Analysis of Survey Responses Compared to PRD and initial Feature Suggestion

Survey link: https://forms.gle/WjChvojRh1SJS7tS6

Survey response information

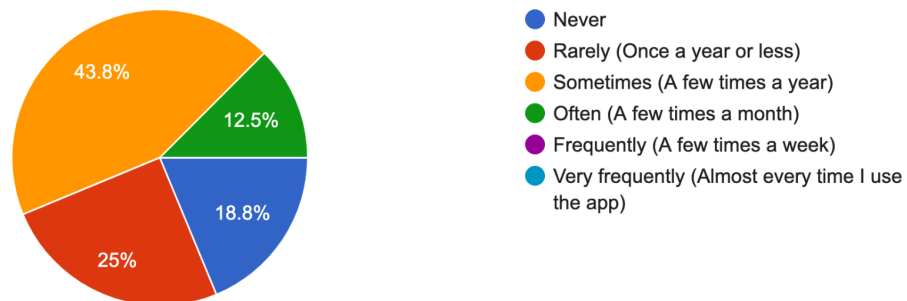| Total Responses: 16	
Age group: ● 68.8% 35-44 ● 18.8% 25-34 ● 12.5% 65+	Sex: ● 50% Female ● 50% Male
Currently living: ● 87.5%Europe ● 6.3% Africa ● 6.3 % North America	Area type: ● 62.5% Urban ● 18.8% Suburban ● 18.8% Rural

1. Validation of Planned Product Improvements

The survey responses confirm the necessity of the **"Similar Address Flagging"** feature as outlined in the PRD. Key findings include:

- **Frequency of Issue:**
  - **12.5%of users** reported encountering similar address-related issues **often** (a few times a month) or **sometimes 43.8%** (a few times a year)**.**
  - **43.8% of users** stated they have **arrived at the wrong location one or twice** due to duplicate addresses. **18.8% arrived multiple times at the wrong location.**
  - These results surpass and confirm the initial PRD's research, which stated that **22% of users mention duplicate address issues as a major pain point.**

🗺️ Section 2: Frequency & Impact of Navigation Errors   5️⃣ How often do you encounter issues with similar or duplicate street names when using Google Maps for navigation? (Single choice)

16 responses

Legend:
- Never
- Rarely (Once a year or less)
- Sometimes (A few times a year)
- Often (A few times a month)
- Frequently (A few times a week)
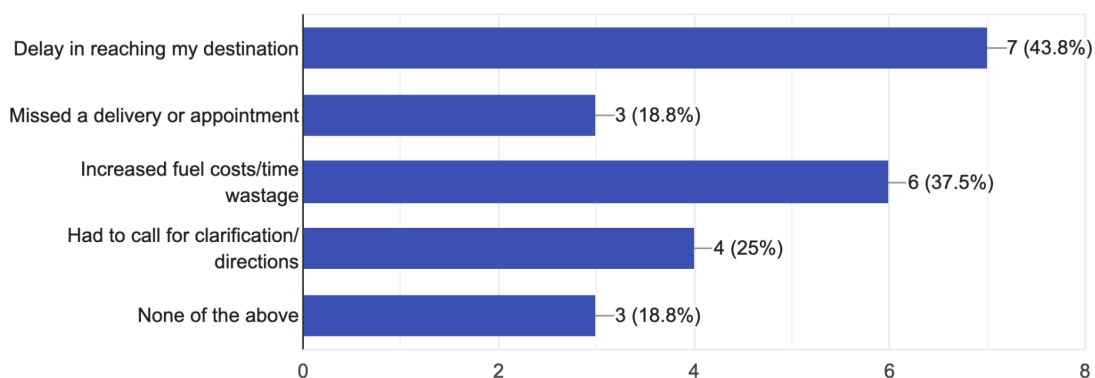- Very frequently (Almost every time I use the app)

- **User Pain Points (Matching PRD Findings):**
  - **43.8% users experience delays, missed deliveries, and frustration** due to incorrect navigation.
  - **37.5% compliant** about increased **fuel cost and time wastage.**
  - **81.3%** rely on **ZIP codes and street numbers** to verify addresses, supporting the PRD's plan to display **boroughs and landmarks for differentiation.**
  - **31.3%** are checking **landmarks and business names** to orientate.
  - **25% are not validating**, they are guessing and hoping for the best.

⚠️ Section 3: Pain Points & Challenges   7️⃣ What type of issues have you encountered due to similar or duplicate street names? (Select all that apply)

16 responses

8 **If you have faced a navigation error due to a similar or duplicate street name, please describe the situation and how it impacted you.** *(Optional)*

4 responses

> This happens especially when the streets are in similar neighbourhoods so it wastes time and is annoying

> I was attending a meeting in Harrisburg, PA. I was directed to a residential area rather then to the hotel. I found the Hilton hotel by entering the name of the hotel rather than the address.

