



28,03
Average age

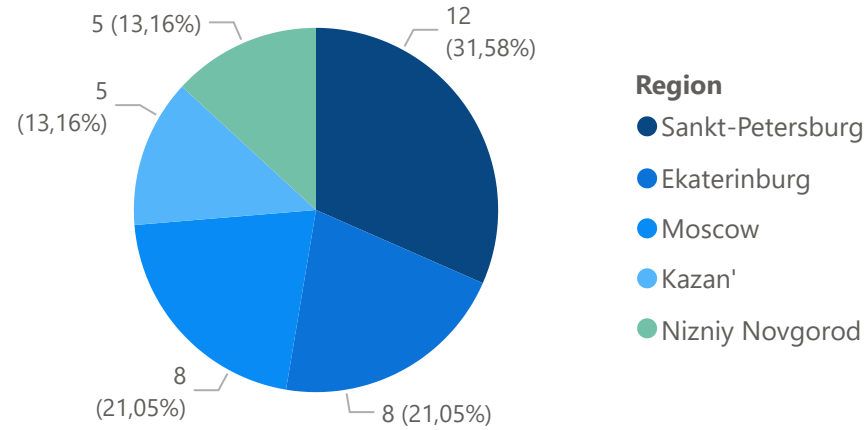
30
Median age

35
Max age

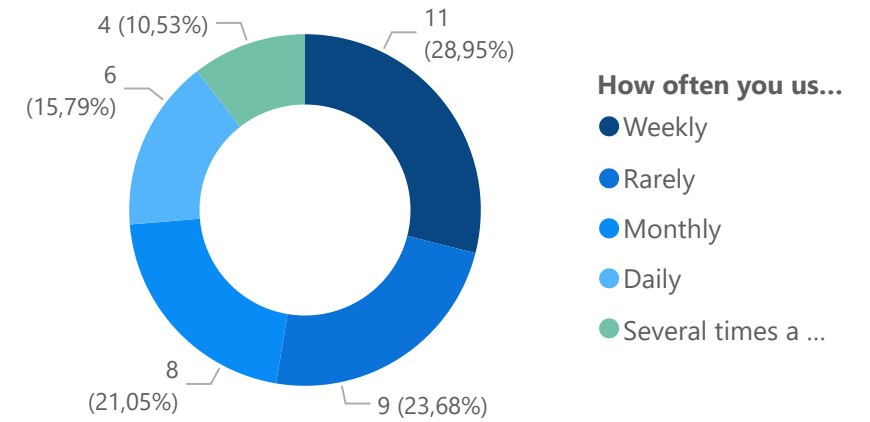
2,79
Average rating of service from 0 to 5

