Artisan Platform Research Survey

Key Insights

15 September 2025

Executive Summary

This report analyzes survey responses from 107 participants across Lagos State, Nigeria, to inform the development of an artisan services platform. The data reveals strong market demand, with 65% of respondents expressing definite willingness to use such a platform, while highlighting critical requirements around verification, quality assurance, and transparent pricing.

Methodology

- **Sample Size**: 107 respondents
- **Geographic Focus**: Primarily Lagos State (Eti Osa LGA, Ibeju Lekki LGA, and other Lagos areas)
- **Respondent Types**: Property owners, facility managers, artisans, architects, and project managers
- **Data Collection**: Structured survey with multiple-choice and open-ended questions

Key Statistics at a Glance

107 Total Responses	**85%** Positive Interest
100% Have Smartphones	**78%** Need Reliable Artisans
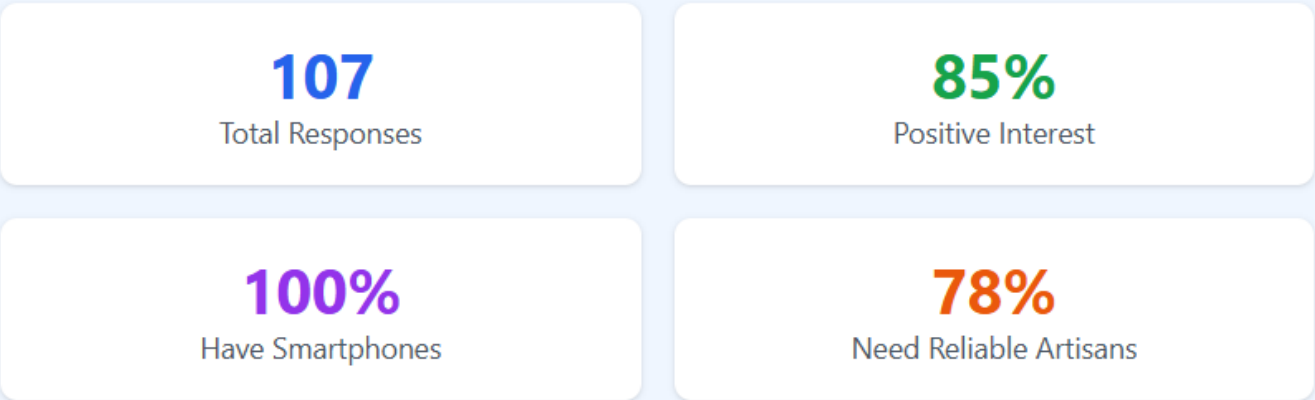
Key Findings

1. Market Demand and Adoption Willingness

Platform Adoption Intent:

- 65% (70 respondents): "Definitely yes"
- 20% (21 respondents): "Probably yes" or "Maybe/need more info"
- 15% (16 respondents): "Probably not" or "Definitely not"

