

Insight on “Startups” Users



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PART1 | What are users' preferred features?

PART2 | How users think of new products and technologies?

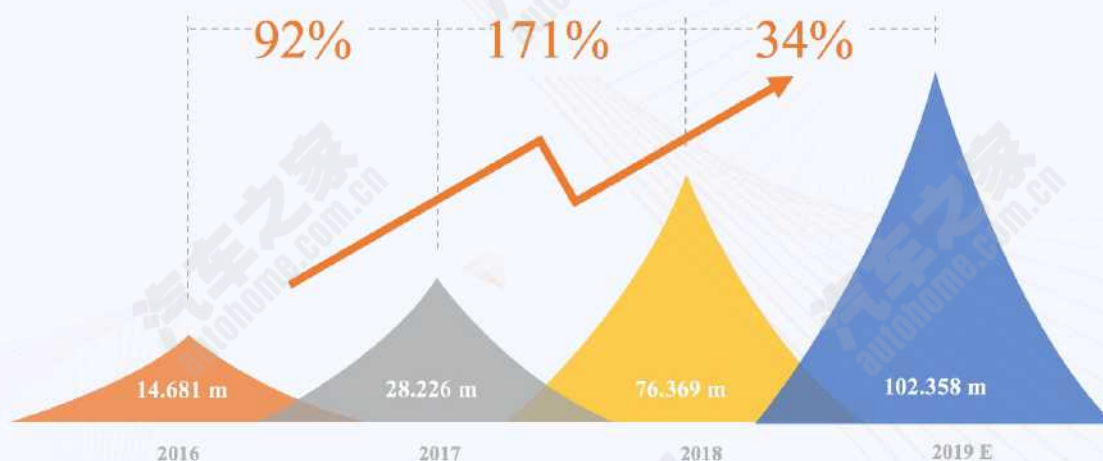
PART3 | What are Users' Favorite Sales and Service Models?

PART4 | How to Establish a Brand Image?

► What are users' preferred features of “Startups” ?

Users are paying growing attention to startups with each passing year

"Changes on the number of users keeping an eye on Startups"



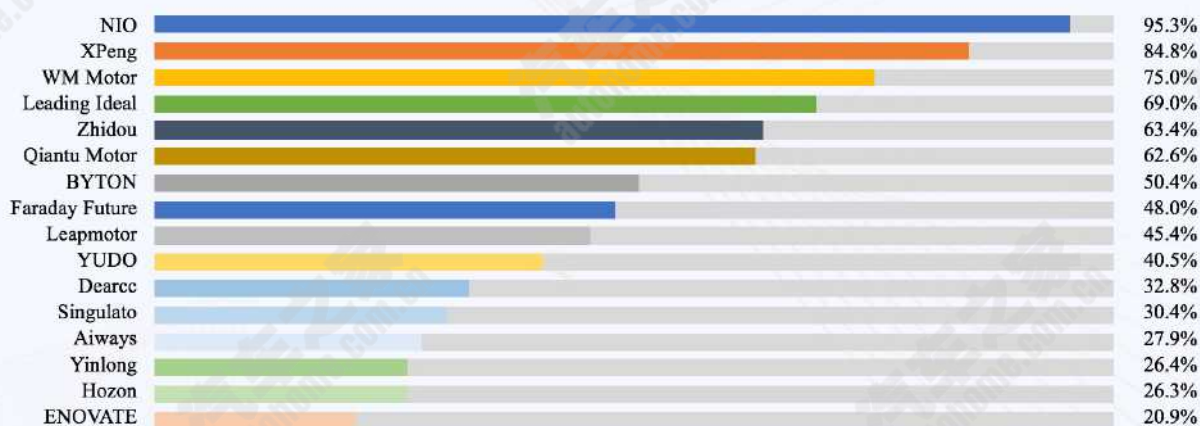
Users have a profound interest in “Internet-Genes” manufacturers

"Shares of users of startups by category (January-June 2019)"



