



Website Redesign, Animation, and Market Research

# MEET THE TEAM

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Project Manager  
& Market Research

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Animation

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Website Design

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Website Design

**ANIMATION**

# Animation



## Goals

- Educate the general public on how ice dams form and the dangers of ice dams
- Showcase Floe's use as a safe, easy-to-install product
- Create engaging videos to promote Floe on social media

# Previous Videos



## Improvement Points

- Difficult to follow without the text
- Very limited showcase of the dangers of ice dams

# Previous Videos



## Improvement Points

- No indication of the installation process
- Lack of a flat roof/commercial use showcase

# New Animations



## Video 1

- Heavy focus on education aspect: what are ice dams, and how do they affect residential and commercial roofs.

## Video 2

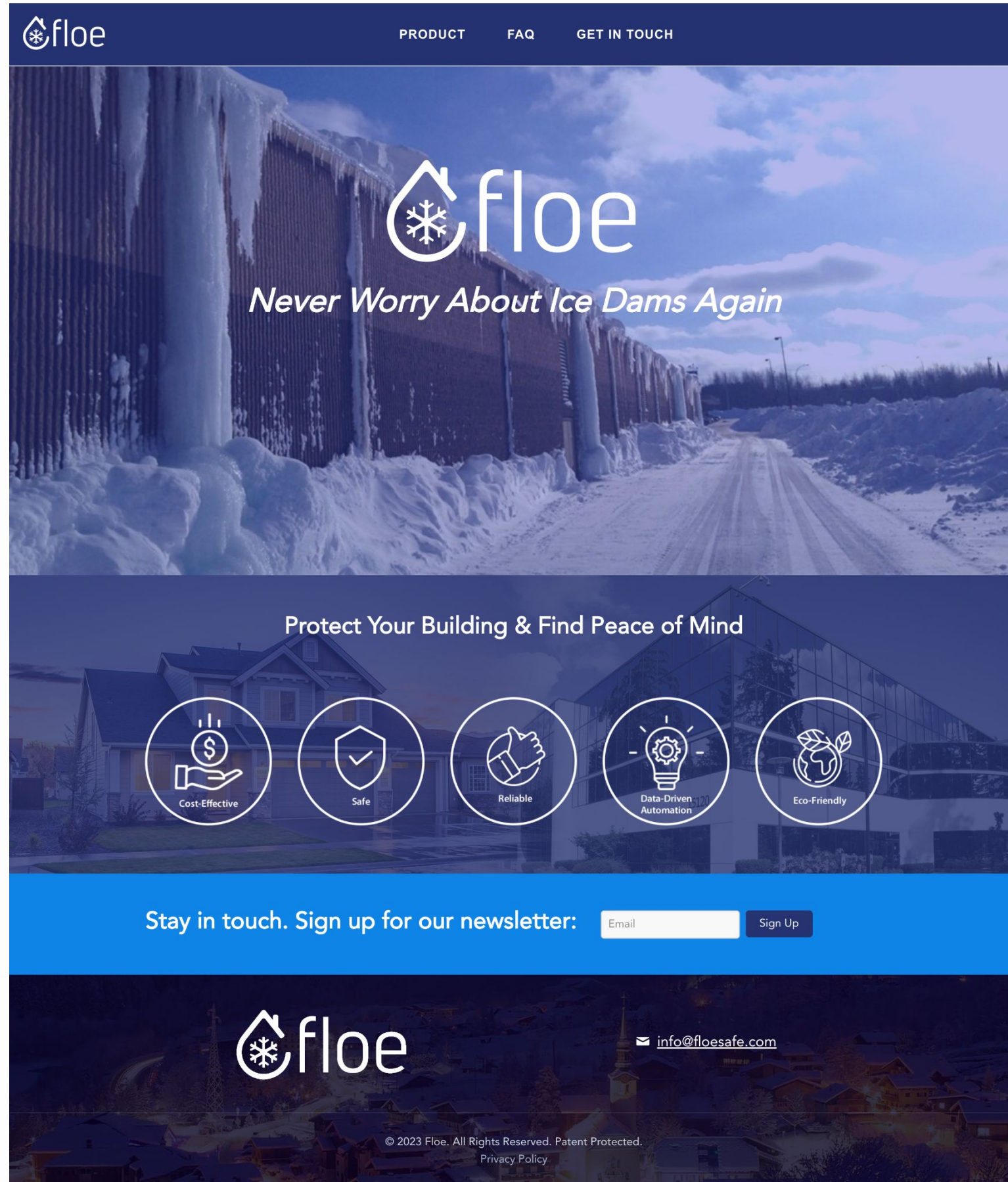
- Focus on Floe itself: the product, how it is installed, and how it can benefit both residential & commercial buildings.