Total Positive Interest: 85% of respondents show interest in using the platform
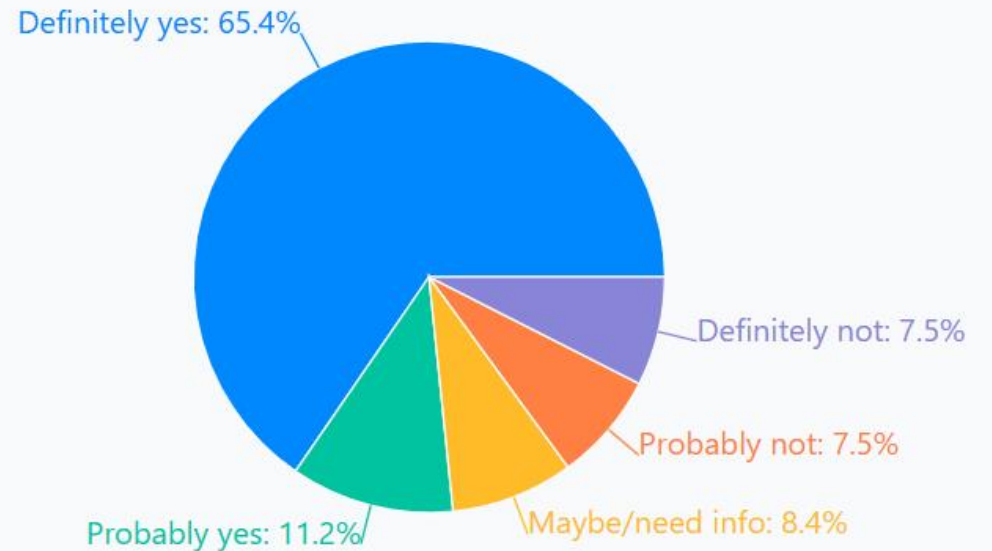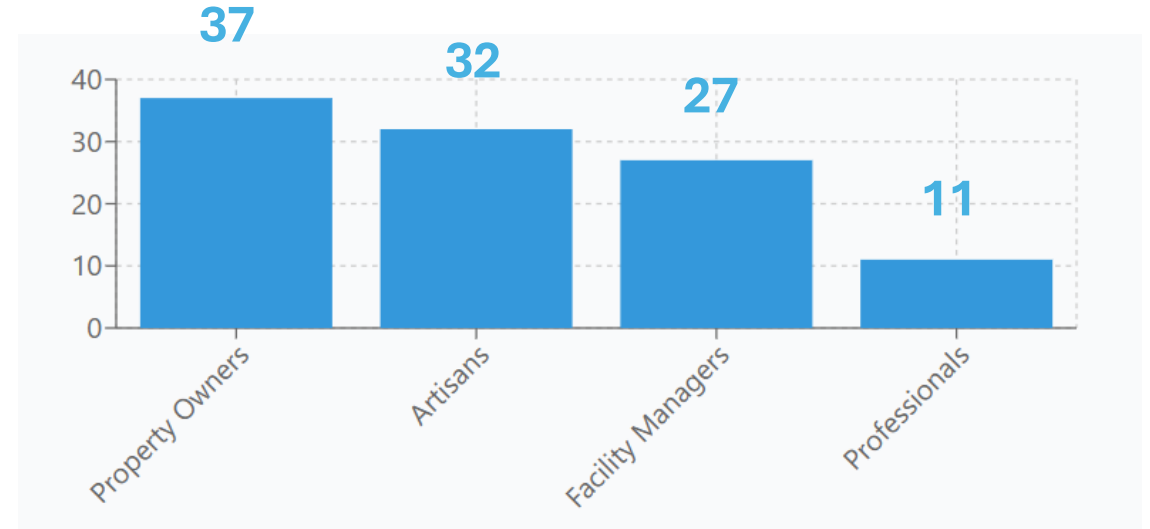
Key Findings – cont'd

2. User Segmentation

Primary User Groups:
- **Property Owners/Residents**: 35% of respondents
- **Facility Managers/Estate Management**: 25% of respondents
- **Artisans/Craftspeople**: 30% of respondents
- **Professionals** (Architects, Project Managers, Engineers): 10% of respondents

Key Findings – cont'd

3. Current Service Discovery Methods

Most Common Approaches:

- Word of mouth/referrals: 89% of respondents
- Direct contact from previous jobs: 67% of respondents
- Online platforms/social media: 31% of respondents
- Random/street finding: 28% of respondents
- Facility manager/estate office: 20% of respondents

4. Primary Pain Points

Top Challenges Identified:

For Clients:
- **Finding reliable/skilled artisans** (78% of responses)
- **Quality of work delivered** (52% of responses)
- **Fair/transparent pricing** (35% of responses)
- **Scheduling and availability** (31% of responses)

For Artisans:
- **Finding clients/steady work** (40% of artisan responses)
- **Payment security/delays** (35% of artisan responses)
- **Scheduling and availability** (30% of artisan responses)

Key Findings – cont'd

5. Service Frequency Patterns

- **Weekly usage**: 35% of respondents
- **Monthly usage**: 25% of respondents
- **Every few months**: 22% of respondents
- **1-2 times per year**: 12% of respondents
- **Emergency only**: 6% of respondents