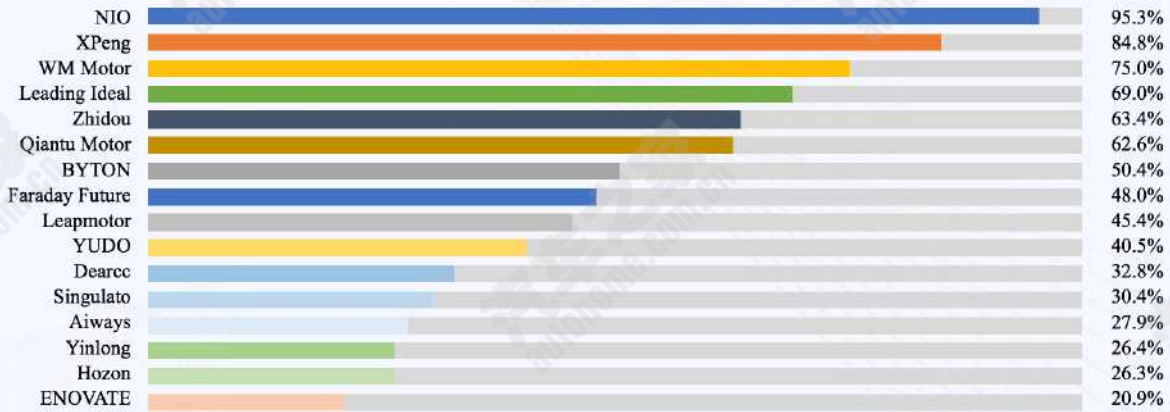
Brands with high user attention are all delivered vehicles

"User Awareness of startups brands"



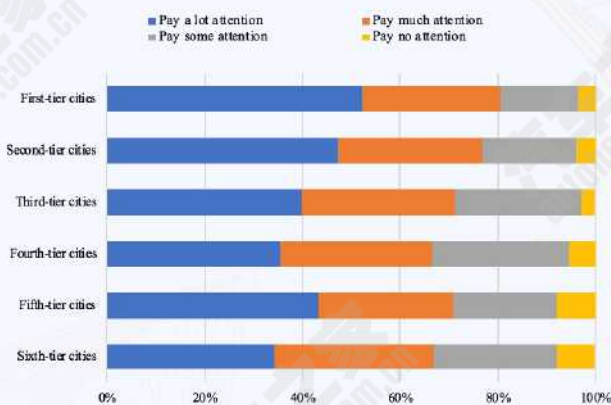
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"User Awareness of startups brands"

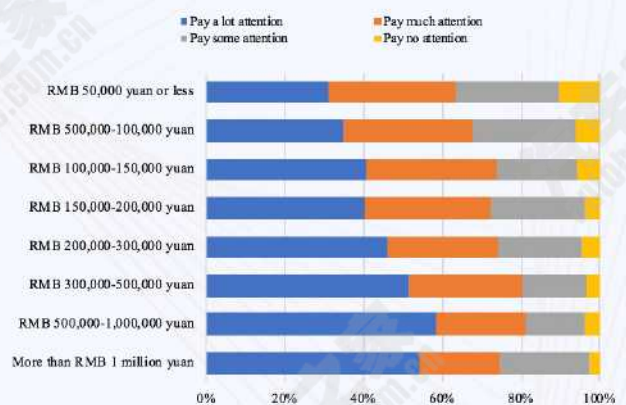


High-level cities and high-income users pay much more attention to startups

"Attention paid to startups by urban users at different levels"



"Attention paid to startups by users with different incomes"



► How do users perceive new products and technologies?