3
Median service rating from 0 to 5

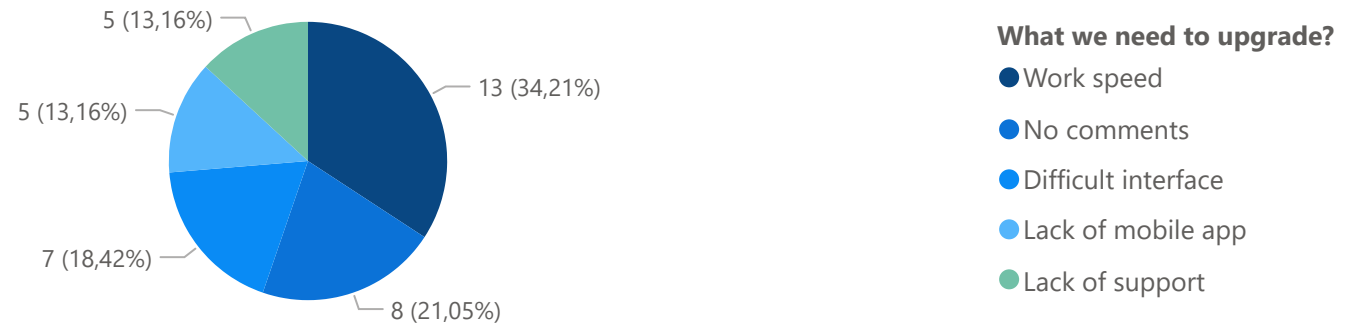
Number of respondents by region



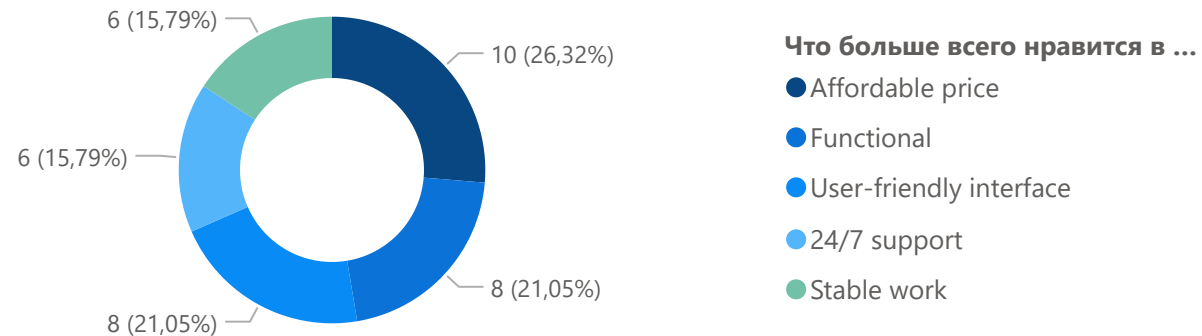
Frequency of use



What we need to upgrade?



What the product is valued for?