60% need services monthly or more frequently
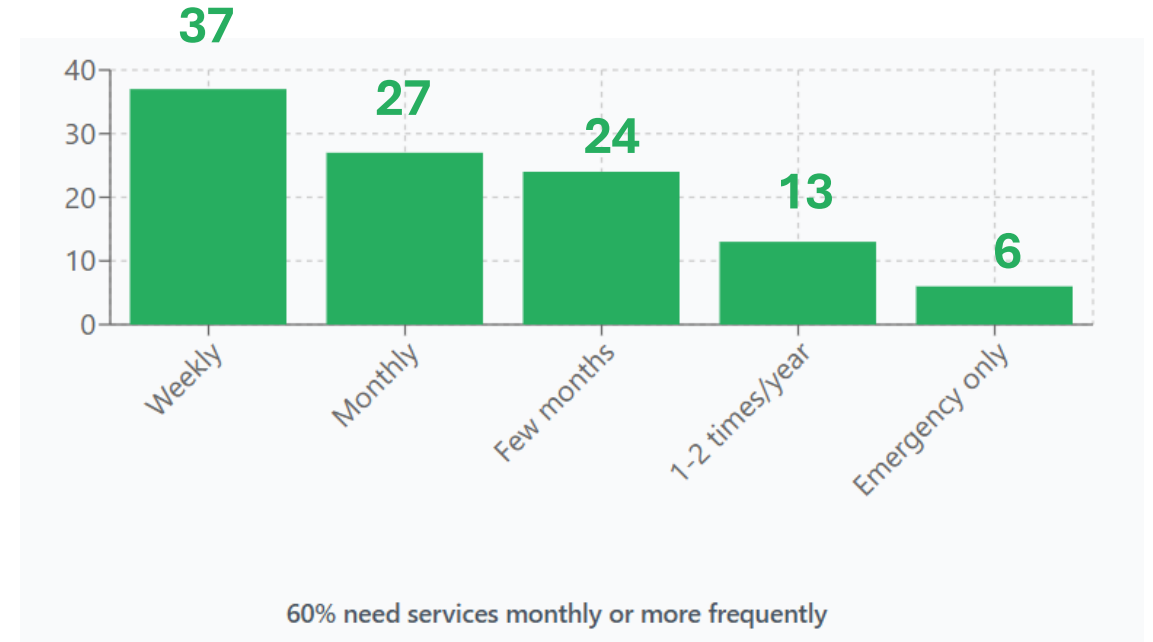
Key Findings – cont'd

6. Critical Platform Features

Most Important Features (Top 2 selections):
- **Verified skills/reviews** (81% of respondents)
- **Quality guarantees** (54% of respondents)
- **Transparent pricing** (31% of respondents)
- **Emergency/quick response** (29% of respondents)
- **Secure payments** (21% of respondents)
- **Location-based matching** (18% of respondents)

7. Pricing Sensitivity Analysis

Artisan Pricing Preferences:
- Annual fee: ₦10,000-15,000 (preferred by 45% of artisans)
- Commission per job: 5-8% (preferred by 35% of artisans)
- Combination of both: 15% of artisans

Client Pricing Preferences:
- Pay per booking: ₦500-1,000 (preferred by 40% of clients)
- Service fee: 3-5% of job cost (preferred by 30% of clients)
- Monthly subscription: ₦2,000-5,000 (preferred by 25% of clients)
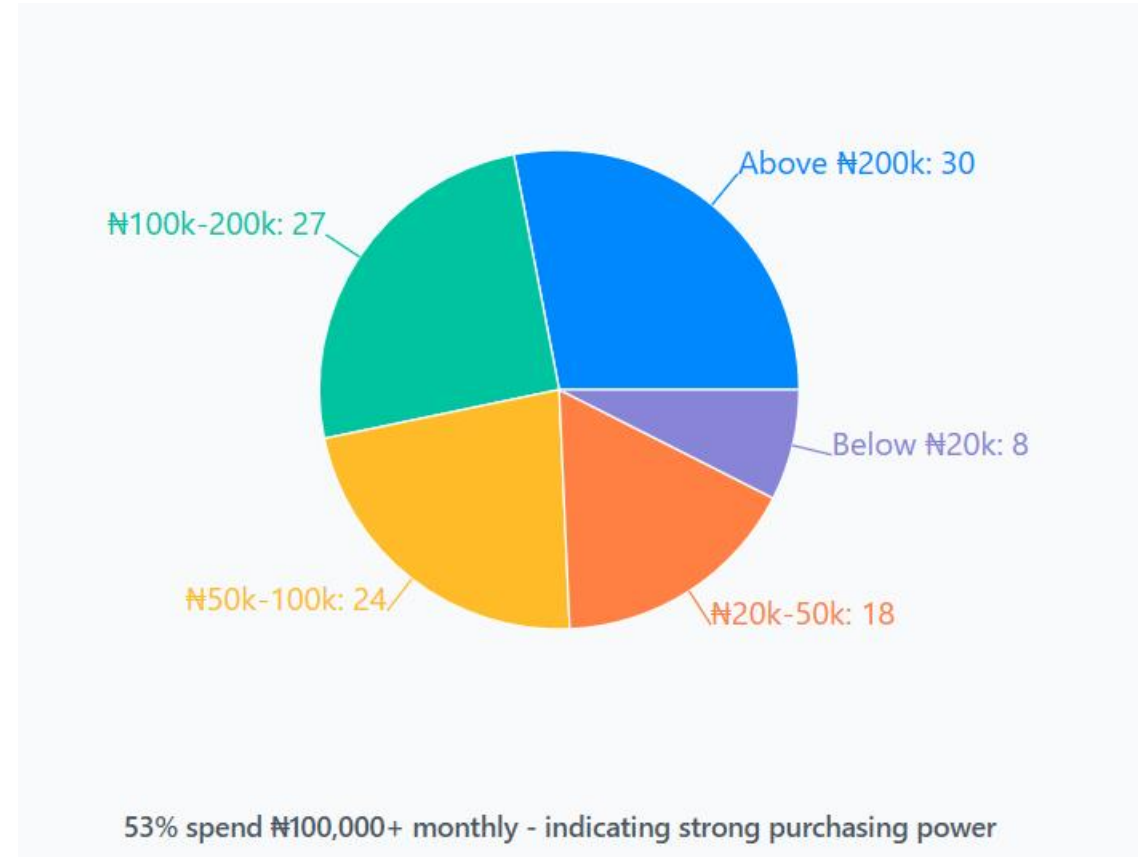
Key Findings – cont'd