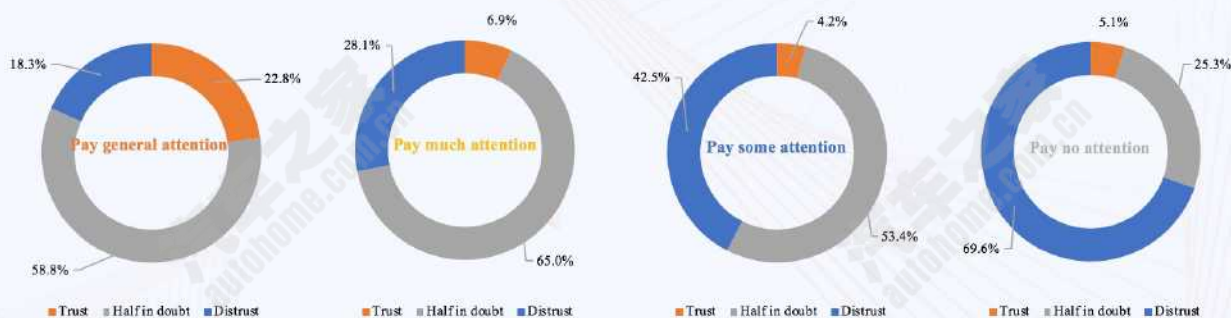
Users still prefer security in smart configurations

"Users' Expectations for Intelligent Functions"



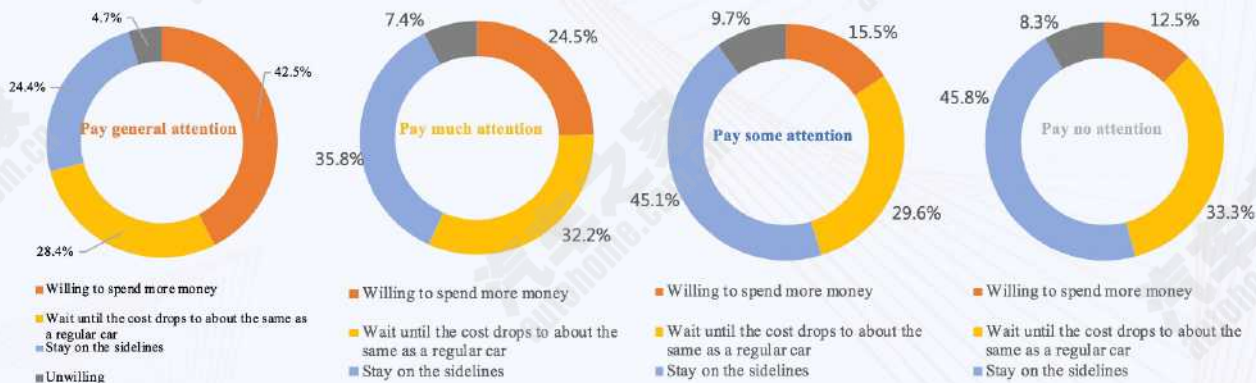
Highly intended potential users of startups are more optimistic about autopilot

"Users' Attitudes to Self-driving Technology of Startups"



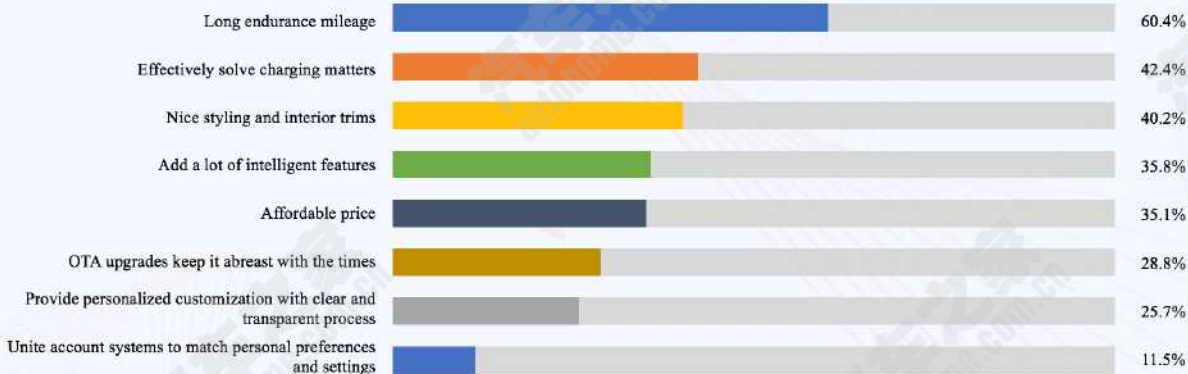
Highly intended potential users of Startups are more willing to pay for self-driving

