**syndii™ Website Brief** – 16 Jan 2018

1. **BACKGROUND**

Water damage has become the new “fire”. A typical loss due to water damage can easily exceed $25,000. At times customers are not fully covered for their loss which creates tension between customers and their brokers and can result in the movement of customers to other insurers and/or brokers. Customers would like to mitigate damages, protect important personal belongings, and avoid the hassle that water damage can create.

Driven by a gap in the marketplace and personal experiences, Elliott and Nicholas began to work on the concept of syndii™. The potential of IoT was great but you needed to be a genius to get devices to work or they didn’t deliver as promised.

A simple to use product that was easy to install and *just worked* was the goal from the beginning. By adding customer engagement and data collection, syndii™ became much more than just another widget - syndii™ is a customer relationship platform.

syndii™ works right out of the box to protect homeowners from the potential losses they might experience due to power outages, water leaks, or extreme temperatures. Our product continues to work when the power is out and does not require Wi-Fi. syndii™ is paired with a managed service so that it will continue to work even if the customer moves or changes internet service providers.

**Article to review:** [**https://www.insurancebusinessmag.com/ca/news/breaking-news/will-iot-devices-help-reduce-home-insurance-claims-88827.aspx**](https://www.insurancebusinessmag.com/ca/news/breaking-news/will-iot-devices-help-reduce-home-insurance-claims-88827.aspx)

1. **INDUSTRY COMPARISON**

### *Top Competitors/Peers:*

Alert Labs (<http://www.alertlabs.ca>)

Honeywell Lyric (<https://yourhome.honeywell.com/lyric>)

Samsung SmartThings (<https://www.samsung.com/us/smart-home/smartthings/>)

Fibaro (<https://homekit.fibaro.com/?lang=en)>

Guardian (<https://www.getguardian.com>)  
Water Hero (<http://www.waterheroinc.com/home/)>

### *Competitor Websites:*

Alert Labs

| ***Like*** | ***Room for Improvement*** |
| --- | --- |
| * Clean, not cluttered, to the point * Nice images and videos and includes a nice video of someone placing sensors * Product page looks great, it has been revamped whereas in the past it was very difficult to figure out what to buy. * Support section although not much information * I know what the product does by reading the first sentence. | * Information on the site (at least the main page) is very sparse and/or out of place * It doesn’t convince me that I need the product. * Nothing on the home page makes me want to scroll and read more. I think I would only be on this page if I was looking for the product. |

Guardian by Elexa

| ***Like*** | ***Room for Improvement*** |
| --- | --- |
| * Clean, not cluttered, to the point * Nice video at top of page showing simple install and operation * Call to action in main video frame * Ability to buy | * It doesn’t convince me that I need the product. * Top menu is too small * Support section is not complete * “Let’s Connect” is hidden |

### *Best Features of Competitor Sites*

* Explainer/installation videos
* Interactive pictures of the home with links to info (fibaro)

It is a real struggle when looking at websites of players in this space. All are complicated and assume that the visitor knows what they are looking for.

### *Competitor Calls to Action*

* Product / Purchase / Shopping Cart
* Contact Form / Email
* Support
* Product manuals
* installation instructions
* FAQ
* Videos
* Link to Portal (backend)
* Online Chat?
* News

# WEBSITE OBJECTIVES

* Explain the product clearly, concisely and convince the viewer that they need to buy this product.
* Collect user contact information (entice users to sign up for more information, begin to build a list)
* Convince the user they need the product (on the home page – top portion). The user should want to scroll and keep reading
* Explain what the product does and how it can help homeowners.
* Allow people to purchase the product. (Note: The shopping product used must be able to interface to the federated login which can handle most oauth2 implementations)
* Modern look responsive and compatible on any modern device.
* Concise information with links for deeper discovery

# USER OBJECTIVES

### *Target Audience*

* Initially, homeowners with multiple dwellings (like cottagers or snowbirds).
* Future, any property owner

### *Why are they visiting?*

* To learn about the product, purchase the product, and configure the product.

### *Prospect understanding of services?*

* Likely not
* The site will need to explain the services and service fee. Many first-time visitors may not know.
* Many people are not actively looking. In fact, I think that many of the demographic don’t know the product or similar products exist.

### *Audience Needs*

* Why?
* Problem that it solves
* That they actually have a problem
* Information on how/where to buy
* After sale support (manuals, installation videos, etc.)

### 

### *Trigger*

Typically, some sort of catastrophe or issue at home or a cottage (caused by water, power or temperature issues).

### *Finding our site*

1. SEO is critical and AdWords may need to be purchased
2. Home Show and similar tradeshows
3. Word of mouth
4. Social media

### *Potential Keywords*

* Smart home
* Water leak
* Flood
* Burst pipe
* Broken pipe
* Water damage
* Basement repair
* Basement flood
* Plumbing repair
* Leaking toilet
* Laundry room flood
* Water meter shutoff
* Hot water tank replacement
* Temperature detection
* Furnace repair
* Broken furnace
* Power outage (alert/notification)
* Power generator
* Home monitoring
* Home alert
* Alertlabs
* Floodie
* Flowie
* Lyric
* Smartthings

# CONTENT

### *Potential Sections*

* Product
* Support
* Purchase
* FAQ
* Resources
* Contact
* A way for buyers to register and share a promo code

### *Potential Calls to Action*

1. Enter contact info for updates
2. Purchase
3. Possibly some kind of value added download for providing contact information