8. Monthly Spending/Earning Patterns

- **Above ₦200,000**: 28% of respondents
- **₦100,000 - ₦200,000**: 25% of respondents
- **₦50,000 - ₦100,000**: 22% of respondents
- **₦20,000 - ₦50,000**: 17% of respondents
- **Below ₦20,000**: 8% of respondents

9. Technology Readiness

Smartphone and Internet Access:
- **100%** of respondents have smartphones with internet access
- This indicates **strong technological readiness** for a mobile-first platform

Above ₦200k: 30
₦100k-200k: 27
Below ₦20k: 8
₦50k-100k: 24
₦20k-50k: 18

53% spend ₦100,000+ monthly - indicating strong purchasing power

Key Findings – cont'd

10. Regional Analysis

Primary Markets:
- **Eti Osa LGA**: 45% of respondents (highest concentration)
- **Ibeju Lekki LGA**: 25% of respondents
- **Other Lagos areas**: 20% of respondents
- **Outside Lagos**: 10% of respondents

70% concentrated in Eti Osa and Ibeju Lekki LGAs
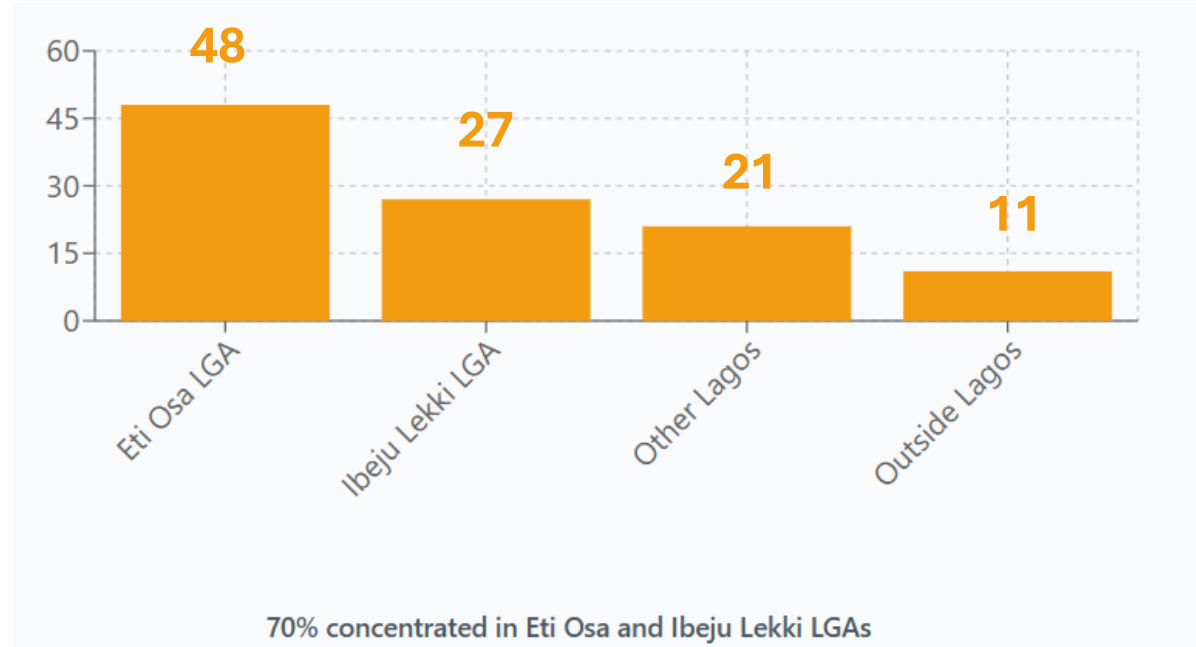
User Motivations and Concerns

