

分頁 1

## Goals:

- Understand the demographics of individuals who have experienced traffic accident reporting.
- Identify common reporting methods and how users navigate the process.
- Assess user satisfaction with the current reporting system.
- Uncover key challenges faced by newcomers, professionals, and travelers in reporting accidents.
- Explore opportunities to make the process more efficient, accessible, and user-friendly.

## Screener Survey Framework:

1. What's your name?
2. Please kindly list all the countries where you experienced car accidents.
3. What was your age group(s) when you experienced car accident reporting? (Multiple Choices)
  - 16-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81 and older
4. Which ways have you been used to report a car accident? (Multiple Choices)
  - Called the police immediately
  - Reported to police office within 24 hours
  - Did not report at all
  - Others (please specify)
  - I don't know
5. How satisfied or dissatisfied are you with the traffic incident reporting process?
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
6. Thanks for answering all these questions! Would you be willing to talk more about your traffic incident reporting?
  - Yes
  - No

## Interview Framework:

1. Can you introduce yourself a little bit? What's your name?
2. How's your weekend?
3. How long have you been in Canada?

4. Tell me about a time you had to report a car accident
5. Did anyone injure? How was the car damaged?
6. Who was with you when the car accident happened? Did you report the car accident by yourself?
7. Could you share with me, how did you figure out the whole procedure for reporting the car accident?
8. How long did the reporting process take in total?
9. What document/identification was required for the reporting process?
10. What information did you provide for the car accident reporting process?
11. Who did you need to contact for reporting this car accident? How did you contact them?
12. Is there any connection with the other party of the accident when reporting it? How did you feel about that?
13. How did you provide the accident details while reporting? How accurate did you think it is?
14. Could you describe aspects of the reporting process that works well for you?
15. Can you tell me how you feel about the whole reporting process? Is there anything that makes you feel confused/unhappy/not satisfied?
16. What did you think is the easiest and most comfortable way to report a car accident? (Online reporting/phone call/visit the police office) and why?
17. If the process can be improved, what's the most important thing that you think needs to be worked on?

## **Results:**

### **Reporting Methods Used**

- 57% Reported the accident at a police station within 24 hours
- 28% Called the police immediately
- 12% Did not report the accident
- 3% Were unsure of the correct procedure

### **Challenges Faced in Reporting**

- 63% Struggled with language barriers
- 51% Found the process too time-consuming
- 44% Were unsure of the correct steps to take
- 29% Had difficulty gathering required documents
- 18% Felt unsafe sharing personal information with the other party

### **Information Gaps Identified**

What users wish they had known before reporting:

- 58% Needed clearer step-by-step instructions
- 47% Wanted to know what documents were required in advance

- 35% Wished for online reporting options
- 26% Needed better guidance on insurance claims

### **Demand for Multi-Language Support**

- 41% Needed support in Chinese
- 22% Preferred French assistance
- 19% Required Korean support
- 18% Needed other language options

### **Preferred Reporting Method**

- 62% Would prefer an **online reporting system**
- 21% Would still go to a police station but need a **faster process**
- 17% Would like a **phone reporting option**

### **Key Takeaways**

The survey highlights a **strong need for a digital, multilingual, and time-efficient accident reporting system**. Users struggle with **language barriers, long processing times, and unclear instructions**, making the process overwhelming. TIORS aims to bridge these gaps by providing an **accessible, guided, and streamlined solution** for reporting traffic accidents in Canada.