

CAR OWNERS SURVEY

Location

- ☐ Abuja/ Nigeria
- ☐ Anambra/Nigeria
- ☐ Canada
- ☐ Edo/ Nigeria
- ☐ Edo/Nigeria
- ☐ Enugu/Nigeria
- ☐ Ethiopia
- ☐ FCT/ Nigeria
- ☐ Ibadan/ Nigeria
- ☐ Kenya
- ☐ Lagos / Nigeria
- ☐ Lagos/Nigeria
- ☐ Madagascar
- ☐ Minna/Nigeria
- ☐ Nigeria
- ☐ Ogun/Nigeria
- ☐ Oyo state/Nigeria
- ☐ Plateau/Nigeria
- ☐ Pretoria
- ☐ Rivers/Nigeria
- ☐ United Kingdom
- ☐ USA

98

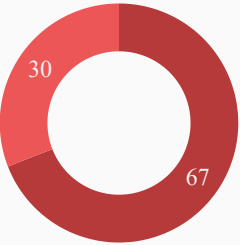
Count of Participants

28

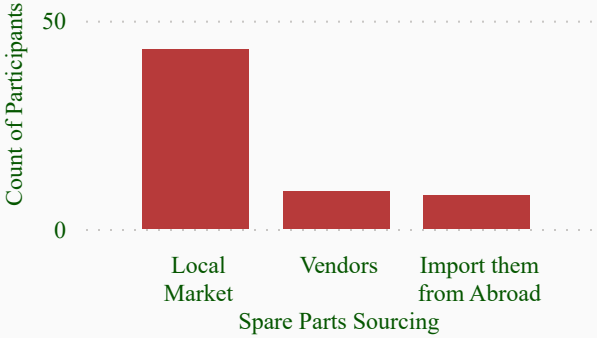
Count of Car Brand

Participants by Ability to Identify Original Spare Parts

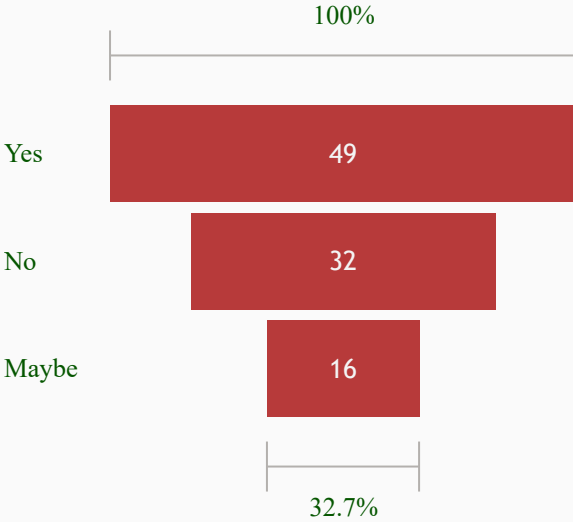
Identify ● No ● Yes



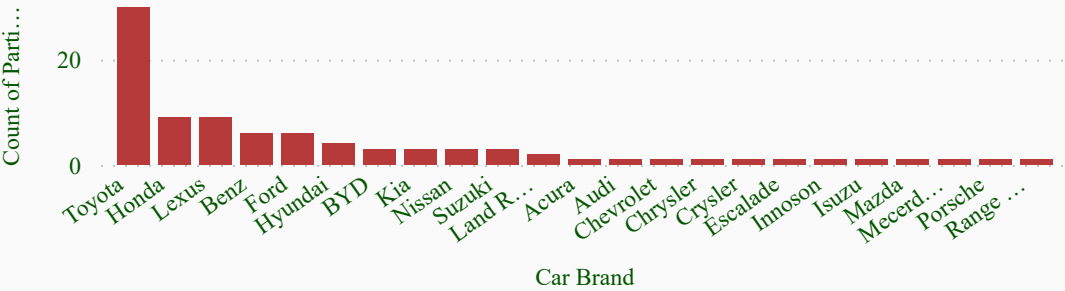
Count of Participants by Spare Parts Sourcing



