

# ECOFLEET

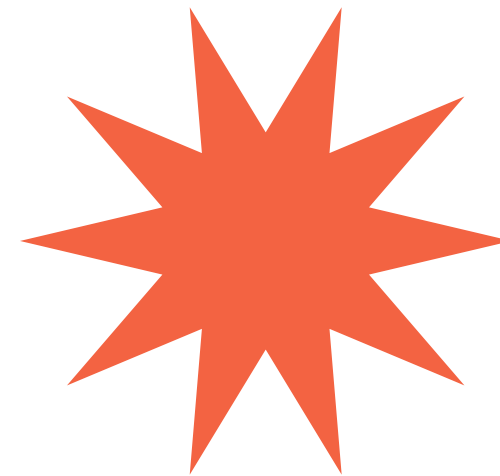
Interação Pessoa Computador

L.EIC  
TURMA 10 - GRUPO 6





# IDEIA



**EcoFleet** is an application designed to help drivers save money on their car trips and assist companies in monitoring the costs of their car fleet, offering consumption analysis features, saving tips and suggestions for energy-efficient routes.

With real-time data tracking and an integrated GPS system, its objective is to combine environmental responsibility with cost-effectiveness, benefiting both individual drivers and large fleets.



# RELATED APPS SERVICES AND SYSTEMS



## MapQuest

has basic route optimization  
shows estimated fuel costs



## Fuelio

tacks fuel consumption and  
other useful statistics



## Fuel Manager

calculates fuel consumption  
and presents detailed statistics



## Geocar

locates vehicles in real time  
and manages car fleets

# QUESTIONNAIRE HIGHLIGHTS

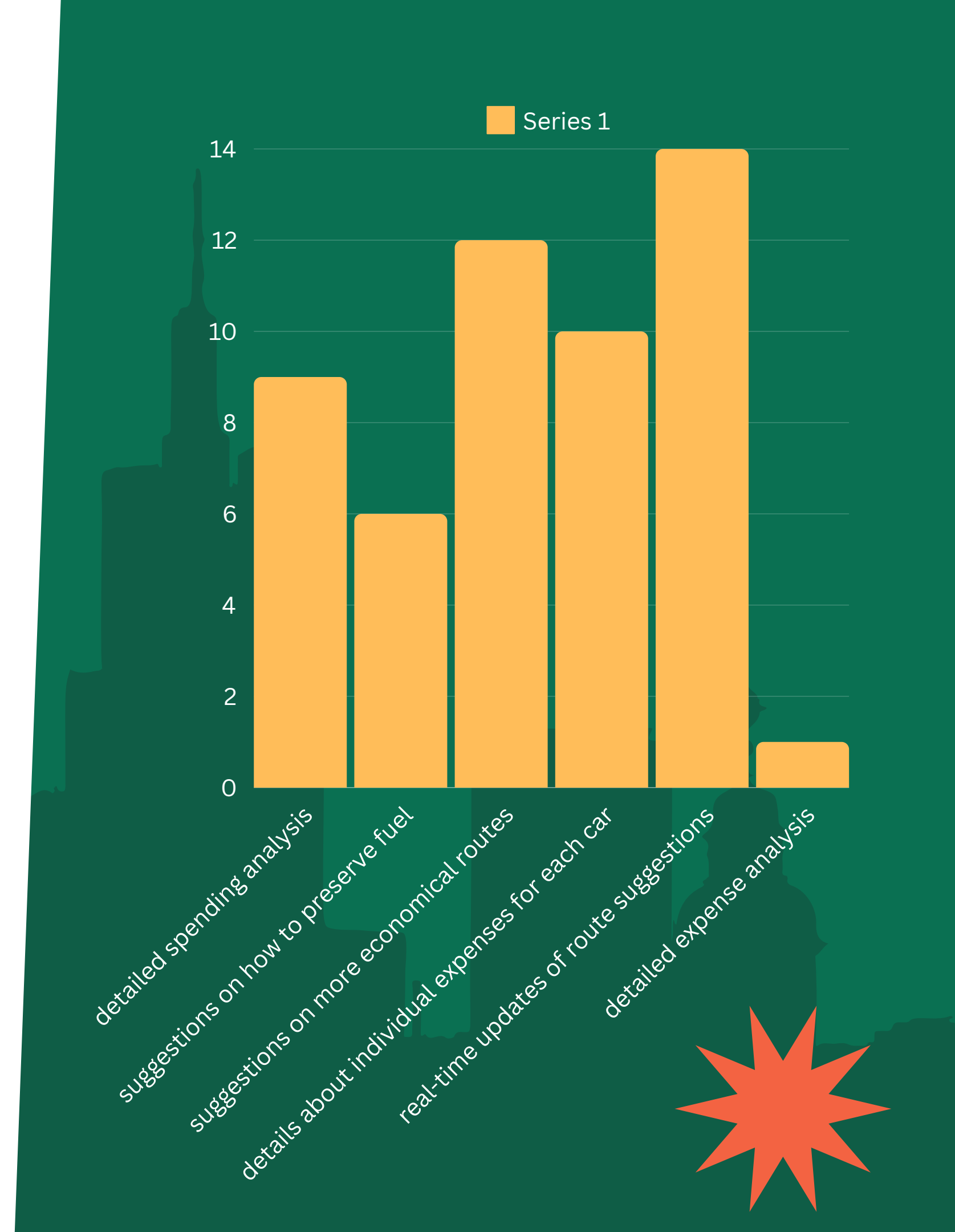
We got 19 answers most were from woman in between 40 and 65 years old.