Age

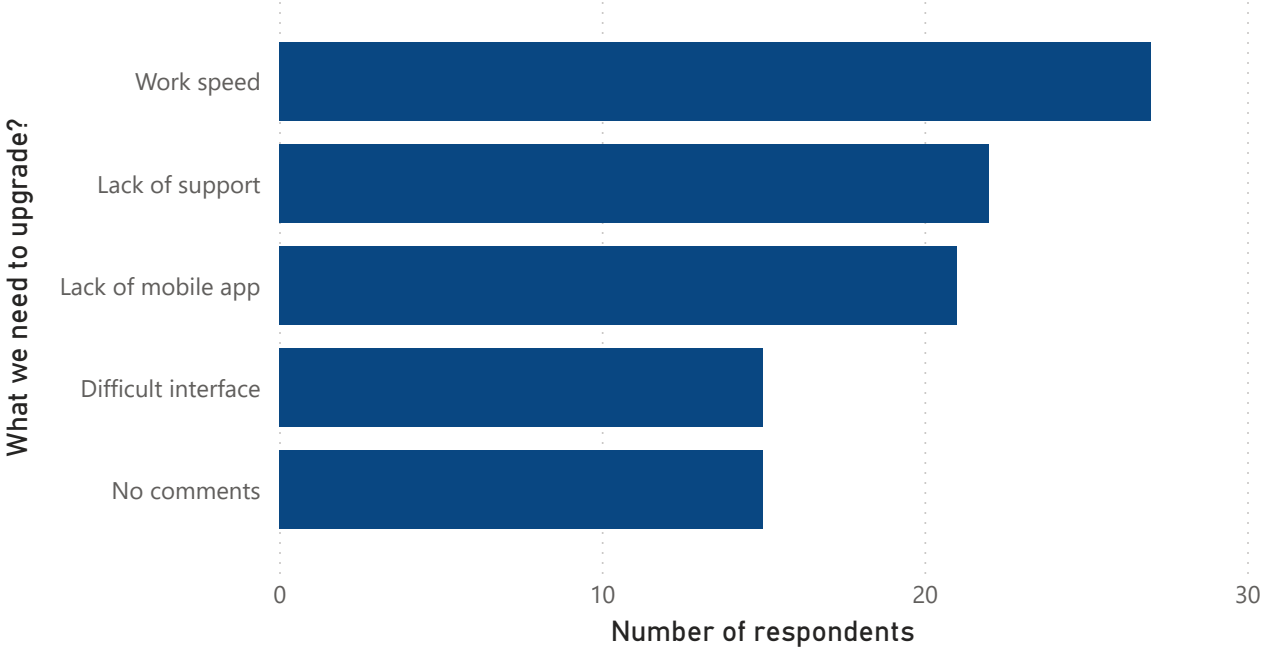
Region

☐ Ekaterinburg

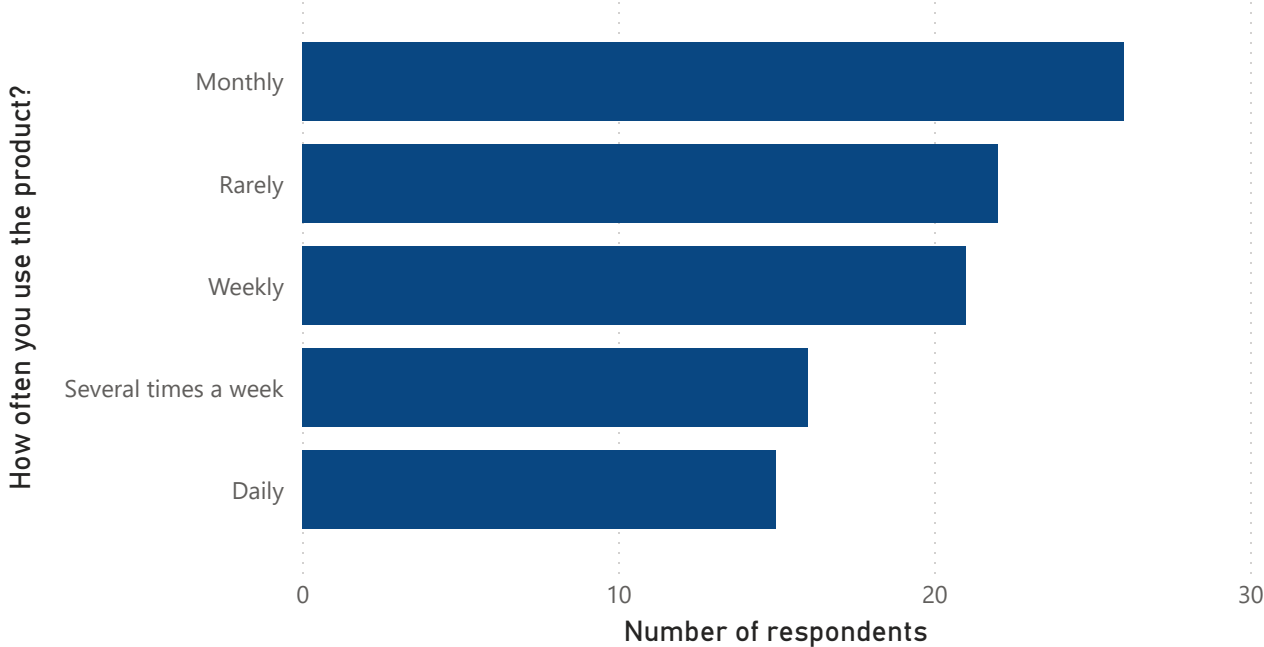
☐ Kazan'

