Analytics on feedback gotten from the survey



As a new entrant in the rapidly growing deathtech industry, our start-up is committed to understanding the needs and challenges of consumers in this market. To gather valuable insights and inform our service development, we conducted a survey of individuals interested in using online platforms and apps for funeral planning and end-of-life affairs.

The LiveOn Survey report focuses on the challenges individuals face regarding managing their estates and getting access to lawyers when writing wills. It also examines consumers' experiences, expectations, and concerns in the deathtech industry. This report answers questions like;

- 1. Have respondents ever witnessed disputes in property sharing?
- 2. At what age would respondents most likely write a will?
- 3. Are respondents open to using a death tech app/website for will writing and estate management?
- 4. How easy was it for respondents to get access to lawyers?

This report presents the findings of the survey, including demographic information about the respondents, their motivations for using a deathtech service, and their perceptions of the value and convenience of such services.

We hope that these results will be useful to our company and others in the industry as we continue to shape the future of deathtech.

The dataset used for this Report is clean and has no missing values.

Number of Respondents by Gender Female Male 30 20 10

36-50

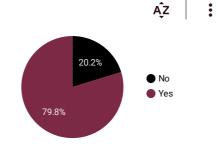
51 and above

The age range **18-25** recorded the highest entry, while Males responded the most.

26-35

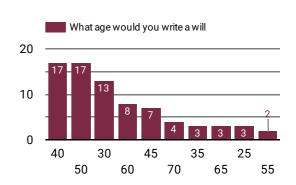
Age Range

Incidence of Property Sharing Disputes



79.8% of the population has witnessed disputes in property sharing.

Age Distribution of Target Audience

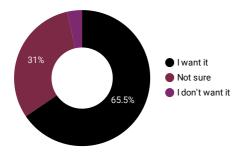


The majority of the population will most likely write a will at the age of 40 or 50.

Technology Adoption

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18-25



65.5% of the population is most likely to adopt the technology.

Ease of Access to Lawyers

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How easy was it to g	Record Count
Never tried	69
Was easy	13
Not easy	2

69 of the respondents stated that they have never tried to obtain legal representation, while 13 stated that it was easy.



We had a total of 84 responses.

Geographical Locations of Respondents



The respondents are located in **Ghana**, **Kenya**, **Nigeria**, **and the United Kingdom**.

Conclusion

Based on the survey results, it appears that a significant portion of the population has witnessed disputes related to property sharing. The age range of 18-25 had the highest representation in the survey, and males were the most represented gender. Most respondents indicated that they would likely write a will at the age of 40 or 50. This gives us an idea of who our target audience is. A majority of the population is also interested in adopting new technology related to death and wills. However, a large number of respondents stated that they have never tried to

obtain legal representation, while a smaller number indicated that it was easy to do so. Overall, these findings suggest that there may be a need for more accessible and user-friendly options for

development of new products and services that address these issues and meet the needs of this target market.

managing wills and handling end-of-life planning. As a deathtech startup, these results could inform the