- 94.1% have their own vehicle
- 73.7% is extremely comfortable with mobile apps
- 57.9% is very interested in a app that finds the most economic way
- 52.6% doesn't track the consumption of their vehicles in any way but the ones who do feel comfortable analyzing the results

When considering the route most think about how fast they are going to get to their destination followed by the traffic.

According to the answers the most important features are real time suggestions, suggestions about the most economic path, details about the spending of each car and detailed analysis of the spending.

The report should be present either monthly, weekly or at the end of each trip and per each vehicle.





# PACT ANALYSIS

## PEOPLE:

- A company manager wants to track the energy usage of all their vehicles across their multiple workers.
- A driver wants to input a route using ecofleet to get the most energy-efficient path based on traffic, car and road type.

## ACTIVITIES:

- The manager opens the EcoFleet dashboard to see real-time data for each vehicle, identifying which drivers are using more energy than expected.
- The driver receives suggestions like, “Avoid this route due to heavy traffic,” or “Use this highway for a more efficient drive.”

## CONTEXT:

- The company manager is in the office, accessing detailed fleet reports and energy usage trends. They use this data to optimize routes and communicate with drivers.
- The driver is on the road, following real-time directions from the app to save energy and avoid inefficient driving habits (e.g., unnecessary stops).

## TECHNOLOGY:

- The app will run on smartphones, tablets, and potentially in-car systems (for real-time route guidance).
- The app uses the car's telematics to track energy consumption in real time.
- GPS calculates the most efficient routes, while data on driving behaviors (e.g., hard braking, acceleration) is analyzed to provide feedback to drivers.

# PERSONA

## (JANE)

**Age:** 50

**Location:** Portugal

**Tech. Proficiency:** above average

**Result Analysis:** Average

Has her own vehicle

Jane does not use the car a lot, usually 2 or less times per day. Doesn't have time to waste so prefers the fastest route without traffic and would prefer to use the most economic route if it did not sacrifice either of these and if it was simple to get. Bills keep piling up so she has to save where she can but wants an easy and convenient way to do it. Feels very comfortable using mobile apps but when it comes to analyzing results is a little less confident. Thinks being bombarded by notifications is very annoying so prefers to only receive them from time to time.

### OBJECTIVES/NEEDS



Real time suggestions about the most economic route that still avoids traffic and reaches the destination in a timely manner



One report per month and per vehicle with a detailed analysis but without sacrificing simplicity

### FRUSTRATIONS/PAINS



Is not used to keeping track of this type of thing so it might take some time to adjust