"Willingness of Users to Pay for Self-driving Technology of Startups"



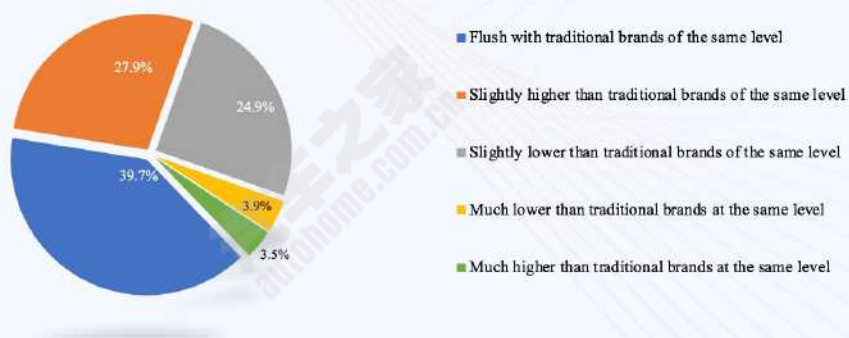
Users are most concerned about the issues of endurance and charging

"Attractive Features of Startups"

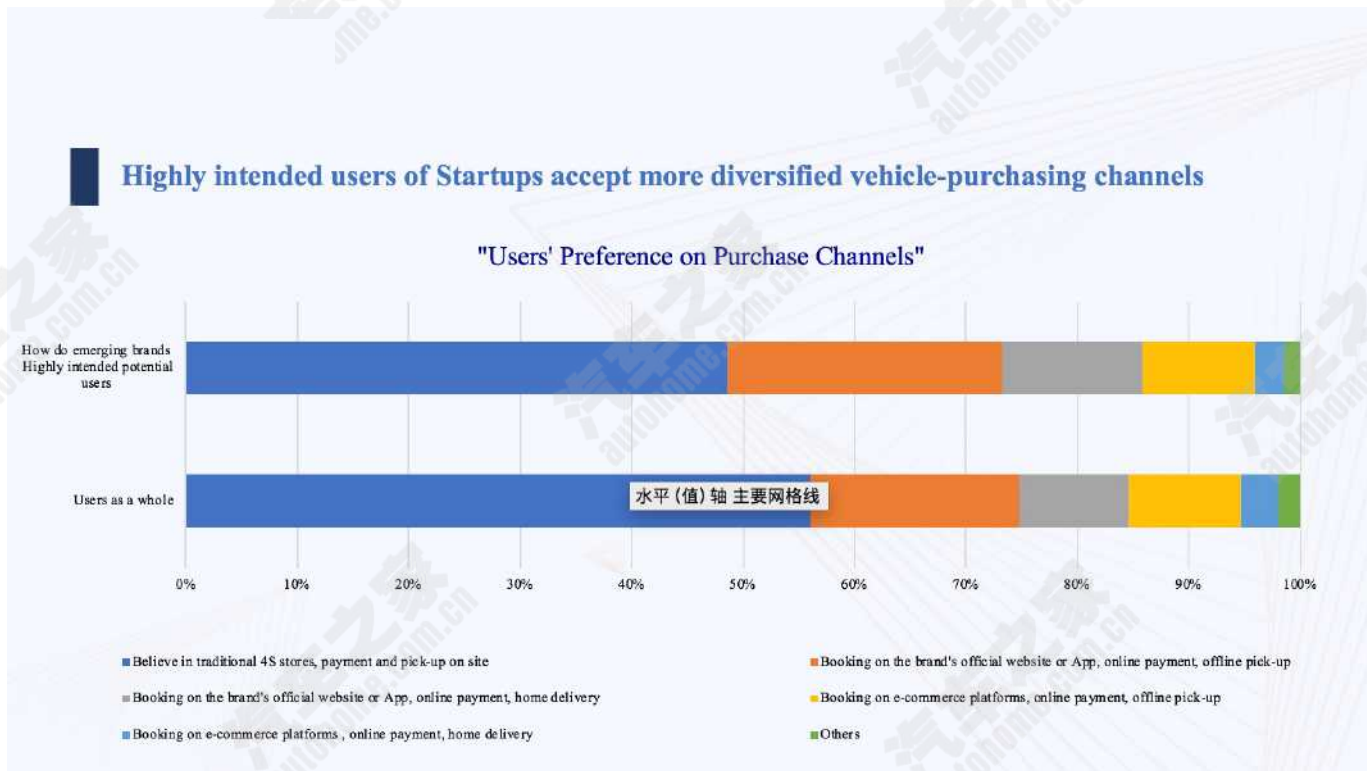


Users believe that the vehicle prices of new brands should be comparable to that of traditional ones

"Users' Expectations on Vehicle Prices of Startups"



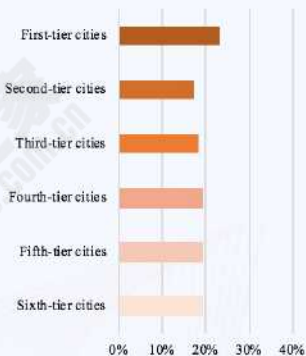
► What are users' preferred features of “Startups” ?



