

Project 3.2

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MKT220: Special Delivery

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Problem: Roof Damage

EMPATHIZE: Research Your Users Needs

Roof damage is costly to repair. Not only can it affect the exterior of your house, but in many cases, depending on the severity, it can also damage your house's interior. According to rooflines.com, there are three different types of roof damage:

1. Weak or damaged roof flashing
2. Damaged Shingles
3. Wind Damage

Regular maintenance and roof inspections are key to preventing additional damage as well as ensuring proper repair. But let's be honest, no one has time for that. It can be inconvenient and costly to have a roofer come out to your house annually or after natural disasters. With that being said, it can be even more of an inconvenience and costly when your roof ends up having a leak or something more destructive. Which is why "Rescue Roofer" was created. Rescue Roofer is an electronic scanner that scales your roof for weak and damaged areas. The scans are initiated via text message with the results of the scan also being sent to your phone via text.

DEFINE: State Your User's Needs & Problems

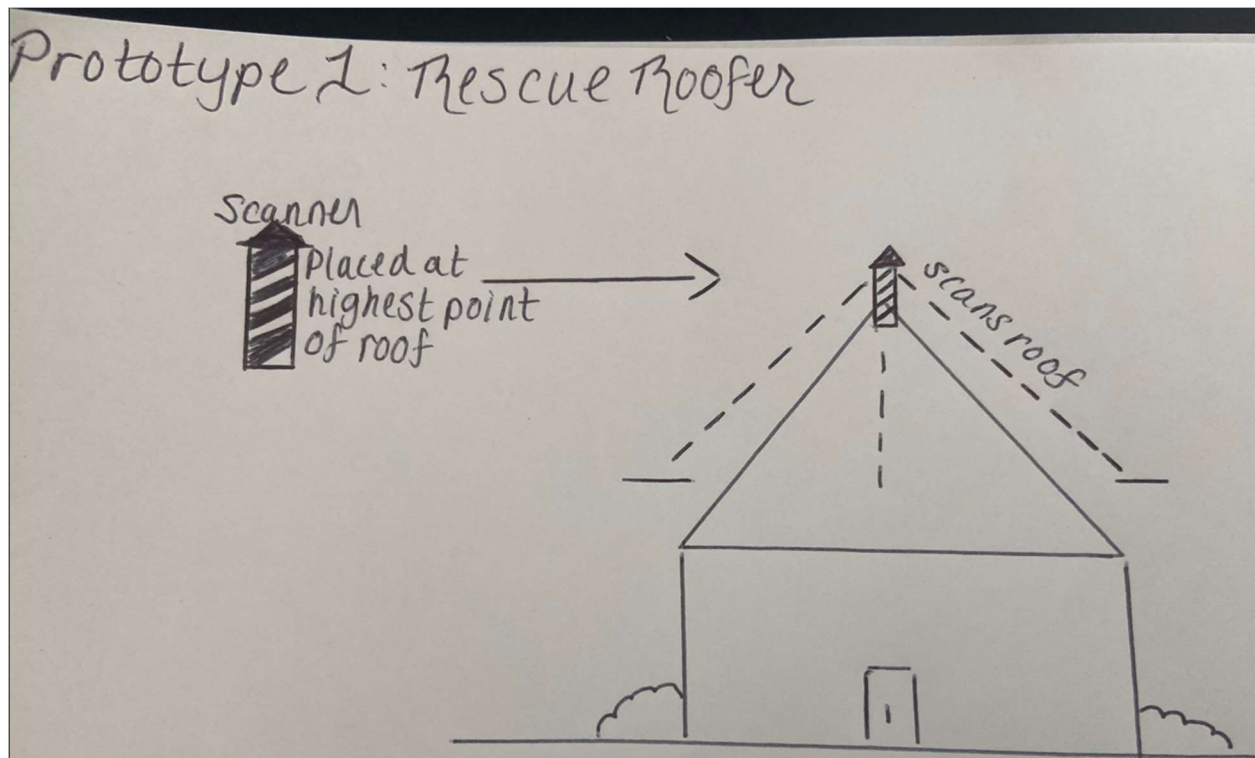
Needs	Problems
<ul style="list-style-type: none"> • Affordable Inspections • Frequent Inspections • Accurate Analysis • Safe Homes • Peace of Mind • Low Insurance Premiums 	<ul style="list-style-type: none"> • Faulty/Damaged Roofs • Unrealistic expectations for manual labor to inspect roofs continuously • Once roof damage has occurred it can be catastrophic