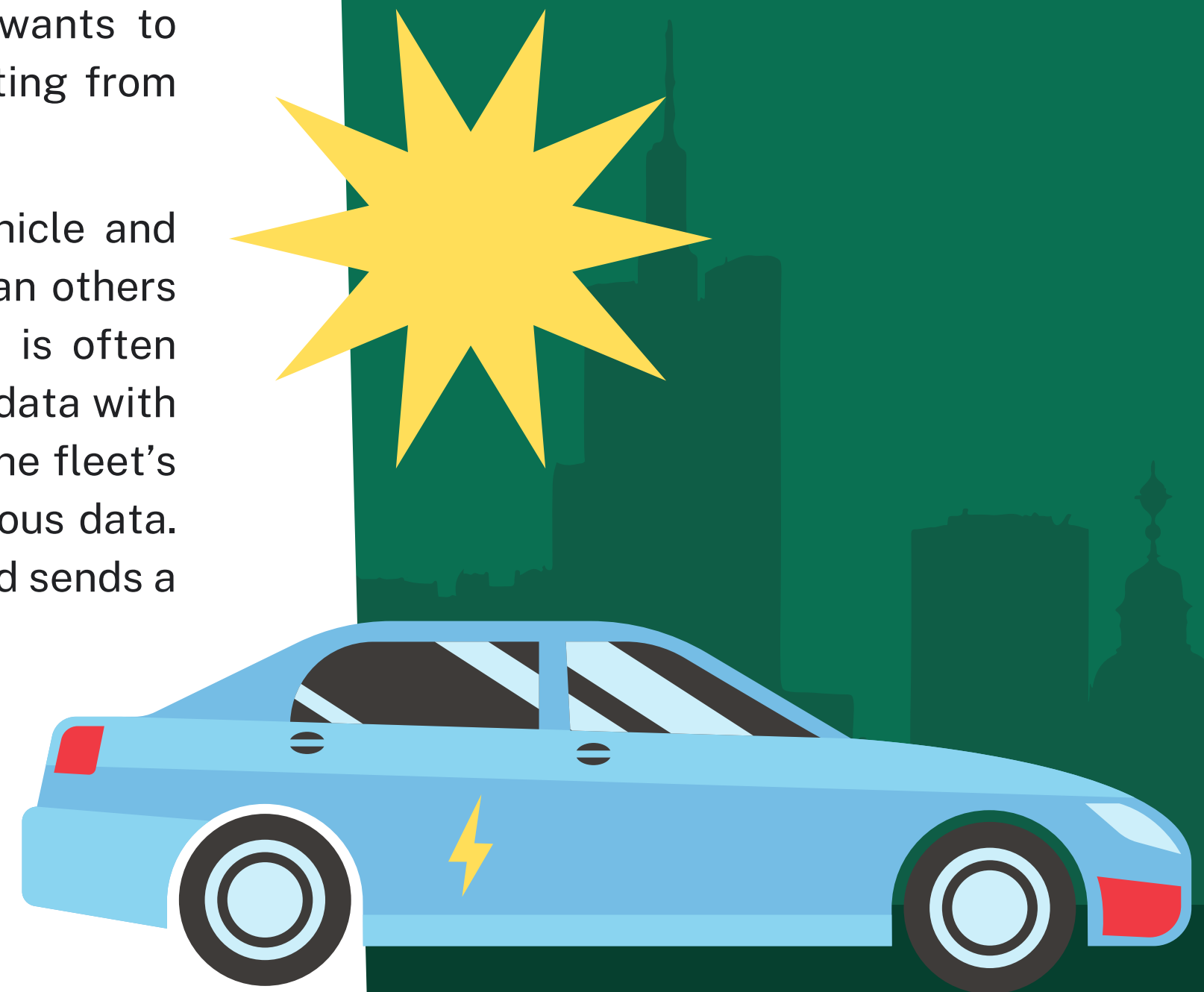


# ACTIVITY SCENARIO

Maria, a fleet manager at a logistics company, logs into EcoFleet from her office computer to review the energy usage of the company's vehicles. Maria wants to monitor the entire fleet's energy usage and check if any drivers are deviating from optimal energy consumption.

She opens the EcoFleet dashboard and views real-time data for each vehicle and notices that one of the drivers, Jorge, is consistently using more energy than others for similar routes. Maria examines Jorge's route history and sees that he is often taking routes with heavy traffic and steep terrain. She cross-checks Jorge's data with other drivers who have taken similar routes but used less energy and uses the fleet's dashboard to suggest more energy-efficient routes to Jorge based on previous data. Then she sets up a monthly report to track energy consumption by vehicle and sends a message to Jorge about adjusting his driving habits.

Later she receives a predictive maintenance alert for another vehicle, suggesting that its tires are worn, which may be leading to increased energy consumption. She schedules a service appointment using EcoFleet's vehicle maintenance suggestions.