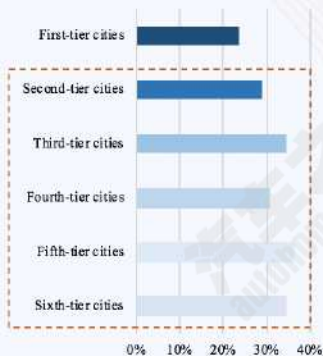
First-tier city users prefer the travel model of express/private car

"Travel Model Preference of Users in Different Level of Cities"

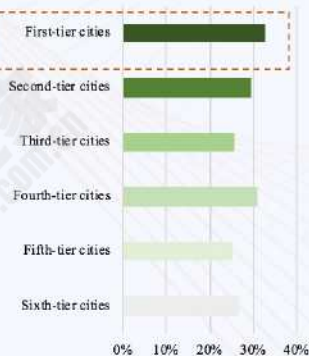
Short/Long-term rent



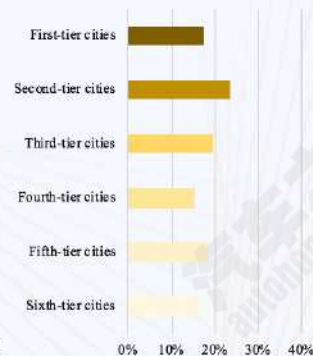
Finance leases



Express/Premier service

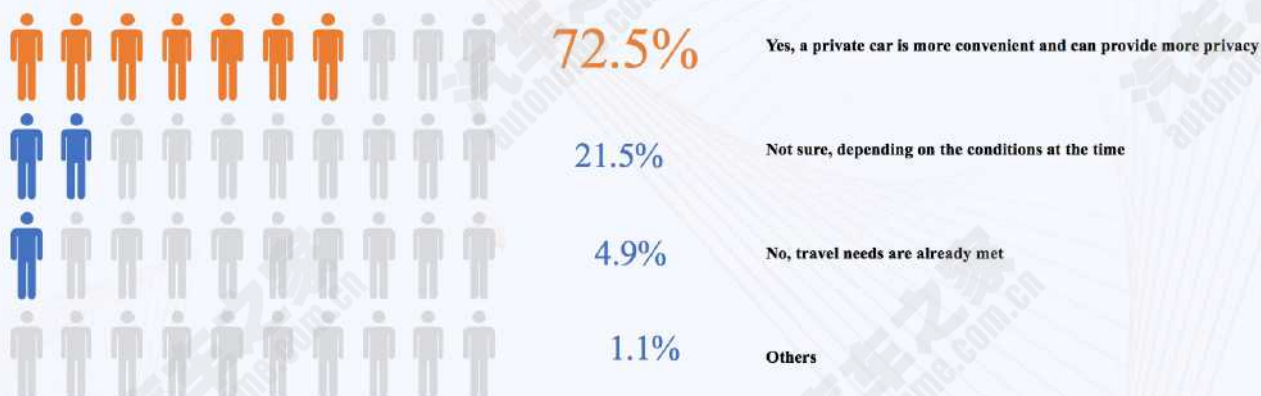


Hitch service



The prosperity of shared travel has little affect on users' car-purchasing demands

