

# Persona Mapping & Product Metrics (EagleView)

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# Highlights

## CONNECTMobile Usage

- 3K logins/wk, 19% companies Construction
- Responsive vs native?
- CONNECTMobile-Skywalker?

## Feature Crossover

4 almost identical products (area and property visualizer, property list/workflow, dual pane, image library, layers, etc.)

- CONNEXplorer (Government, Infrastructure)
- CONNEXassessment (Government—Assessment)
- CONNEXinspect (Underwriting)
- CONNEXtarcel/StormAI (Insurance)

Ability to analyze an area

- Government—assessment analysis, safety planning, public event planning
- Infrastructure—project analysis, installation planning
- Insurance—storm impact areas (AOI), market analysis
- Construction/Solar—market analysis

## ViewPoint Success Threshold

### Underwriting

1 customer to decommission CONNEXinspect

- 1 report (Risk Management)
- 1-3 personas
- Agreed to beta
- APIs-more homegrown?
- Don't need workspaces
- Just switched to ML building masks instead of manual outlines
- Good enough accuracy for attributes

### Government

1355 customers

- Largest group wants APIS
- 2 products (Explorer and Assessment)
- 20+ personas
- APIs/IPA?

### StormAI/CONNEXParcels

(requires research)

## Evolving Construction Solutions

### Customer Journey

- Web-order and view reports, account administration
  - Future-opportunity analysis, sales preparation, virtual sales
- Phone-view reports on the go (address lookup, view property data, 3D model)
- Tablet-sales tools (presentation, material selection, estimate, proposal, contract, financing)

## Insurance Claims Revamp

### Image review

- 60-120 images, overlap, identifying perspective (diagram shows where photos are taken-not particularly useful)
- Mosaiced imagery by side, roof facet, etc.
- 3D model textured with imagery
- 3D model with ML, click on marker for image

### Opportunity

Property images and data, reports, add 3D model-could be ViewPoint (?)

## Construction solutions

- Bulk of self-service orders coming through web solution (My EagleView), consider improving experience
- Very few CONSTRUCT users, and feedback that it is difficult to use

## Enhancements & Opportunities

### UX Easy Wins

- Custom area selection
- Custom markers

### Larger Asks

- Robust APIs
- Data import
- Shared data library
- 3D measurement
- Digital twin

### Opportunities

- Ability to query EV data library
- Geography-based market analysis

## Next Steps

- Finish fleshing out/verifying numbers
- Seasonality

## Underwriting Use-cases for Area Analysis

- Book of business analysis—what's in good/bad condition (6+ attributes)
- Stats for book of business, drill in or compare by region (county, zip code, type of area, demographics—income level, age of policy, etc.)

# Bookings & User Volume

## Overview

%	Vertical	Bookings	Imagery	Reports	User %	Users
35%	Government	\$75.2M	131K users, \$75.2M	N/A	66%	~131K
32%	Insurance Claims	\$67.8M	8.6K users, \$xx	xx users, \$56.2M	10%	20K
23%	Construction	\$49M	N/A	xx users, \$49M	17%	33K
8%	Infrastructure	\$16.2M	3.2K users, \$16.2M	N/A	2%	3.2K
2%	Solar (enterprise)	\$3.9M	N/A	881 users, \$4M	0%	881
1%	Underwriting	\$2M	N/A	~60 users, \$343K	0%	~60
	Partners		357 users		0%	357
	Commercial		10.3K users		5%	10.3K
		\$212.3M	143K users	9.2K users, \$162.2M		198,798

## 2018 EV Bookings by Vertical

- 37% Government, \$75.2M (images)
- 28% Insurance Claims, \$56.6M (1.9M reports)
- 26% Construction, \$52.9M (1.4M reports)
  - Solar, \$3.9M (122K reports)
- 8% Infrastructure \$16.2M (images) 2018?
- 1% Underwriting, \$2M
  - \$434K (19K Reports)-11 companies
  - \$1.6M Imagery and Change Detection:1 company (TWIA)

## 2018 EV User Volume—187K

- 70% Government, 131K users (enterprise)
- 18% Construction, 33K users (self-service)
- 11% Insurance Claims, 20K users (enterprise)
- 2% Infrastructure, 3.2K users (enterprise)
- 0% Solar, 881 users (enterprise and self-service)
- 0% Underwriting, 60 users (enterprise)

