

Find Mechanics: Research Report

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Executive Summary

Since this product is at a very early stage, Our team was interested in exploring opportunities in the transportation sector i.e. a mechanics listing service. We sent out surveys and got about 30 responses, interviewed 5 vehicle owners on their needs, pain points, and how they get mechanics for their vehicle once it develops fault in unknown locations.

Key Findings

Vehicle owners take a long period of time getting mechanics to fix their faulty vehicle in an unfamiliar location. There are limited platforms that offer this service.

Major platforms that exist in the market may place too much emphasis on populating their site with mechanics. We identified opportunities to build a product with a focus on location based search and verified mechanics.

What did we want to learn?

Our team wanted to explore vehicle owners' experiences with existing digital tools for getting mechanics. The goal was to determine what opportunities may exist for creating a new mechanic listing platform.

Key Research Questions

- [Needs] What is essential for them when looking for a mechanic?
- [Behaviors] How do vehicle owners currently fix their faulty vehicles?

5 Participants

We recruited our participants from business individuals who commute with their vehicles daily to either their place of work or as a transport service

	Ease of getting a mechanic	Primary way of contacting mechanic	Attributes they look out for
Participant 1	Few hours	Phone call	Distance from your vehicle
Participant 2	A day	Ask friends	Integrity, Pricing
Participant 3	A day	Go to service centre	Distance from your vehicle
Participant 4	More than a day	Go to service centre	Expertise in vehicle type
Participant 5	More than a day	Use online platform	Distance from your vehicle

Key finding 1

Vehicle owners find it difficult getting mechanics to fix their faulty vehicle in an unfamiliar location

Finding

All participants spend more than an hour getting a mechanic to fix their vehicle

Participants who have personal mechanics can't get them to come to the location they are. Some ask for friends referral or even walk long miles before getting to the nearest mechanic.

“When I travelled from Calavar to Enugu. My car broke down few km from Enugu town. I couldn't get a mechanic until the following day.”

- Participant 4

Recommendation 1

Our new product could solely focus on mechanic search giving priority to location/closeness to the faulty vehicle

Things to consider:

- The product search functionality should be very easy to use
- Users should be able to sort mechanics based on distance, expertise and ratings
- Maximum time frame for a mechanic to accept request and get to the location must be stated

Key finding 2

Being able to verify that the mechanic can be trusted is very important to them

Finding

All participants have that fear of allowing unverified mechanics work on their vehicle

Participants need to be sure that their vehicle would be in the right shape and not worse by the time the mechanic is done fixing

“On my way to Unilag from Ikorodu, my car started overheating around Jubowu Yaba area. I walked around and found a mechanic. After he was done fixing my vehicle worked, but as I got home, I discovered he had removed a very vital part of my battery and didn’t return it”

- Participant 1

Recommendation 1

Our new product would pay proper attention to mechanics verification before making them active on the platform

Things to consider:

- Mechanics have to be verified by either a certificate, state of workshop etc
- Users should be able give ratings and reviews to mechanics
- Mechanics with low ratings from 3 users becomes inactive on the platform

Next Steps

- Validate findings with surveys
- Conduct foundational studies on how users get mechanics
- Run a design sprint for brainstorming

Appendix

Data collection and analysis

https://miro.com/app/board/o9J_kstzNmA=