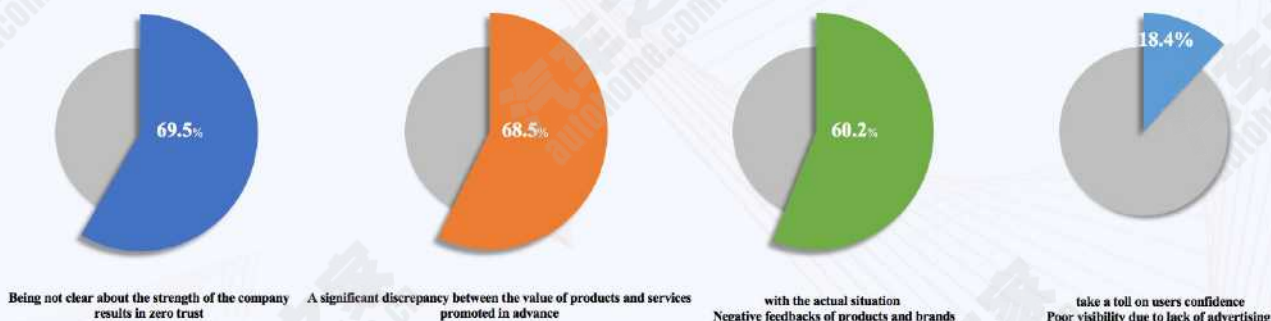
"Demand for Private Cars after the Popularization of Automatic Ride-sharing Car"



► How do Startups establish their brand images?

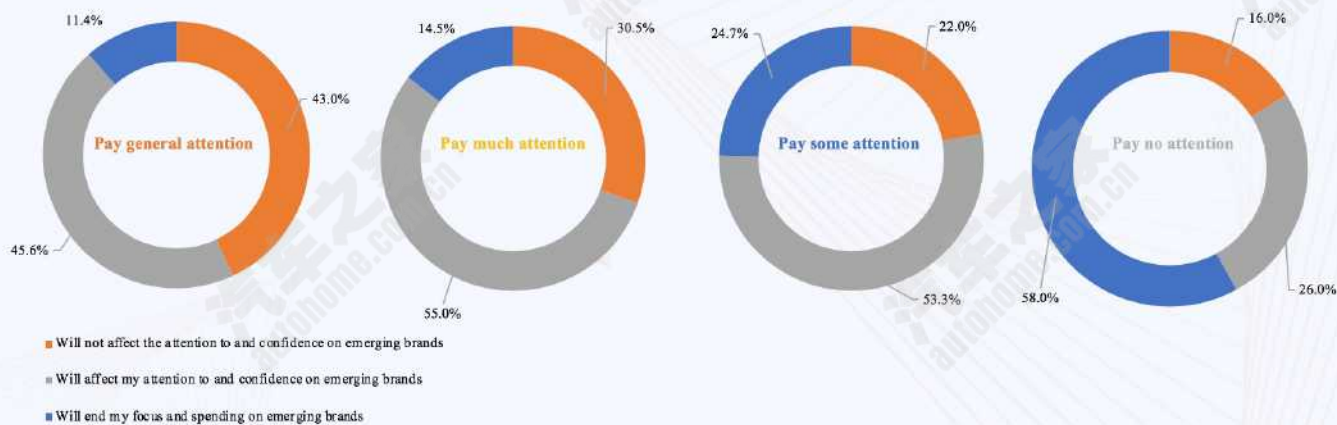
Users are remaining skeptical about Startups