☐ Moscow

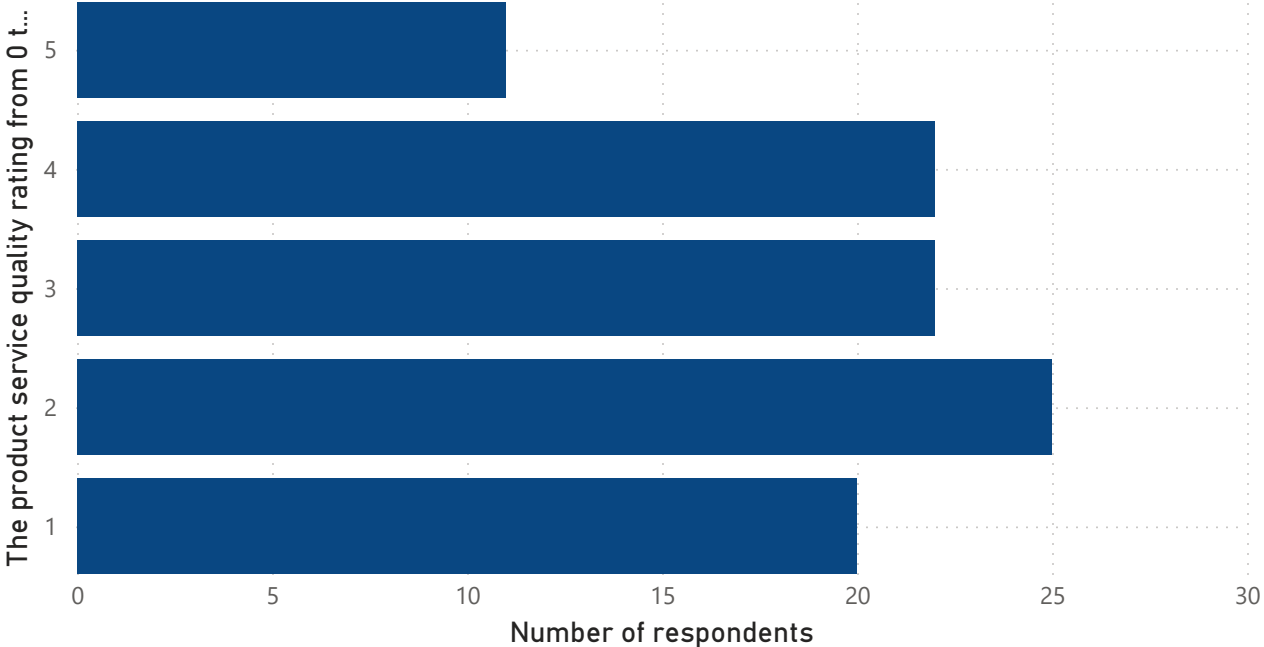
Need to be corrected or improved, according to respondents opinion



Frequency of use



Product service quality rating from 0 to 5



The average and median age of the respondents is about 39-40 years, that is, the sample is mainly represented by mature users. If a young audience is also part of the target segment, it is worth considering mechanisms for attracting younger groups.

The average rating of the service is about 2.8 points, below the neutral mark, which indicates possible shortcomings in the quality and convenience of the interface.

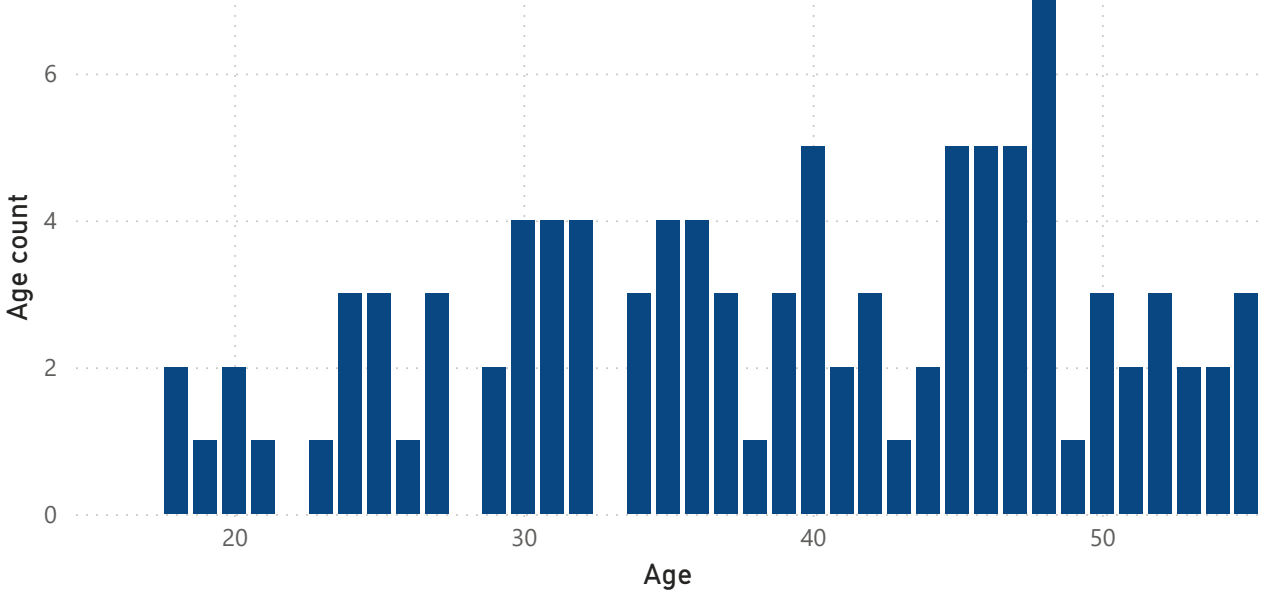
Most customers use the product on an irregular basis, rather than on a daily basis. To increase loyalty and frequency of requests, it is advisable to launch engagement programs.