# **WEBSITE REDESIGN**



# Previous Website



## Improvement Points

A lot is left unanswered

- What does floe do?
- What kind of product is it?
- What are ice dams?
  - Why should I care?



# Previous Website



Floe's proprietary system is designed for residential and commercial buildings and works with pitched and flat roofs.



## How Are Ice Dams Formed?

Heat inside the building rises and melts the snow on the roof. The melted snow trickles down and re-freezes at the edge of the roof or near a drain. This ice buildup prevents the water from discharging.

As snow from the top of the roof melts, water pools behind the ice dam. This standing water eventually leaks through the roof into the building. Roof leaks can damage insulation, rot drywall, and cause dangerous mold to grow.

## Current Solutions Don't Meet Customer Needs

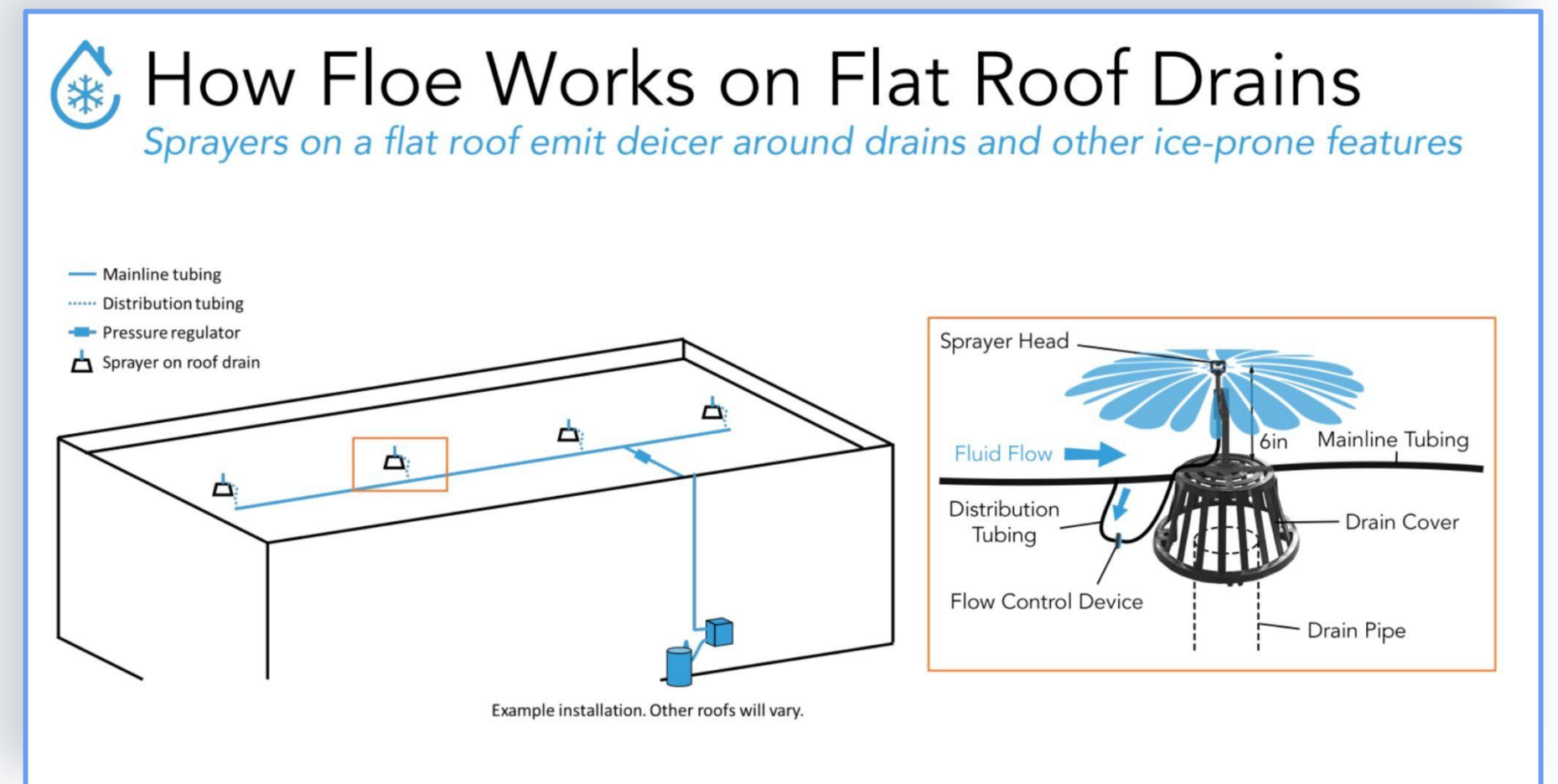
Heating cables, steaming services, and roof replacement do not adequately address ice dams. They are all costly, unsafe, eco-destructive, and often labor-intensive.