What Would Make Users Most Likely to Use the Platform:

Quality and Reliability Factors:
- Quality assurance and trustworthy artisans (mentioned 35+ times)
- Verified skills and reliable workers (mentioned 25+ times)
- Consistency and professional service (mentioned 20+ times)

Convenience Factors:
- Easy access and availability of artisans (mentioned 15+ times)
- Quick response and emergency services (mentioned 12+ times)
- Transparent pricing and fair costs (mentioned 10+ times)

User Motivations and Concerns – cont'd

Primary Concerns:

Trust and Security:
- Verification of artisan skills and background (mentioned 15+ times)
- Payment security and fraud protection (mentioned 10+ times)
- Data privacy and security (mentioned 8+ times)

Platform Reliability:
- Customer service and support (mentioned 12+ times)
- Platform downtime and technical issues (mentioned 8+ times)
- Network connectivity requirements (mentioned 6+ times)

Strategic Recommendations

1. Core Platform Features

Must-Have Features:
- Comprehensive artisan verification system with skills testing
- Robust review and rating system
- Quality guarantee mechanisms
- Transparent pricing with upfront cost estimates
- Secure payment processing with escrow capabilities
- Emergency response functionality
- Location-based artisan matching

2. Pricing Strategy

Recommended Approach:
For Artisans: Tiered annual subscription (₦10,000-15,000) with optional commission model for premium features
For Clients: Pay-per-booking model (₦500-1,000) for occasional users, monthly subscription (₦2,000-5,000) for frequent users

Strategic Recommendations – cont'd

3. Market Entry Strategy

Phase 1 Focus Areas:
- **Primary Market**: Eti Osa LGA and Ibeju Lekki LGA (70% of target market)
- **Target Users**: Facility managers and property owners (high-value, frequent users)
- **Key Services**: Plumbing, electrical, carpentry, and painting (most commonly needed)

4. Trust and Safety Framework

Critical Components:
- Multi-step artisan verification process (ID, skills testing, background checks)
- Insurance coverage for property damage
- Real-time customer support (phone and chat)
- Dispute resolution mechanisms
- Performance monitoring and quality assurance

Strategic Recommendations – cont'd

5. User Experience Priorities

Mobile-First Design:
- Lightweight app with minimal data usage
- Offline capability for basic functions
- In-app calling and messaging
- GPS-based location services
- Push notifications for updates

Market Opportunity Assessment

Positive Indicators:
- **High demand**: 85% market interest
- **Frequent usage**: 60% need services monthly or more
- **Strong spending**: 53% spend ₦100,000+ monthly
- **Technology readiness**: 100% smartphone penetration
- **Clear pain points**: Well-defined problems to solve

Challenges to Address:
- **Trust barrier**: Need robust verification systems
- **Quality concerns**: Require strong quality assurance
- **Price sensitivity**: Balance affordability with sustainability
- **Network reliability**: Account for connectivity issues

Success Metrics to Track

Platform Adoption:
- User registration and activation rates
- Monthly active users
- Transaction volume and frequency

Quality Metrics:
- Average rating scores
- Repeat booking rates
- Complaint resolution time
- Artisan retention rates

Business Metrics:
- Revenue per user
- Customer acquisition cost
- Platform utilization rates
- Geographic expansion success

Conclusion

The research indicates a strong market opportunity for an artisan services platform in Lagos, Nigeria. Success will depend on addressing the core challenges of **trust, quality assurance, and transparent pricing** while maintaining accessibility and reliability. The platform should prioritize verification systems and quality guarantees to differentiate from existing informal networks and build user confidence.

The high smartphone penetration and strong spending patterns suggest a ready market, but the platform must deliver **exceptional user experience and reliable service** to overcome skepticism and build lasting trust in the artisan services ecosystem.