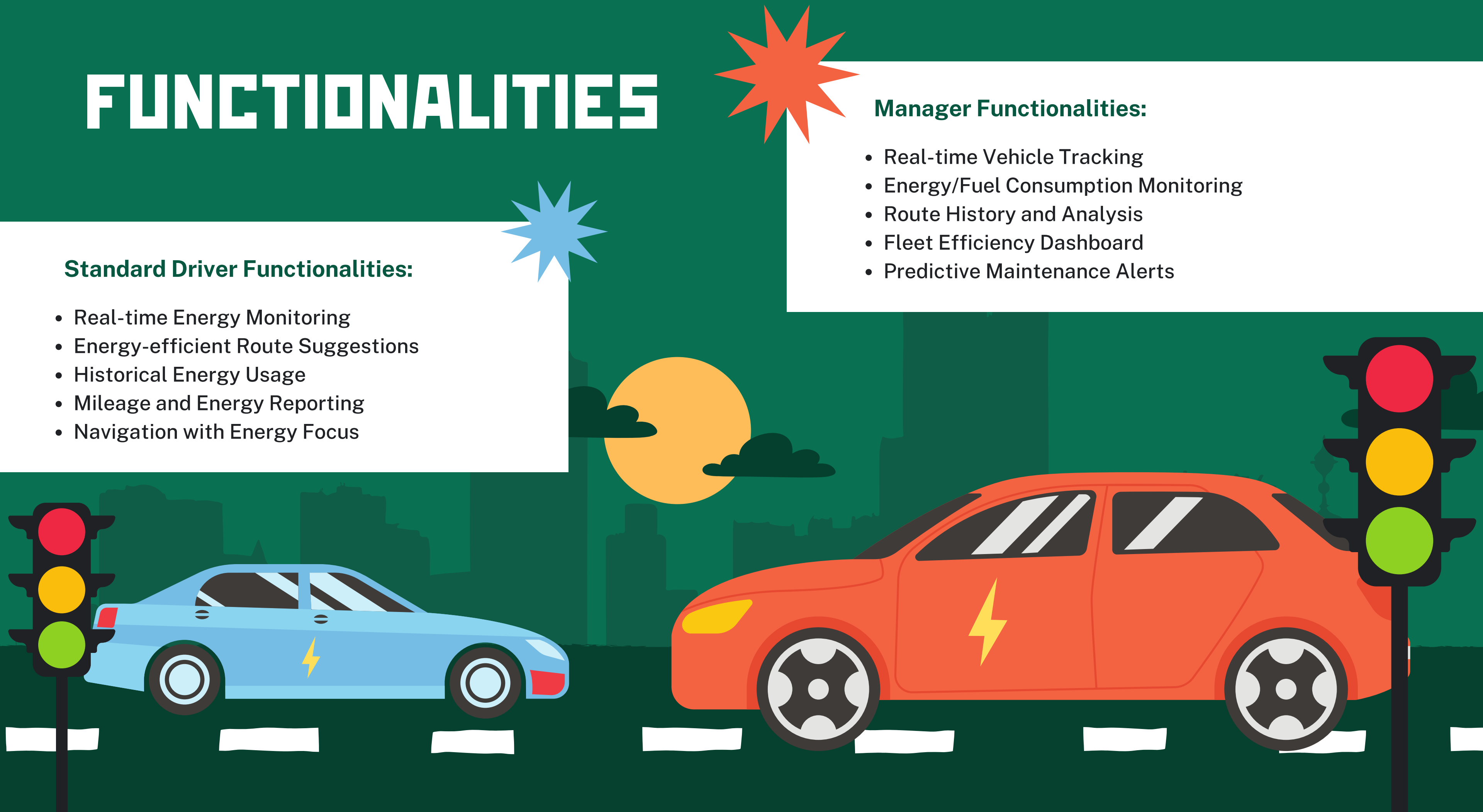
# FUNCTIONALITIES

## Standard Driver Functionalities:

- Real-time Energy Monitoring
- Energy-efficient Route Suggestions
- Historical Energy Usage
- Mileage and Energy Reporting
- Navigation with Energy Focus

## Manager Functionalities:

- Real-time Vehicle Tracking
- Energy/Fuel Consumption Monitoring
- Route History and Analysis
- Fleet Efficiency Dashboard
- Predictive Maintenance Alerts







**ECOFLEET: WHERE ENERGY  
EFFICIENCY MEETS SAVINGS**

**DRIVE WITH US TODAY!**