From speaking with customers nationwide, we have learned what is needed to deliver asset protection and peace of mind.



## Improvement Points

Even though it is the product page, we still don't quite know what the product is.





# Previous Website



floe PRODUCT **FAQ** GET IN TOUCH

## FAQ

Here are the most Frequently Asked Questions about ice dams and Floe.

If you're looking for answers about ice dams or why Floe is the right solution to address them, you've come to the right place.

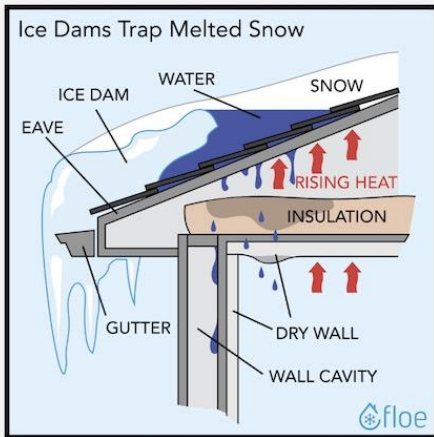
floe PRODUCT FAQ **GET IN TOUCH**

## Get in Touch

Subscribe to our newsletter to hear about product improvements and promotions.

Email

### Ice Dams

- 1 What is an ice dam and how does it form?  
An ice dam is a wall of ice that forms on the eave of a pitched roof, or around a sump drain on a flat roof. Due to inadequate ventilation and insulation, heat rising out of the building will melt snow on top of the building. As this melted snow trickles down the roof, it often refreezes at the edge or by the drain where it is colder. This ice accumulation prevents additional water from discharging. If this ice is not cleared, it causes the water to pool up until it moves under the shingles or roof membrane and can cause over \$10K in water damages. On some flat roofs, the excessive load can ultimately cause the roof to collapse.  


