

PROJECT REPORT

CLOSING THE AWARENESS GAP



ABOUT US

The Team



Name: Anastasiia Nazar
Study: Global Business
Development



Name: Roos van der Boom
Study: Liberal Arts &
Sciences



Name: Mika Verhagen
Study: Marketing &
Communication

PROJECT SUMMARY

How these crazy few months
have been

Showing how we went from a small concept of
increasing visibility to a experiment full of fun.



Challenge
&
Project Setup



The
Research



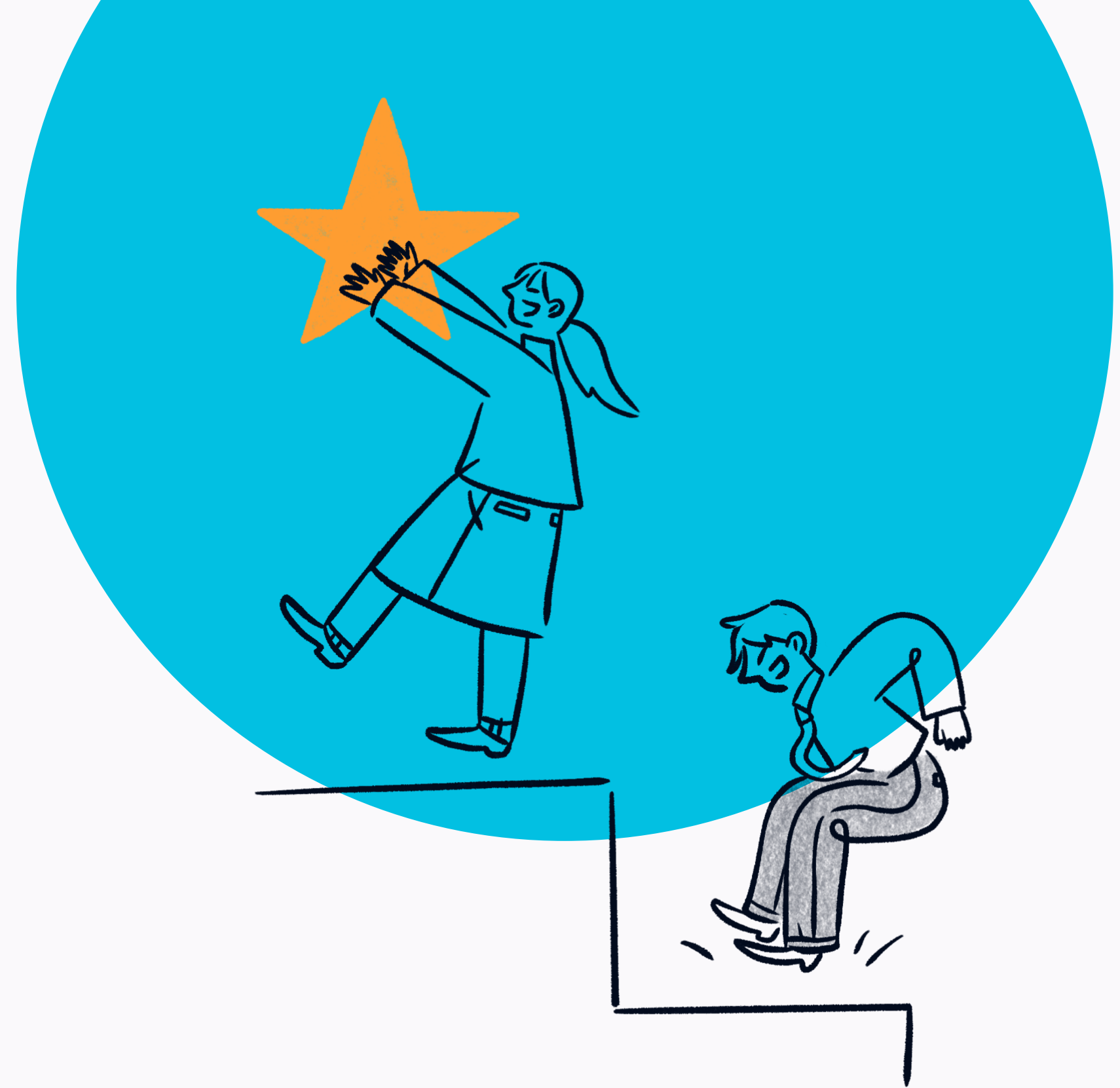
Future
priorities

THE CHALLENGE

How does the visibility of the repair coalition stop people from getting their products repaired?

What is the Current visibility scale? Where are the gaps? And what are the quick wins?

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RESEARCH INSIGHTS

Visitor & Staff Findings

This exploratory research (n=16) highlights awareness gaps, behavioral patterns and service opportunities that support the repair coalition's future direction



The Awareness Gap

79% of visitors had never heard of the Repair Factory — visibility is the biggest barrier to repair adoption.

Repair Intent vs. Action

79% had considered repairing, but barriers like cost, time and unclear next steps stopped them.

Service Opportunity

64% are open to "drop & repair for others" — a low-threshold model where the item gets a second life nearby.

FUTURE DIRECTION

How to move to sustainable visibility

CLOSE THE AWARENESS GAP

79% of visitors had never heard of the Repair Factory. Before anything else, fix discoverability — this is the single biggest barrier to adoption.

LEAD WITH LOW-COST, HIGH-SIGNAL CHANNELS

On-site flyers, municipal campaigns, and local media outperformed social/digital and pop-ups in what visitors and staff suggested. Test these first since they're cheap and already validated by the data.



REMOVE THE BARRIERS BETWEEN INTENT AND ACTION

79% considered repairing but stalled on cost, time, or next steps. Make the process clear on what happens after

PILOT "DROP & REPAIR FOR OTHERS"

64% are open to it — the strongest opportunity to turn interest into real use.

THANK YOU

MOVING FORWARD TOGETHER

