PC- Comparer

Elevator Pitch:

An app to compare and recommend optimal parts for the user based on what activities they will be doing. Example: A 3d modeler will now be able to compare and know the best monitor, cpu, gpu, for their job.

Assumptions:
- Pre-built PC's are too cheap and generic for most professionals.
- Most users don't know what parts of a pre-built PC have been skimped on.
- Most users don't know what the best parts for their PC are.

Problem Statement:

- Identify what percentage of computer users would like to be able to compare parts.
- Identify if users would use the app again and share it with their friends and family
- Describe the primary concerns of someone looking to buy a computer.
- Identify the fears of people that have never built a PC before.
- Identify problems new PC builders have run into.

Survey Questions:
1. Have you ever bought a computer?
2. Have you ever built a computer?
3. Do you prefer Windows or Mac?
4. On a scale of 1-10 how comfortable are you with computers?
5. What do you do with your computer?
6. Have you ever had a problem with the performance of your computer?
7. Have you ever replaced your computer?
8. Have you ever replaced parts inside your computer?
9. How much would you be willing to spend on a computer?
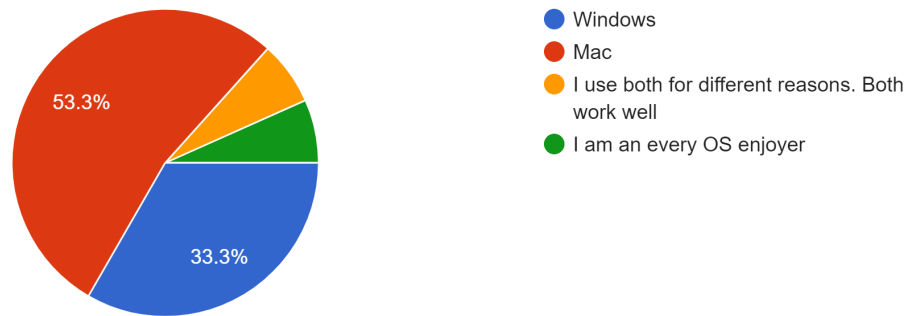10. Would you rather fix your computer yourself or have it repaired by someone?

Analysis & Reporting Results:

3 Key findings:
Mac is preferred to windows. It is not as common for people to custom build their macs.

Do you prefer Windows or Mac?
15 responses

- Windows
- Mac
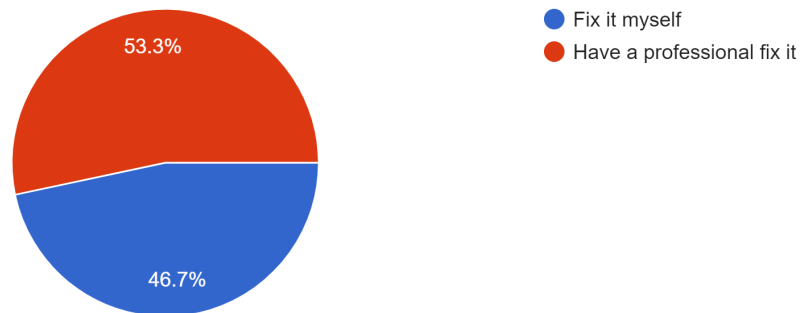- I use both for different reasons. Both work well
- I am an every OS enjoyer

It is nearly 50/50 for them to repair themselves vs have a pro do it.

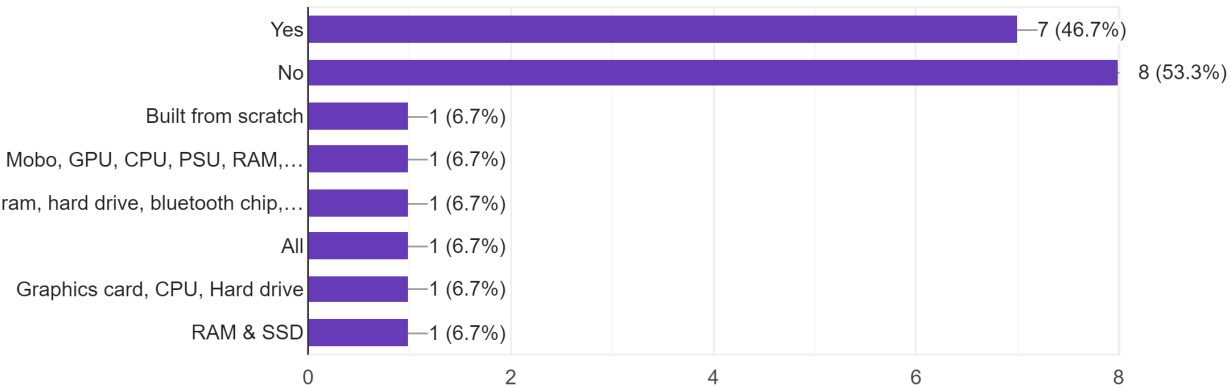Would you rather fix your computer yourself or have it repaired by someone?
15 responses

- Fix it myself
- Have a professional fix it

Most people have not replaced a part in their computer.