Ice Dams Trap Melted Snow

ICE DAM WATER SNOW  
EAVE RISING HEAT INSULATION  
GUTTER DRY WALL WALL CAVITY
- 2 What's the biggest problem with ice dams? +
- 3 How do I know if I have an ice dam? +
- 4 Why is ice dam removal so expensive? +

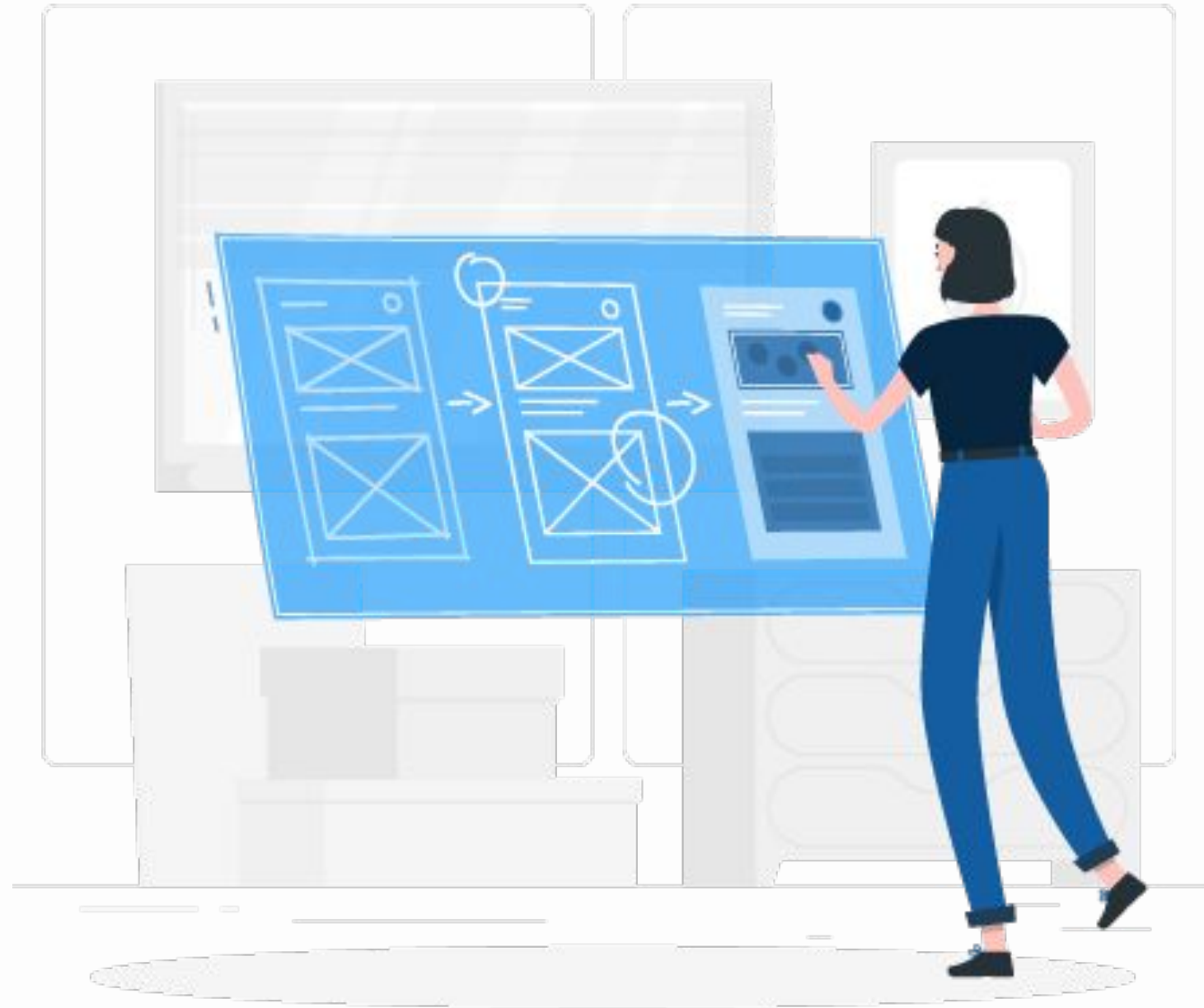
### Questions?

