Rider Target Audience Analysis

Information

批踢踢實業坊 › 看板 FoodDelivery
聯絡資訊 關於我們

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看板 FoodDelivery
標題 [心得] 有感而發 外送的夢想很小但很踏實
時間 Wed Aug 9 20:30:40 2023

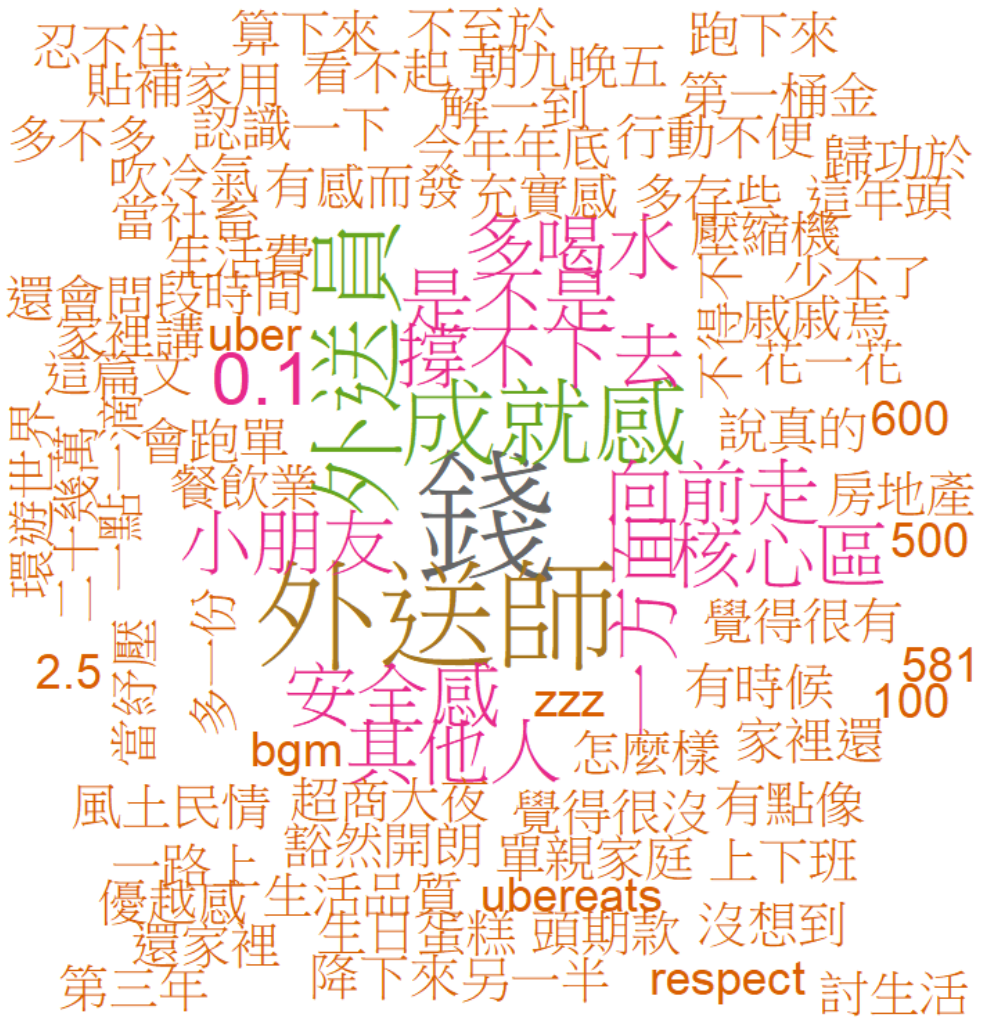
今天等單的時候無意見看到這個影片，
可能也是因為裡面家庭的地方
有些情況跟我很像，
對於外送期間的一些心情也很有共鳴，
就想來分享那段時間的心路歷程……