The main user complaints:
the lack of round-the-clock support and a mobile application (these problems are probably interrelated),
a complex interface that is especially difficult for a mature audience.

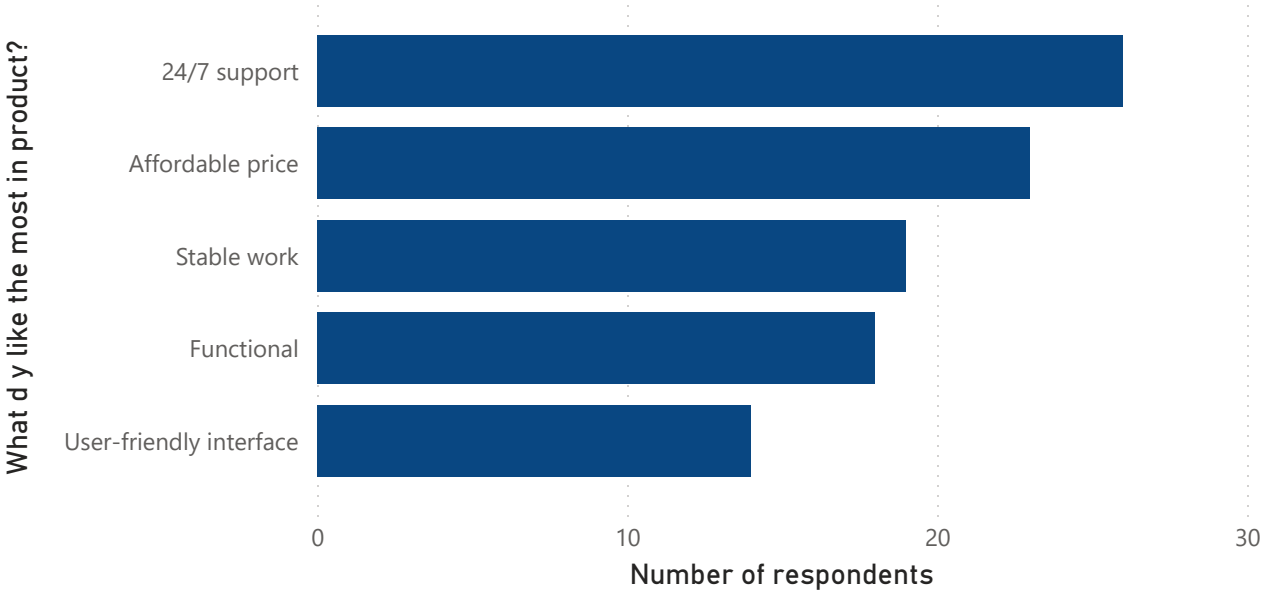
It is recommended to develop a simplified version of the website or a mobile application with a more intuitive interface.

By region: in St. Petersburg, customers are on average younger and rate the service higher than in other cities. The lowest average score was recorded in Yekaterinburg, and the highest in Kazan.