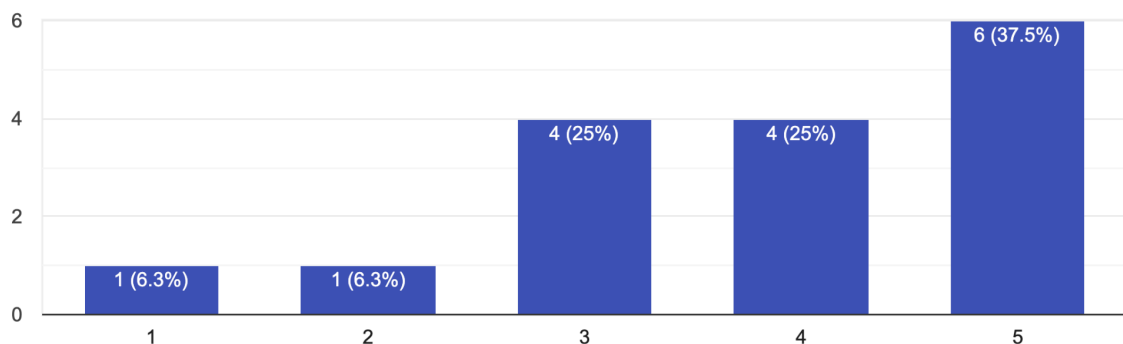> A friend of mine ended up I na different part of Berlin

> Went to pick up an item, but the duplicate address was over 4km away from where I needed to be.

- **Feature Interest:**
  - Most respondents rated a **similar address flagging feature as useful to highly useful.**
  - A majority showed interest in an **in-app feature to flag or report confusing addresses,** supporting the PRD's **feedback loop proposal.**

10 How helpful would you find an in-app feature that flags potentially confusing addresses before navigation begins? (Likert Scale)

16 responses

The **survey responses validate the planned feature "Similar Address Flagging"** and confirm the problem is widespread among users.

2. New Insights & Additional User Needs

The survey also revealed some **new insights** that could enhance the feature:

- **Some Users Guess or Rely on Memory:**
  - 25% of respondents **guess and hope for the best** when selecting addresses.
  - We should consider adding **real-time recommendations based on user history or past selections** to minimize navigation errors.

1 4 Do you have any suggestions on how Google Maps could improve address accuracy and navigation reliability? *(Optional)*

5 responses

Show users that there's several streets with the same/similar name in the area

If you often go to that area, suggest the correct address first

It should be low key, integrated make it visible in different colors. Like we found 6 streets with the same name in Berlin, there for the street name is in red. To bring attention to the fact of duplicate street names.
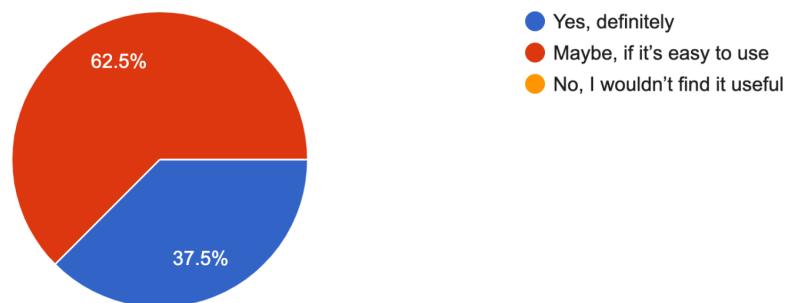
Maybe a switchable option to ring/highlight postcode areas

To be able to edit the address more easily.

- **Users Want the Feature to Be Subtle and Not Distracting:**
  - A user suggested the feature should be **low-key and integrated rather than intrusive.**
  - Possible solution: Optional setting to enable/disable flagging.
- **Frequent Travelers May Need Personalized Suggestions:**
  - A user proposed that **if they visit an area often, MYM could suggest the correct location based on history.**
  - We should consider integrating an AI model / machine learning to improve accuracy, based on user history.
    - Example: "Do you want to go where you always go?"
- **User-Defined Flagging Option:**
  - 100% of users would use a feature which allows them to flag **or report confusing addresses, if it is easy to use.**

💡 Section 6. User Engagement with New Solutions 1️⃣3️⃣ Would you use a feature that allows users to flag or report confusing addresses for future improvements?

16 responses

- 🔵 Yes, definitely
- 🔴 Maybe, if it's easy to use
- 🟠 No, I wouldn't find it useful

62.5%

37.5%

Remember Research Goal – Outline

📄 1-4 Research Goal | Interview | Survey Questions

Why Are We Doing This Research?

The goal of this research is to:

- Validate the need for the **Similar Address Flagging** feature.
- Validate user stories and gather feedback on pain points and potential solutions.
- Learn from user insights and adjust feature design accordingly.

3. Conclusion and Next Steps

1. Research has validated the **"Similar Address Flagging feature". We proceed with it** as user responses confirm the need for it.
2. **We will make the feature optional or dismissible** to avoid frustrating users who don't need it. – New User Story added to 📄 PRD 1-4
3. **Enhance the detection system with historical navigation patterns** to provide **personalized recommendations.** – New User Story added to 📄 PRD 1-4
4. **Incorporate a manual flagging option** so users can report incorrect or missing flags for continuous improvement. – New User Story added to 📄 PRD 1-4