"General Problems Hindering Startups"



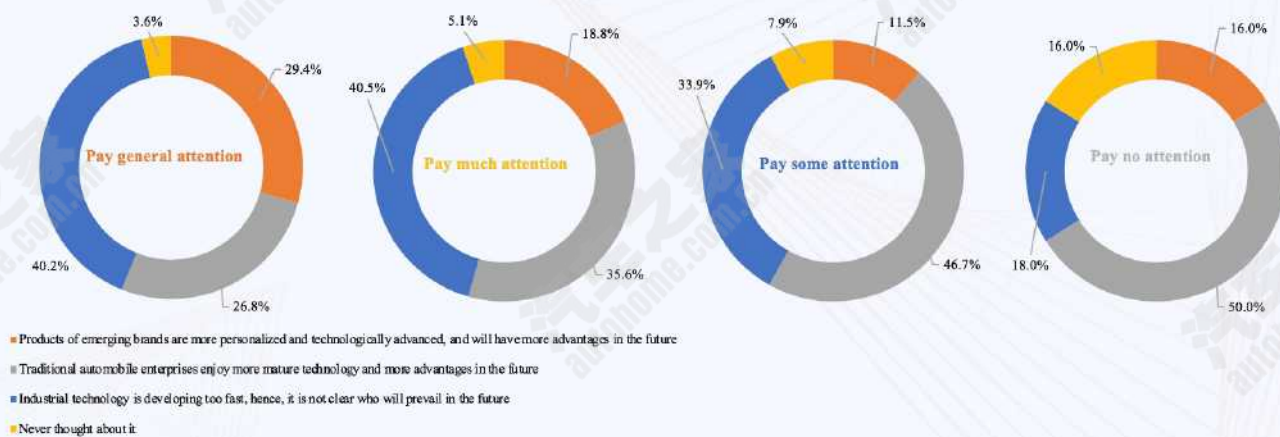
Users' trust in and attention on Startups are in positive correlation

"Users' Attitudes towards Quality Issues of Startups"



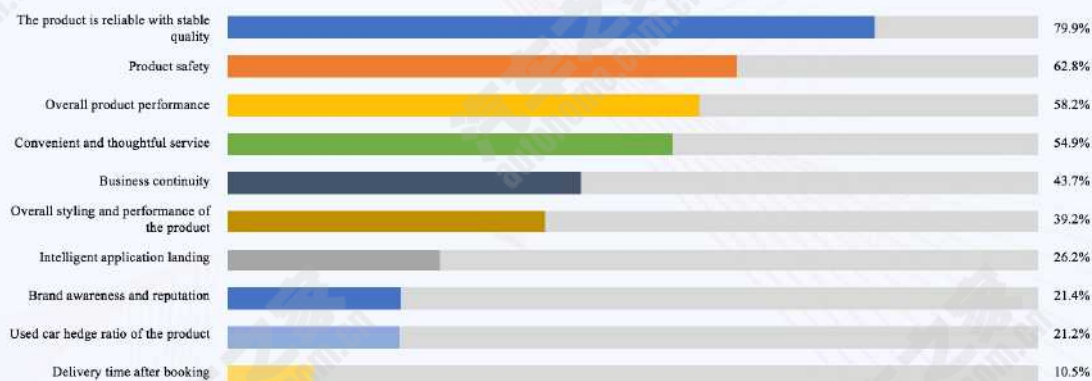
Users who pay high attention to Startups are more optimistic about their prospects

"Users' Attitudes towards Competitive Prospects"



Product power is the key to building user trust

"Key Factors for Startups to Build User Trust"



Core insights



Market

New energy vehicle market enjoys an optimistic prospect



Brand

Product power is the key to build user trust



Communication

Communicate with users on professional media platforms with a focus on the product's purchase value



Product

Endurance, charging time and safety are the major concerns of users



Price

Increase efficiency and reduce cost, and narrow the gap with the same-grade fuel vehicles as far as possible



Service

Users value openness and transparency and emphasize on time, energy and effort saving

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