Client: Purple Ant

Product details

Purple Ant is an IoT-based SaaS platform that helps improve retention for property insurers by providing device agnostic technology with subscription-based pricing models. They use third-party sensors to detect potential home issues (e.g. burst water heater, furnace problems, frozen pipes, electrical issues, etc) and possibly prevent them.

Purple Ant would license this platform to insurance companies, who would then offer it to their home owning customers. Their app is currently available on Google Play and will soon be in the Apple App store.

Client stakeholders

Primary

Pankaj Parashar (Founder): pankaj@purple-ant.com

Client business and product goals

Insurance companies currently operate in a reactive way, addressing property damage only after it has been done. Purple Ant sees their platform as an opportunity to help both insurance companies and their customers be proactive and avoid major incidents before they occur. Their platform has two sides: one for insurance companies and one for consumers. Our work on this project will focus on the consumer side.

There are three areas on the consumer-facing side they'd like the app to address:
1. Notifications - the homeowner will receive alerts via their smartphone should something happen (like fire, burst water heater, break-in, etc) while they are away;
2. Consent to share data - homeowners can choose to share data from their IoT devices with their insurance company, increasing their policy discounts as they increase the information they share;
3. Recommendation engine for fixes - homeowners will receive notifications from a recommendation engine to prepare for an anticipated event (e.g. polar vortex, excessive heat warning, etc)

Purple Ant would like Flatiron's help in building out these three features

Primary expected scope of work

The scope of this project will focus on the three pillars of the consumer-facing app. Flatiron students will conduct market and user research to determine the best approach to structure the information within each section and incorporate those sections together into an overarching information architecture. They will then subject those schemas to user testing and validation to determine the best approach. Low- to medium-fidelity wireframes (with annotations) will then be created to illustrate the recommended approach.

All work and final renderings should be created for both responsive website (desktop and mobile) and app renderings.

Constraints
- Website currently hosted on SquareSpace, but would prefer to move to WordPress

Assets to be provided by client
- Screen shots
- Product roadmap

Primary expected deliverables include
- Market/user research
- User testing
- Low- to medium-fidelity wireframes with annotations

User details

Target users:
- 30-50 years old
- Male and female
- Homeowners

User notes:
- Target users would be technologically savvy and looking for ways to protect their investment in their house
  - Also interested in saving money

Competitors:
- [Roost](#)
- [Notion](#)

<u>Number of testers required per sprint</u>:
- **Kick-off:** 1-3 subject matter experts
- **Sprint 1:** 7–12 users
- **Sprint 2:** 5–6 users
- **Sprint 3:** 5–6 users