## User Volume—CONNECTExplorer

Total—154,344 users, 3,486 customers

- 85% Government, 131K users, 2K customers
- 7% Commercial, 10.3K users, 1.1K customers
- 6% Insurance, 8.6K users, 187 customers
- 2% Infrastructure, 3.2K users, 44 customers
- 1% Solar, 881 users, 89 customers
- 0% Partner, 357 users, 64 customers
- 0% International, 6 users, 2 customers
- 0% Construction, 0 users 0% Underwriting, 0 users

### User Volume—CONNECTMobile

Total—682 customers, 3K+ weekly logins

- 73% Government, 497 customers
- 19% Construction, 129 customers
- 2% Civil Engineering, 17 customers
- 2% Utility, 16 customers
- 1% Insurance, 9 customers
- 2% Other, 14 customers

### User Volume—Reports

Total—9,135 users, xxx customers

- 56% Insurance, xx users, xx customers, \$56.3M
- 41% Construction, xx users, \$53M
- 1% Underwriting, ~60 users, 12 customers, \$434K
- 0% Government, 0 users
- 0% Infrastructure, 0 users

## Product Usage

### Summary

	Annual Revenue	Customers	Users	Logins	Orders
APIs - Imagery					
APIs - Reports	~\$81.8M	~15	~15		~3.1M
Report Bulk Orders	~\$12M	~107	~107		~453K
CONNECTExplorer (Imagery)	\$75.2M	1,355	136K		
CONNECTMobile	N/A	953		166K	
CONNECTAssessment (ChangeFinder)	\$4.6M	627 (subset?)	~63K		
CONNECTInspect (TWIA only)	~\$2M	1 (2019)	5		
Underwriting-reports?	\$434K	12 (2019)	~60		
CONNECTarcel/Storm/Fire AI	\$908K	9			

My EagleView	~\$52.9M	~6.1K	~33K (?)		~1.4M
EagleView app	~\$15.5M	~3.3K			~459K
CONSTRUCT	\$8.8K (1% of 8.8M)	82	~82		4.4K
OnSite (Insurance Imagery)	\$67.8M		20K		
Spookfish / EV Australia	\$791K (\$1.1M AU)	279	389	1,186	
Vendor Apps (UAS, FSL, Photo Capture, Forms, Upload)	N/A				
Total	\$313M				

### Visualizers-Area Views & Geo-based Planning

	Annual Revenue	Customers	Users	Logins
CONNECTExplorer (Imagery)	\$75.2M	1,355	136K	
CONNECTMobile	N/A	953		166K
Spookfish / EV Australia	\$791K (\$1.1M AU)	279	389	1,186

### Visualizers- Area Views, Workflow & Change Detection

	Annual Revenue	Customers	Users	Orders/Logins
CONNECTAssessment (ChangeFinder)	\$4.6M	627 (subset?)	~63K	
CONNECTInspect (TWIA only)	~\$2M	1 (2019)	5	
CONNECTarcels/Storm/Fire AI	\$908K	9		

## Mobile Apps

	Annual Revenue	Customers	Users	Orders/Logins
CONNECTMobile	N/A	953		166K
EagleView app	~\$15.5M	~3.3K		~459K

## Report Ordering

	Annual Revenue	% Revenue	Customers	% Customers	Orders	% Orders
My EagleView	~\$52.9M	33%	~6.1K	66%	~1.4M	25%
EagleView app	~\$15.5M	10%	~3.3K	33%	~459K	8%
Bulk Orders	~\$12M	74%	~107	1%	~453K	8%
APIs (~15)	~\$81.8M	50%	~15	0%	~3.1M	56%
Total	~\$162.2M		9,207		~5.5M	

## Reports by Vertical

	Annual Revenue	Customers	Users	Orders
Insurance Claims	\$56.2M			1.9M
Construction	\$49M			1.3M
Solar	SAM			122K
Underwriting	\$434K			19.5K
Government	0	0	0	0
Infrastructure	0	0	0	0
Total	\$109.7M	9135 customers		3.4M orders

## Report Platforms by Vertical

TBD

## All Products

**CONNECTExplorer (Imagery customers)—137K users, 1,355 customers, \$75.2M**

- 96% Government—131K users, 2K customers
- 2% Infrastructure—3.2K users, 44 companies
- 2% Insurance Claims—3K users, 7 customers
- 0% Construction—0 customers \* incorrect
- 0% Underwriting—0 customers
- Operations

**CONNECTAssessment/Inspect (Imagery and Change Detection)—628 customers**



- Assessors (Government)—627 customers, \$4,635M
- TWIA (Underwriting)—~55 users, 1 company, \$2M
- Imagery and Change Detection \$1.6M  
Risk Management Report \$434K (19K reports)

