



**CRAFTBRIDGE**

# Data Analysis Report

# INTRODUCTION



CraftBridge is an innovative platform designed to connect artisans with people who need home and office maintenance service. As part of our ongoing efforts to enhance user experience and drive growth, we conducted a survey to gather feedback from our prospective users.

This report presents the findings from intending users feedback survey, highlighting key areas of satisfaction and improvement. Our goal is to provide actionable insights that will inform strategic decisions and drive enhancements to the CraftBridge platform.

## Methodology

The survey was designed to collect feedback from prospective CraftBridge users and understand their expectations and pain points. The survey instrument consisted of 23 multiple-choice questions, created and hosted on Google Forms.

## Data Collection

The survey was distributed through social media platforms and online forums, reaching a diverse audience of prospective CraftBridge users.

## Response Rate

A total of 98 unique responses were collected, providing valuable insights into the user experience and perceptions of our proposed product.

# SURVEY RESULTS

What would make you use CraftBridge?

- Top-quality artisans: 61 respondents
- Fast responses: 46 respondents
- Lower costs: 43 respondents
- Better quality assurance: 35 respondents
- Easier to use: 26 respondents
- Faster Service: 24 respondents

What do you think other platforms are missing?

- Better quality assurance: 40 respondents
- Easier to use: 32 respondents
- More artisan options: 28 respondents
- Faster Service: 25 respondents
- Lower costs: 22 respondents
- Reliability: 20 respondents

Should we train the artisans to be even better?

- Yes: 85 respondents
- No: 5 respondents
- No answer: 8 respondents

What would stop you from trying CraftBridge?

- Poor quality service: 32 respondents
- Slow responses: 28 respondents
- Lack of transparency: 25 respondents
- High costs: 22 respondents
- Unreliable artisans: 20 respondents

What's one thing we could do to make you say, "Wow!"?

- Excellent customer service: 35 respondents
- Unique and high-quality products: 30 respondents
- Fast and efficient delivery: 25 respondents
- Competitive pricing: 22 respondents
- User-friendly interface: 20 respondents



# ANALYSIS & RECOMMENDATIONS

## Key Findings

The survey results highlight several key findings:

1. **Quality and Reliability:** Respondents prioritize top-quality artisans, fast responses, and better quality assurance.
2. **User Experience:** Ease of use, faster service, and competitive pricing are essential for a positive user experience.
3. **Training and Support:** The majority of respondents support training artisans to improve their skills.

## Implications for CraftBridge

These findings have significant implications for CraftBridge's development and growth:

1. **Quality Control:** Implementing robust quality control measures is crucial to ensure high-quality products and services.
2. **User-Centric Design:** Designing an intuitive and user-friendly interface will enhance the overall user experience.
3. **Artisan Development:** Investing in artisan training and development programs will improve the quality of services and products.

## Recommendations

Based on the survey results, we recommend the following:

1. **Develop a Quality Assurance Program:** Establish a rigorous quality control process to ensure high-quality products and services.
2. **Design an Intuitive Interface:** Create a user-friendly interface that simplifies the user experience and encourages engagement.
3. **Implement Artisan Training Programs:** Develop training programs to enhance artisans' skills and improve the quality of services and products.
4. **Offer Competitive Pricing and Promotions:** Conduct market research to determine competitive pricing and offer promotions to attract customers.
5. **Provide Excellent Customer Service:** Develop a customer support system that provides prompt and helpful assistance.



## CONCLUSION

The survey results and analysis highlight the importance of quality, user experience, and artisan development for CraftBridge's success. By addressing these areas, CraftBridge can establish a strong foundation, attract and retain customers, and drive growth.

CraftBridge has the potential to become a leading platform for artisanal goods and services. By prioritizing quality, user experience, and artisan development, CraftBridge can differentiate itself from competitors and achieve long-term success.