Survey Analysis with Cause-Effect Relationships

1. Яка Ваша стать?

- **Responses:** Female (29, 67%), Male (12, 28%), Other (2, 5%)

- **Trend:** Strong female majority (67%).

- **Action:** Cause: Women dominate the respondent pool, likely reflecting a key user base. **Effect:** Ensure the UI appeals to female preferences. Keep the blue/purple/lilac palette.

2. Ваш Вік?

- **Responses:** 18–25 (7, 33% of those with age), 26–35 (2, 10%), 36–55 (5, 24%), 55+ (3, 14%), Under 18 (1, 5%), Unspecified (25, 58% total)

- **Trend:** 33% are 18–25 (young adults), but many didn't specify age.

- **Action**: Cause: Young adults (18–25) are a significant chunk, likely tech-savvy and trend-driven. **Effect**: Include trendy categories like Smartphones (58% interest) and Apple products (26% prefer Apple) prominently on the homepage. *Add a banner for "Latest Tech for Young Innovators" to grab their attention.*

3. Де Ви проживаєте?

- **Responses**: Big City (68, 42%), Medium City (17, 40%), Village/Settlement (8, 19%)

- **Trend**: Urban skew (82% in cities), some rural (19%).

- **Action**: Cause: Urban users dominate, likely expecting fast delivery and online convenience. **Effect**: Highlight "Fast Delivery Options" on the homepage (37% value quick delivery). Rural users suggest keeping offline store mentions minimal.

4. Ваш рівень доходу?

- **Responses**: 1 (lowest, 9, 21%), 2 (9, 21%), 3 (13, 30%), 4 (6, 14%), 5 (highest, 6, 14%)

- **Trend**: Spread across income levels, slight lean to middle (30% at 3).

- **Action**: Cause: Varied incomes mean price sensitivity varies. **Effect**: Offer filtering by price (58% compare prices) and showcase affordable Accessories (56% interest) alongside premium Apple products (26% prefer) to appeal to all levels.

5. Як часто Ви купуєте електроніку?

- **Responses:** Monthly (7, 16%), Every 6 Months (19, 44%), Yearly (8, 19%), Less Often (9, 21%)
- **Trend**: 44% buy semi-annually, 35% yearly or less.
- **Action**: Cause: Semi-annual purchases suggest planned, deliberate buys. **Effect**: Add a "Save for Later" wishlist feature (not in survey but implied by infrequency) and emphasize detailed product info (56% value this) to support thoughtful decisions.

6. Які категорії електроніки цікавлять Вас найбільше?

- **Responses**: Smartphones (25, 58%), Accessories (24, 56%), Household Appliances (20, 47%), Laptops (18, 42%), Multiple selections common.
- **Trend**: Smartphones (58%) and Accessories (56%) lead, followed by Appliances (47%) and Laptops (42%).
- **Action**: Cause: High interest in Smartphones and Accessories. **Effect**: Prioritize these as main categories on the homepage with sub-menus (e.g., Phones: Apple, Android; Accessories: Earpods, Chargers). Add a "Top Picks" banner for these categories.

7. Що для Вас є найважливішим при виборі електроніки?

- **Responses**: Quality (20, 47%), Technical Characteristics (7, 16%), Brand (6, 14%), Price (3, 7%), Reviews (3, 7%), Design (1, 2%)
- **Trend**: Quality dominates (47%), then tech specs (16%) and brand (14%).
- **Action**: Cause: Quality is the top priority. **Effect**: Add a "Quality Guaranteed" badge on product pages and filters for technical specs (e.g., battery life, 58% value durability). Highlight trusted brands like Apple (26%) and Samsung (12%).

8. Який відсоток від свого доходу ви готові витратити на електроніку в середньому?

- **Responses**: Varied: <10% (13, 30%), 10–30% (11, 26%), 30–60% (6, 14%), 60+% (3, 7%), Depends (8, 19%)
- **Trend**: Most (56%) spend <30%, some willing to splurge.
- **Action**: Cause: Moderate spending suggests value-seeking. **Effect**: Include a "Best Deals" section on the homepage (58% like discounts) and show % discounts for registered users (e.g., "10% off for members").

9. Чи користуєтесь Ви допомогою спеціалістів перед покупкою електроніки?