**CONNECTarcel/Storm/Fire AI—9 customers, \$908K**

- Insurance-storm damage assessment only
- Imagery and Change Detection (?)
- Storm AI, 4 customers, \$778K
- Fire AI, 5 customers, \$130K

**CONNECTMobile—682 customers, 3,000 weekly logins (3 months only)—responsive vs native?**

- 73% Government—124 customers
- 19% Construction—124 customers
- 2% Infrastructure—16 companies
- 1% Insurance Claims—9 customers
- 0% Underwriting—0 customers

**My EagleView—6K customers, “\$44.3M**

- Construction
- Insurance

**EagleView app—3K customers, ~\$15.6M**

- Construction only
- Can users open an account? Yes

**Report Order APIs—15 customers, ~\$119.9M**

**Report Bulk Orders—? customers, ? revenue**

**CONSTRUCT—\$8.8K (correct? based on 1% of total order volume)**

**OnSite—x users, x customers, \$67.8M**

- Insurance Claims only
- Improve contextual awareness-mosaiced imagery

**Reports—\$109.7M, 3.4M orders**

- 51% Insurance Claims:\$56.3M, 1,942,345 orders
  - Change Detection \$828K, 95K orders
- 48% Construction \$53M, 1.4M orders
  - Solar \$4M, 122K orders
- 0% Underwriting—\$434K, 19.5K orders
- 0% Government
- 0% Infrastructure

**Spookfish/EV Australia—389 users, 279 customers, \$791K (\$1.1M AUS)**

- Signup
  - 81% Desktop-5,415
  - 15% Mobile-1,005
  - 4% Tablet-284
- Users (Acquisition)-12,424
  - 83% Desktop-10,410
  - 12% Mobile-1,491
  - 5% Tablet-589
- New Users (Acquisition)-9,577
  - 83% Desktop-7,902
  - 13% Mobile-1,229
  - 5% Tablet-446
- Sessions (Acquisition)-68,294
  - 92% Desktop-62,883
  - 4% Mobile-2,727
  - 4% Tablet-2,684

Vendor apps—x solutions, x users, x departments

## ViewPoint

### ViewPoint Personas

#### Government

- 20+ personas, 1,355 organizations
- Primary personas-fund EV projects
  - Assessors and GIS-primarily use CAMA or ESRI, would prefer API, though not always
  - Public Safety-operators and dispatch (use CONNECTExplorer, don't have another primary system, often use GoogleMaps)
- Other common personas-generally not funding EV use
  - Planning & Zoning (Autocad, GIS)
  - Code Enforcement
  - Health Department
- Mobile use
  - 3000+ CONNECTMobile logins per week (Oct-Nov 2018)
  - Prefer feature parity with web app (Does it need to be native?)

#### Infrastructure

- Similar to Government, primarily prefer APIs
- Massive, expensive projects
  - Update structure files for 7000mi corridor
  - Pipeline project, managing bid accuracy and alignment
- Use ChangeFinder, want to bring in data, customize markers, reduce field visits. etc.
- Personas
  - Asset Integrity Specialist
  - Customer Service Representative
  - Field Service Technician
  - Project Engineer

#### Underwriting

- 1-3 personas, 11 organizations
- 6 attributes (roof condition, roof material, roof style, solar, tree overhang, pool, total living area, etc.)
- Personas
  - Insurance Underwriter
  - Also Underwriting Manager and Underwriting Analyst

**Construction, Solar**

- ViewPoint features?
  - Visualizer, address lookup (My EagleView)
  - Data templates and custom data views (PDF Reports)
  - Data layers (e.g. roof outlines, annotation)
  - Web-mobile parity
  - Workspaces-plan deliveries, tree cover related to solar, etc.
- Features by solution
  - Web tasks-sales follow-up (proposal, contract), remote sales (more for multi-person company-numbers?)
  - Future web tasks-market analysis (solar installs, storm damage, roof condition, etc.)
  - Mobile only-on the road, appointments, routing, sales presentations, estimate, contract, financing
  - My EagleView-address lookup, incl. smaller Insurance companies? Real estate? Home inspection?
  - Skywalker-visualizer (+3D, materials), report data
  - Bonfire--
- Primary features
  - Registration
  - Ordering reports (aerial imagery to validate location, pinpoint if it's off)
    - Gateway to finding EV reports, look up property and order report, potential to upsell (My EagleView)
  - Property imagery and data
    - Aerial imagery, 3D model
    - Measurements
  - Administration
    - FTU and set-up
    - Preferences
    - User management and teams
    - Access rights management
    - CRM API, manage estimate templates, etc.
  - Opportunities (leads), assignment
  - Sales preparation:property analysis (report), presentation materials, send
  - Sales follow-up-proposal, contract, etc.
  - Virtual sales-video conference, show 3D model, material selection
  - Calendar and scheduling
  - Implementation/Install Design (workspaces)
  - Market analysis (visualizer)
- Feature parity across Web, Phone, and Tablet
  - Crossover features-visualizer, report data, organization and personal profile, administration
  - Differences-self-service, sales tools, estimates, proposals, contracts, financing
- Platform
  - Web (My EagleView)
  - Phone (Skywalker)
  - Tablet Bonfire)
- Personas
  - Business Owner (generally a Contractor)
  - Contractor
  - Office Administrator/Backoffice
  - Production Support
  - Designer/Engineer/Architect
  - Call Center
  - Project Manager
  - Homeowner