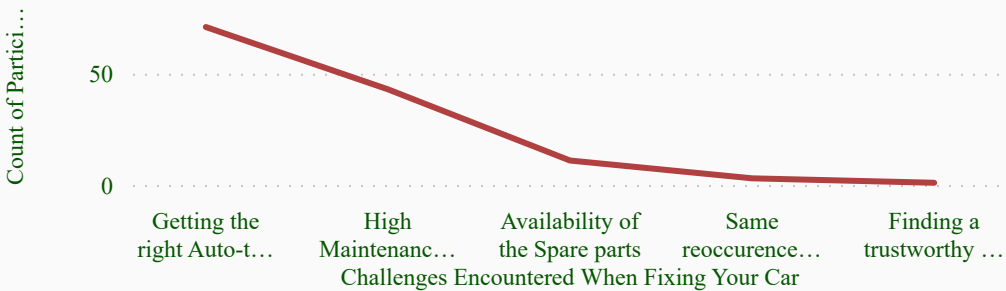
Participants by Likelihood to subscription to an Autoconnect App



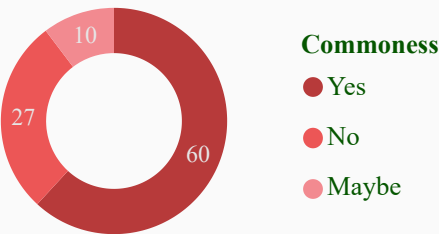
Count of Participants by Car Brand



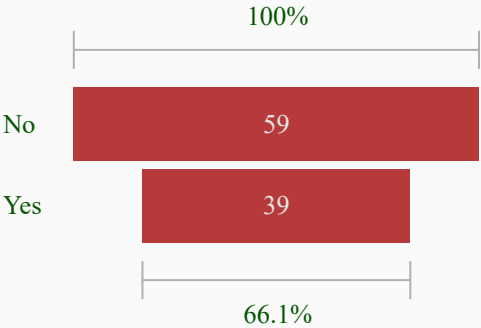
Count of Participants by Challenges Encountered When Fixing Your Car



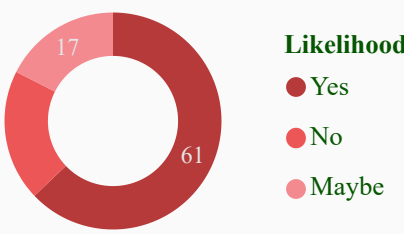
Participants by Commonness of Car Brand in Community



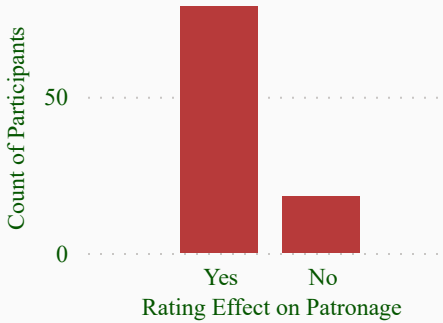
Participants by Contact with Auto-technician online