Have you ever replaced parts inside your computer (if "yes" which ones? Write in the "other" section.)?
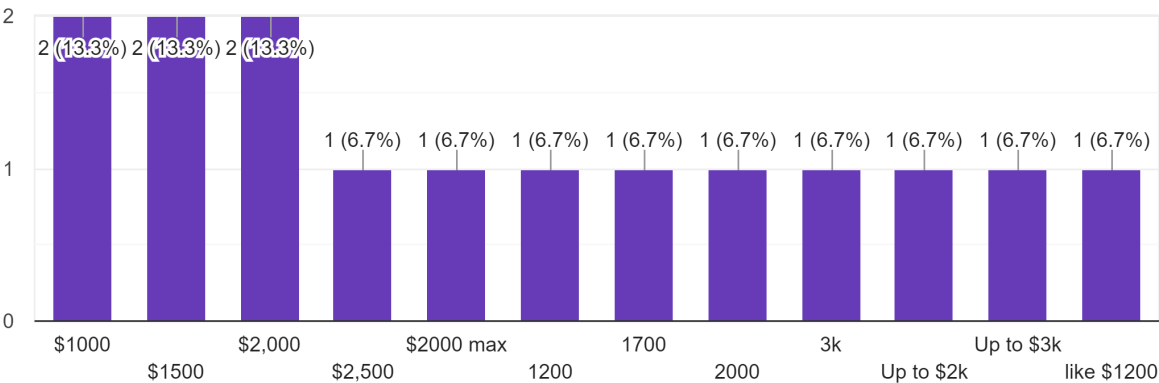
15 responses

Category	Count
Yes	7 (46.7%)
No	8 (53.3%)
Built from scratch	1 (6.7%)
Mobo, GPU, CPU, PSU, RAM,…	1 (6.7%)
ram, hard drive, bluetooth chip,…	1 (6.7%)
All	1 (6.7%)
Graphics card, CPU, Hard drive	1 (6.7%)
RAM & SSD	1 (6.7%)

Surprising Results:

No one has replaced a fan which is very typical.
Everyone was willing to spend at least $1000 for their computer
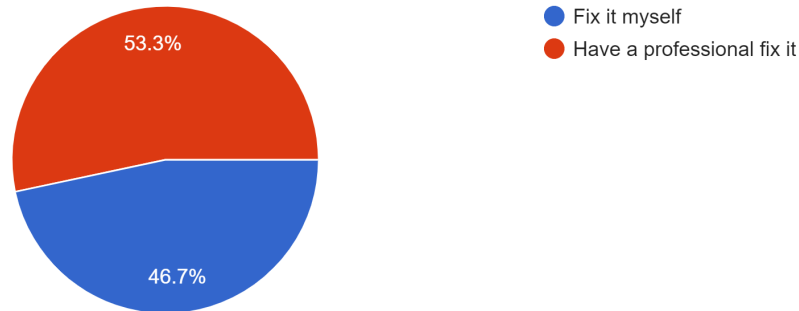
How much would you be willing to spend on a computer?

15 responses

Amount	Count
$1000	2 (13.3%)
$1500	2 (13.3%)
$2,000	2 (13.3%)
$2,500	1 (6.7%)
$2000 max	1 (6.7%)
1200	1 (6.7%)
1700	1 (6.7%)
2000	1 (6.7%)
3k	1 (6.7%)
Up to $2k	1 (6.7%)
Up to $3k	1 (6.7%)
like $1200	1 (6.7%)

More than 50% of survey takers would try to fix their computers themselves

Would you rather fix your computer yourself or have it repaired by someone?
15 responses

● Fix it myself
● Have a professional fix it

53.3%

46.7%

Did we address our problem statement?

- Identify what percentage of computer users would like to be able to compare parts.
  - We didn't include this type of question in the survey
- Identify if users would use the app again and share it with their friends and family
  - We didn't include this type of question in the survey
- Describe the primary concerns of someone looking to buy a computer.
  - We learned the primary uses for many users.
- Identify the fears of people that have never built a PC before.
  - Without specifics we learned that about 46% of our survey takers would pay for someone to fix their machines instead of trying them themselves.
- Identify problems new PC builders have run into.
  - We didn't include this question in our survey

We found that at least 50% of computer buyers have never tried to replace a part or upgrade their systems. That is a huge percentage of users that could find better performance or lower costs for themselves in the future. If we can show how easy it can be to upgrade a computer vs replace it our app could help a lot of people.