- **Responses**: Scale 1–5: 1 (5, 12%), 2 (5, 12%), 3 (16, 37%), 4 (7, 16%), 5 (10, 23%)
- **Trend**: Mixed, 37% neutral (3), 23% rely heavily (5).
- **Action**: Cause: Some seek expert advice. **Effect**: Add a "Tech Tips" blog link or chatbot placeholder (42% want online support) to assist undecided buyers without overloading the MVP.

10–13. Які характеристики товару Ви вважаєте найважливішими?

- Smartphones: Functionality (67%), Durability (58%), Design (50%), Warranty (42%)
- Laptops: Functionality (64%), Durability (58%), Warranty (42%), Design (36%)
- Appliances: Functionality (67%), Durability (58%), Warranty (47%), Design (36%)
- Accessories: Design (58%), Functionality (56%), Durability (47%), Warranty (28%)
- **Trend**: Functionality and durability dominate across categories.
- **Action**: Cause: Consistent demand for functionality and durability. **Effect**: Ensure product pages list specs like battery life and warranty details prominently (56% want detailed info). Add filters for these traits.

14. Де найчастіше Ви купуєте електроніку?

- **Responses**: Offline Stores (16, 37%), Online Stores (15, 35%), Marketplaces (12, 28%)
- **Trend**: Slight offline preference (37%), online close behind (35%).

- **Action**: Cause: Balanced offline/online split. **Effect**: Focus on a seamless online experience (35% online) with detailed info (56%) to convert offline shoppers. Avoid offline-specific features.

15. Який або які предмети електроніки Ви купували нещодавно?

- **Responses**: Accessories (e.g., headphones, 14), Phones (8), Laptops (4), Appliances (e.g., coffee maker, 7)
- **Trend**: Accessories (33%) and phones (19%) top recent buys.
- **Action**: Cause: Recent purchases reflect current needs. **Effect**: Feature a "Recently Popular" carousel on the homepage with Accessories and Smartphones to match buying habits.

16. Що приваблює Вас найбільше в онлайн-магазинах електроніки?

- **Responses**: Detailed Info (21, 49%), Discounts (6, 14%), Fast Delivery (5, 12%), Easy Interface (5, 12%)
- **Trend**: Detailed info (49%) is king, discounts (14%) notable.
- **Action**: Cause: Info drives online appeal. **Effect**: Design product pages with rich descriptions and specs (49% priority). Add a "Deals" banner for registered users (58% like discounts).

17. Як Ви обираєте товар?

- **Responses**: Read Reviews (28, 65%), Compare Prices (20, 47%), Consult Friends (16, 37%)
- **Trend**: Reviews (65%) and price comparison (47%) lead.
- **Action**: Cause: Review-heavy decision-making. **Effect**: Include a mock "Reviews" section (placeholder for MVP) and price filters (47% compare). Highlight competitive pricing.

18. Які онлайн-магазини електроніки Ви використовуєте найчастіше?

- **Responses**: Comfy (28, 65%), Rozetka (25, 58%), Yabko (11, 26%), Citrus (10, 23%)
- **Trend**: Comfy (65%) and Rozetka (58%) dominate.
- **Action**: Cause: Competitors set the bar. **Effect**: Benchmark against Comfy/Rozetka—mimic their detailed listings and filters. Differentiate with a unique Apple focus (26% prefer).

19. Що Вам подобається найбільше у цих магазинах?

- **Responses**: Assortment (9), Price (5), Service (4), Ease (4)

- **Trend**: Variety and usability stand out.

- **Action**: Cause: Wide selection appeals. **Effect**: Ensure a robust category list (Phones, Laptops, etc.) and intuitive navigation (rated 4.5/5 in prototype).

20. Чи стикались Ви з проблемами під час покупок в інших магазинах?

- **Responses**: Low Quality (12, 28%), Slow Delivery (10, 23%), Tech Issues (9, 21%), Small Assortment (9, 21%), Returns (6, 14%)

- **Trend**: Quality (28%) and delivery (23%) are pain points.

- **Action**: Cause: Common frustrations identified. **Effect**: Emphasize "Quality Assurance" in messaging and promise "Fast Shipping" (mock for MVP) to address these.

21. Які додаткові послуги Ви хотіли би бачити в інтернет-магазинах?

- **Responses**: Loyalty Programs (20, 47%), Online Support (18, 42%), Recommendations (16, 37%)

- **Trend**: Loyalty (47%) and support (42%) top the list.