IDEATE: Challenge Assumptions & Create Ideas**Assumptions**

- Manual labor is required for roof inspections
- Costly fees are associated with inspections
- Remembering to schedule inspections and maintenance can be an inconvenience or easily forgotten

Ideas

- Eliminate manual inspections
- Utilize technology to scan roofs
- Increase the amount of inspections
- Receive frequent reports on the health of your roof
- Work w/insurance companies for lower costs w/installation of Rescue Roofer

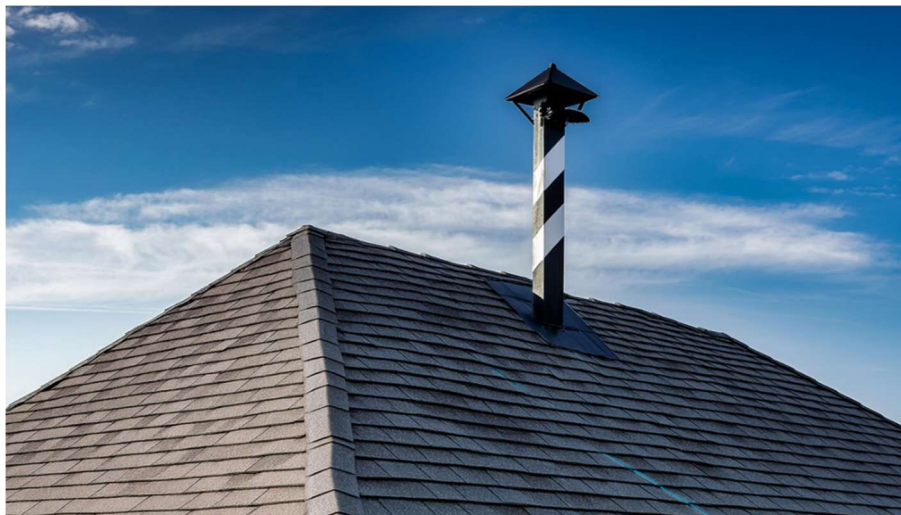
PROTOTYPE: Start to Create Solutions

TEST: Try your solution out

Test One	Test Two	Test Three
<p>Location: El Paso, TX Date: 26 Sept 24 WX Cond: High 90, Low 70 Wind 10 mph Type: Single family home, 1490 sq ft, single level Pros: Scan was successful Cons: Low wifi connection and internet broadband slowed scan and results to end user. Recommendation: Customers need strong internet service.</p>	<p>Location: Tempe, AZ Date: 26 Sept 24 WX Cond: High 105, Low 85 Wind 5 mph Type: Single family home, 2300 sq ft, two story Pros: Scan was successful Cons: Scanner went into safe mode after internal temperature of 120 was reached. Recommendation: Work with thermal companies on temperature regulation.</p>	<p>Location: Los Angelos, CA Date: 26 Sept 24 WX Cond: High 85, Low 60 Wind 10 mph Type: Town home, 1700 sq ft, two story Pros: Scan NOT successful Cons: Scanner could not determine when clients roof ended and neighbors roof started. Inaccurate report and findings. Recommendation: Establish GPS coordinates and update software accordingly.</p>

DELIVERABLE: Polished sketch**Figure 1**

Rescue Roofer Prototype - AI Generated Image



Note. Image generated with prompt “Small black and white electronic striped pole attached to highest point of roof” by Adobe, Photoshop, 2024 ([Rescue Roofer - Adobe Photoshop](#))

References

Roofline (date not listed). 3 Types of Roof Damage You Need to Look Out For.

Retrieved September 26, 2024 from, <https://www.rooflines.com.au/blog/3-types-of-roof-damage-you-need-to-look-out-for>