Please reach out to us: [✉ info@floesafe.com](mailto:info@floesafe.com)

floe [✉ info@floesafe.com](mailto:info@floesafe.com)

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# Website Redesign



## Restructure Website

As floe grows, it wants to reach 2 different types of clients:

1. Commercial
2. Residential

## Restructure Information

- Eliminating redundancy
- Answering the question: What is floe?

# New Website



<http://haydnkerr.com/floe.html>



# **MARKET RESEARCH**

# Market Research



<https://drive.google.com/drive/folders/0ABFdInr7ADnbUK9PVA>

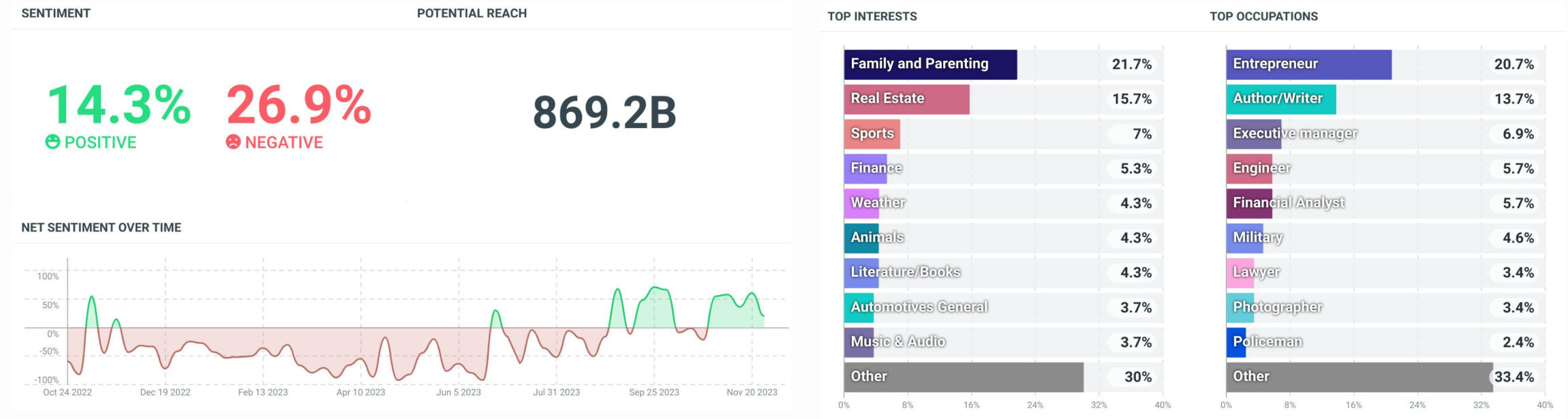
## Market Analysis

- Who is floe's target market?
- Market trends and insights
- Consumer demographics and affinities

## Competitor Analysis

- What competitors have an effective digital presence?
- What platforms are competitors using and what kind of content are they posting?