Participants by Likelihood to connect to Autotechnician



Participants by Rating Effect on Patronage

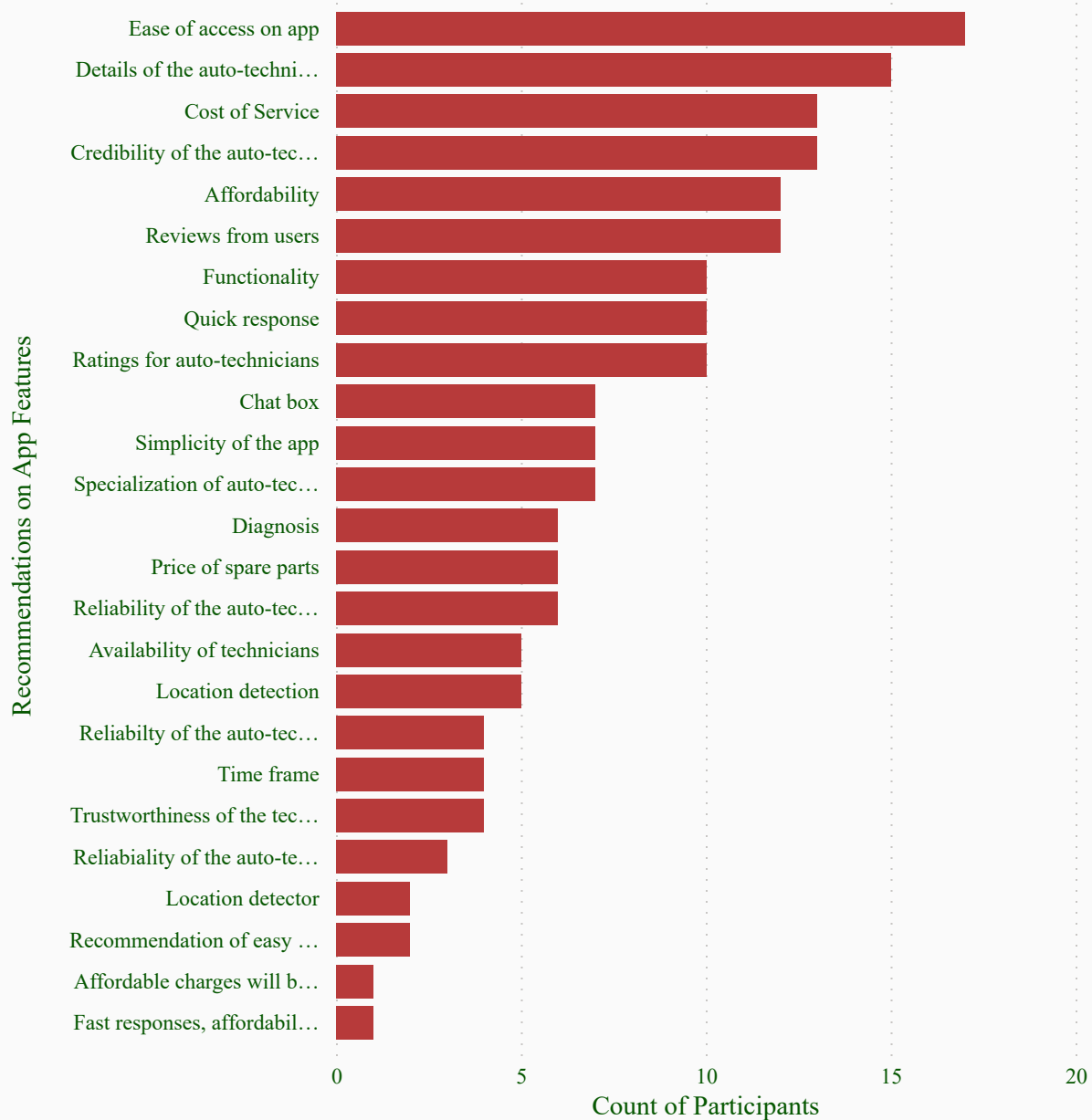


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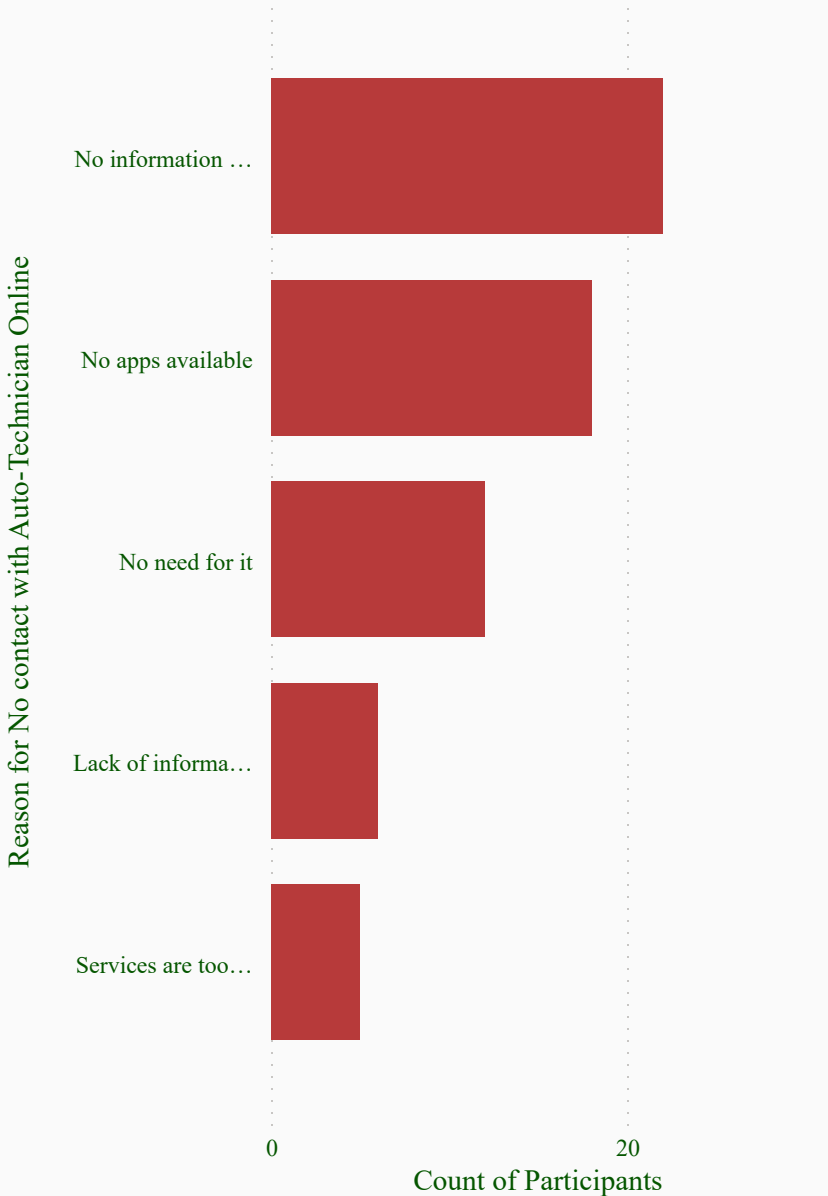
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Participants by Recommendations on App Features



Participants by Reason for No contact with Auto-Technician Online



Summary Of Analysis

98 people participated in this survey.

There was a total of 28 car brands with Toyota being the most common car available during this survey with a total of 30 participants.

The survey was carried out by people from different locations. There were 21 locations in the dataset, with the most reoccurring location being Nigeria.

In Nigeria, Lagos state recorded the highest number of participants, with majority of participants owning Toyota which is a Japanese brand.

Some of the participants could identify original spare parts and most sourced their spare parts from the local markets. Those with seemingly rare cars sourced their spare parts from other countries like the manufacturing countries.

Participants gave us various recommendations concerning features and characteristics expected from the auto-technicians, they include:

- Credibility of the auto-technicians
- Ease of access on the app
- Functionality of the app
- Trustworthiness of the technicians
- and so on.

Participants were asked the challenges they faced when fixing their cars, the options were:

- Finding the right Auto-technicians
- High maintenance cost
- Availability of the right spare parts
- Same recurrence of fixed issue and
- Finding Trustworthy Auto-technicians

The option with the most appearance was finding the right auto-technicians, though a lot of people faced high maintenance cost issues

From the survey, we discovered that a lot of people have never connected with a mechanic online and there were various reasons for this occurrence like; No need for it, no information about it, no knowledge by the auto-technician and so on.

Most car owners do not know about autoconnection apps and have no idea about it

We also asked if they would like to be connected to an auto-technician based off location and we got a heart warming "Yes", for those that were not sure we asked why they wouldn't and they gave us various answers but we got better response when we asked "how ratings of the auto-technicians will affect their answers"

At the end of this survey, we were able to ascertain customer needs, implement their worth and deliver a quality and sustainable MVP