Comment：117

Valid comment：97

Reason for becoming a rider

Reason for becoming a rider



Money

Self-actualization

Family

Macro environment

Reason for becoming a rider

Keyword

Money

薪水、萬、房、款、收入、存

Self-actualization

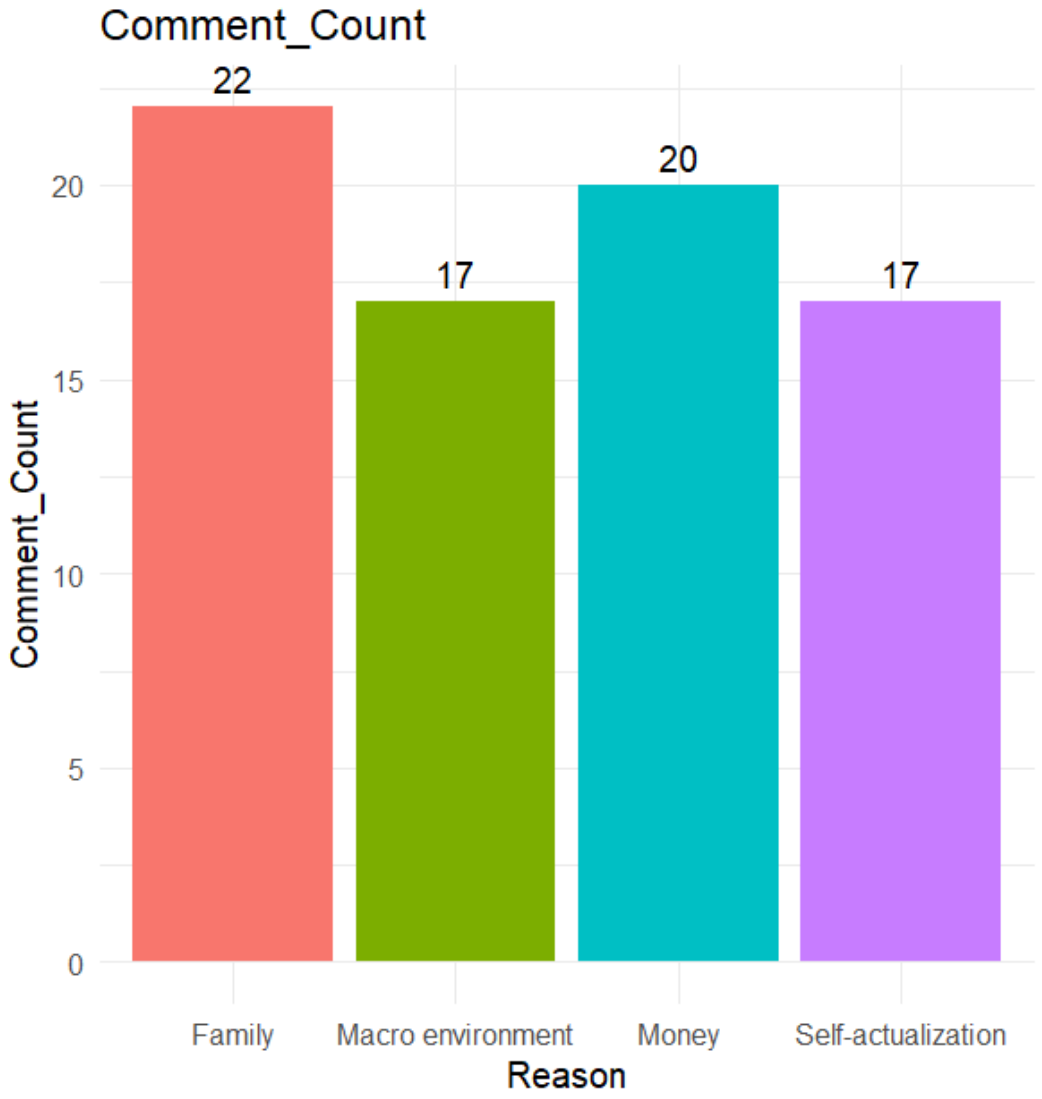
時間、健康、自由、夢想、生活、創業、成就感

Family

家、孩、父、母、爸、媽

Macro environment

疫情、討生活、轉行、機會



Conclusion

- The main reasons for becoming a delivery person are:
  - Money
  - Family
  - Self-fulfillment
  - Environmental factors

- After setting the keywords:
  - The proportion of comments for each of the four reasons is similar.

- It is believed that all four factors could be the main reasons for becoming a rider.