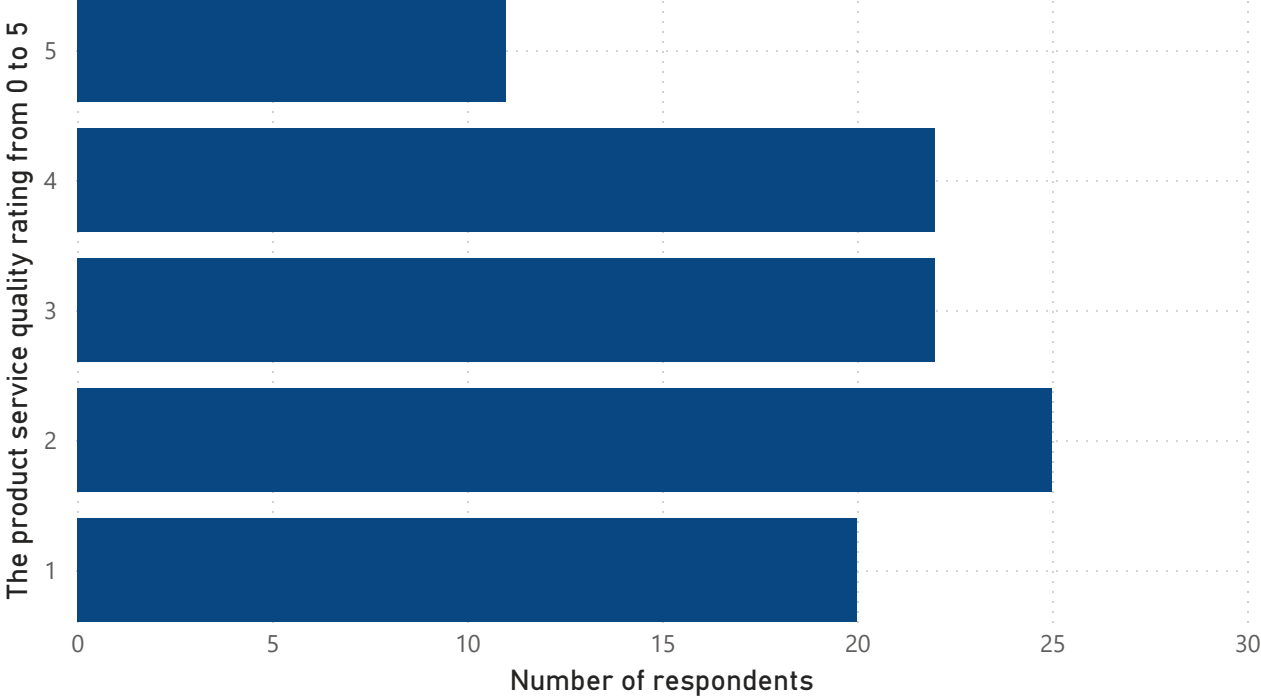
Age distribution



What the product is valued for?



Product service quality rating from 0 to 5



2,79

Average rating of service from 0 to 5

38,76

Average age

Based on the results of the analysis, it becomes obvious that the key growth areas for the service are:

- Mobile application • Develop a more convenient and simpler version.
- Pay special attention to the speed of loading and processing — users complain about “brakes”.
- Embed push notifications for prompt notification of request status and new features.
- User Support • Introduce a 24-hour chatbot with the ability to escalate to a real operator.
- Provide multilingual phone and messenger support.
- Simplification of the interface: • Redesign the main page: bring the most in-demand features to the surface.
- Prepare a “Lite version” of the website or application with a minimum set of settings for older users.
- Expanding age coverage • It is more active to attract a young audience (18-38 years old) through advertising channels.
- Collect additional demographic data (income level, education, interests) in order to segment the audience more accurately.
- Run A/B tests of new features on different age clusters to understand which solutions resonate better with young people.

Such a comprehensive refinement will not only improve the current user experience for the main cohort (38-40 years old), but will also allow reaching new target groups, increasing customer loyalty and retention.