- Distributor
- Salesman
- Sales Support
- Sales Manager

### Storm AI

- ViewPoint features?
  - Mosaiced imagery
  - Shapes
  - ChangeFinder
  - Data layers
- Process
- Personas
  - CAT Manager-triage, responsible for a portion (or all) of the event, might divvy up work
  - Virtual or Field Adjuster- look at imagery, determination of claim (phone or tablet)
  - Agent-tasks to homeowner, sells the policy, setting up appointments
    - Use Storm AI to assess damage and might send homeowner an image of damage
    - Might want context to make quicker decisions and determine priorities
  - Inspector-on site assessment
  - Homeowner-offer updates
  - Contractor
- Storm AI solution
  - High-level damage assessment across broad area
  - Initial assessment about potential cost of damage (loss) and volume of claims
  - Use ML to get quick determination
  - Satellite imagery offers percentage of damage
  - Identify impacted areas
  - Begin to dig in to details/specific properties
  - Ability to identify damage level- 'Catastrophic levels 1 and 5 will be full replacement
  - Can be a precursor to Onsite:can create an OnSite request
  - The scale is very different from regular claims
  - Need to prioritize inspection and need to identify the right person for adjusting and/or inspection

### Insurance Claims

- ViewPoint features?
  - Mosaiced imagery-3D model-or just gallery?
  - Shapes
  - ChangeFinder
  - Data layers
- Personas
  - Claims Adjuster (OnSite, Virtual Assist, Storm AI)
  - Inspector
  - Drone Operator
  - Vendor
  - Homeowner
  - Contractor

## Personas

### Government (6 primary, 23+)

- Assessor
- GIS
- Public Safet
- Other

### Infrastructure (4?)

- different between Oil & Gas and Energy?
- Asset Integrity Specialist (Asset Management Team)
- Customer Service
- Field Service technician
- Project Engineer
- More?

### Construction Solar (13)

- Business Owner (generally a Contractor)
- Contractor
- Office Administrator/Backoffice
- Production Support
- Project Manager
- Salesman
- Sales Support
- Sales Manager
- Homeowner
- Distributor
- Designer-roof, solar implementation, use connect to grab a screenshot, workflow (task queue)
- Call Center-qualifying leads
- Crew Manager/Lead-looking at jobs ahead of time
- Financier-initially satellite persona, ongoing system status (average age of a solar system is 5 years), want data across implementations, solar asset management, don't currently get this data

### Insurance Claims (6)

- Claims Adjuster (OnSite, Virtual Assist, Storm AI)
- Inspector
- Drone Operator

- Vendor
- Homeowner
- Contractor
- Call Center

### Underwriting (3)

- Insurance Underwriter
- Underwriting Manager
- Underwriting Analyst

## Construction Market Data (Not EV-Specific)

- 680,000 Construction Employers (not specifically roofing and siding)
- 7 million employees
- \$1.3 trillion/year

## Archive

### 2017/18 EV Bookings by Vertical

- 33% Government, \$75.2M
- 30% Insurance Claims, \$67.8M
- 28% Construction, \$62.3M
- 7% Infrastructure, \$16.2M
- 1% Solar, \$2.8M
- 0% Underwriting, \$0.7M

### 2017/18 EV User Volume

- 50% Construction, 33K users (self-service)
- 31% Insurance Claims, 20K users (enterprise)
- 17% Government, 11K users (enterprise)
- 1% Solar, 432 users (enterprise and self-service)
- 0% Infrastructure, 269 users (enterprise)
- 0% Underwriting, ~ 20 users (enterprise)