- **Action**: Cause: Demand for loyalty and help. **Effect**: Add a "Join for 10% Off" banner (47% want programs) and a mock "Chat Support" button (42%).

22. Оберіть Ваш улюблений бренд електроніки

- **Responses**: Apple (11, 26%), Samsung (7, 16%), Xiaomi (4, 9%), Philips (2, 5%), Acer (2, 5%), Lenovo (2, 5%)

- **Trend**: Apple leads (26%), Samsung follows (16%).

- **Action**: Cause: Apple's popularity is clear. **Effect**: Add a dedicated "Apple Products" category and a homepage banner (e.g., "Explore Apple Favorites") for easy access.

23. Чи цікавлять Вас сезонні акції та знижки?

- **Responses**: Yes (25, 58%), No (18, 42%)

- **Trend**: Majority (58%) want discounts.

- **Action**: Cause: Discount interest is high. **Effect**: Feature a "Special Offers" section with mock deals (e.g., "10% off for members") to incentivize registration.

24. Чи готові Ви залишити свій email для отримання знижок та акцій?

- **Responses**: Yes (19, 44%), No (24, 56%)
- **Trend**: Slight lean against (56%), but 44% are willing.
- **Action**: Cause: Some resist email sharing. **Effect**: Make registration optional but enticing with "Exclusive Discounts for Members" (44% open to it).

25. Чи є для Вас важливою доставка товару в день замовлення?

- **Responses**: No (30, 70%), Yes (13, 30%)
- **Trend**: Most (70%) don't need same-day.
- **Action**: Cause: Low priority on speed. **Effect**: Focus on "Reliable Delivery" messaging over speed (mock for MVP).

26. Яким способам оплати Ви надаєте перевагу?

- **Responses**: Card (29, 67%), Online Payments (22, 51%), Cash (15, 35%), Credit (3, 7%)
- **Trend**: Card (67%) and online (51%) lead.
- **Action**: Cause: Digital payments dominate. **Effect**: Prioritize a mock "Card Payment" option in checkout (67% prefer).

27. Як Ви дізнаєтесь про новинки у світі електроніки?

- **Responses**: Social Media (25, 58%), Friends (14, 33%), Blogs (12, 28%), Ads (8, 19%)
- **Trend**: Social media (58%) is key.
- **Action**: Cause: Social media drives awareness. **Effect**: Add a "Follow Us" footer link (mock) to leverage this channel later.

28. Наскільки Вам важливий візуальний вигляд інтернет-магазину?

- **Responses**: Scale 1–5: 5 (12, 28%), 4 (17, 40%), 3 (13, 30%), 2 (1, 2%)
- **Trend**: High importance (68% rate 4–5).

- **Action**: Cause: Visuals matter a lot. **Effect**: Stick with the minimalist, highly-rated (4.5/5) blue/purple/lilac design from Devicer prototype.

29–31. Як Ви оцінюєте прототипи Devicer?

- **Responses**: Avg. 4.5–5/5 across all (5: 63–70%, 4: 21–30%, lower rare)
- **Trend**: Overwhelmingly positive (e.g., "minimalistic," "ideal").
- **Action**: Cause: Prototype is a hit. **Effect**: Keep the design intact, tweak minor feedback (e.g., "less empty space" on cart) for polish.

32. Ваші побажання або коментарі щодо нашого прототипу

- **Responses**: "Ideal" (5), "Less empty space" (2), "Smaller homepage text" (1), "Great design" (5)
- **Trend**: Minor tweaks suggested, mostly praise.
- **Action**: Cause: Feedback is specific and positive. **Effect**: Reduce cart empty space and homepage text size slightly in React implementation.

Summary of Key Actions for MVP

1. Categories: Smartphones, Accessories, Laptops, Appliances, dedicated Apple section (26% prefer).
2. Homepage: Banners for "Apple Favorites," "Best Deals," "Join for 10% Off," "Top Picks" (Accessories/Smartphones).
3. Features: Filters (Quality, Price, Specs), detailed product info, wishlist, mock reviews, mock payment (card-focused).
4. UI: Minimalistic blue/purple/lilac, tweak empty space and text size per feedback.
5. Incentives: Optional registration with 10% discount banner (58% like discounts, 44% share email).
6. Messaging: "Quality Guaranteed," "Reliable Delivery" to counter pain points (28% low quality, 23% slow delivery).