give one parent a "better

interface" to manage the chaos, IAFT is built to make responsibilities visible to the whole family and assignable to the people who own them.

It does not just help one parent remember everything. It helps make responsibility visible and owned across the family.

"Families are fun, but running one shouldn't feel like a chore. Without a system, it often does," said Reeves Xavier, Co-Founder of It's a Family Thing! "We heard from many of the parents on our original app that too often, one parent becomes the default manager of everything. We built IAFT to help families share the work of running a home, not just organize it."

"This solution is for a parent who has tried every app and still feels like the weight of the household is sitting on them alone," said Priya Rajendran, Co-Founder of It's a Family Thing! "We didn't want to give families another thing to manage. Our goal was to create a system that helps the whole family participate."

IAFT builds on the foundation of S'moresUp, a family management platform that has already supported more than 250,000 families and helped track more than 50 million tasks. S'moresUp was also recognized by Apple as App of the Day twice.

The platform includes a patented chore and rewards system designed to motivate participation through points, badges, streaks, and progress tracking, helping families build greater ownership, follow-through, and accountability at home.

IAFT also includes Frankie, a light AI-supported family copilot designed to support routines, follow-through, and everyday family coordination, and use the power of technology to get things done.

IAFT is also developing deeper parenting support layers, including the CASTLE Pack, inspired by Donna Tetreault's C.A.S.T.L.E. Method book, to bring evidence-based family guidance into the

platform in a practical, accessible way.

IAFT is designed for families who do not want more pressure - just a better way to work together.

For more information, visit <https://www.itsafamilything.com/>

About It's a Family Thing!

It's a Family Thing! is a family management platform designed to help families share the invisible work of running a home. Built on the proven S'moresUp foundation, IAFT combines chores, routines, reminders, rewards, and guided family support into one system that helps families reduce mental load, build stronger habits, and create more shared ownership in everyday life.

Ann Murray Dunning

Telegraph Hill Ventures

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