# Analysis Process

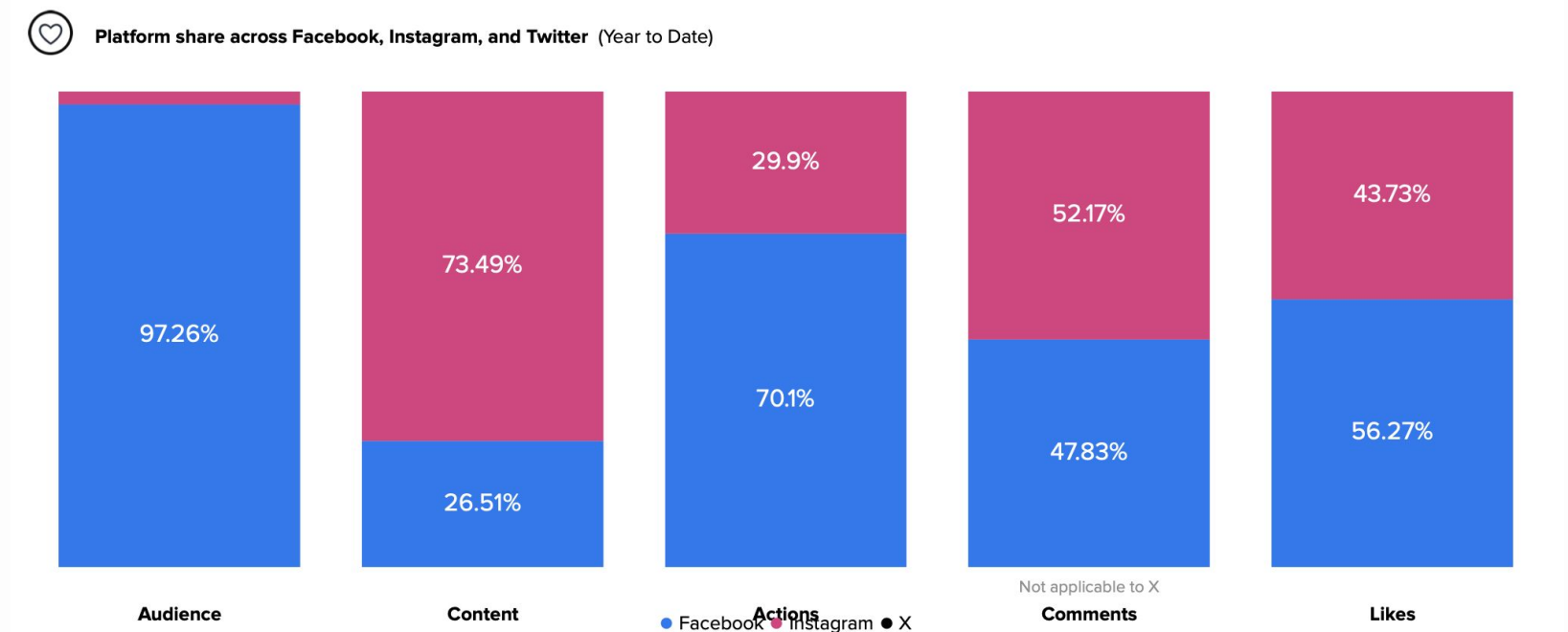
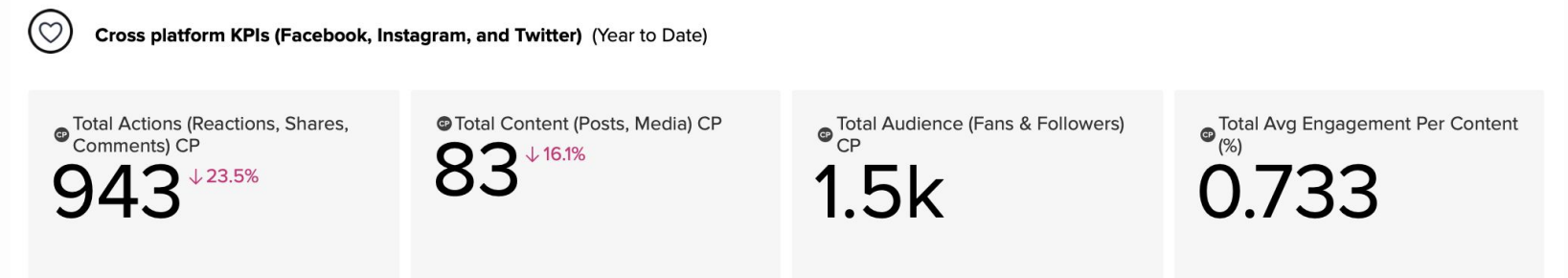


## Deliverable

- Google Drive
  - Keyword research reports
  - Competitor performance reports

## Challenges

- Niche product made keyword research difficult
- Poor competitor performance, little content to analyze







**THANK YOU!**