

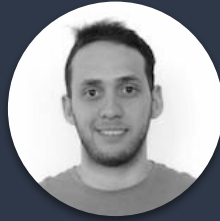
EV 20XX
DRIVE THE FUTURE

OUR TEAM



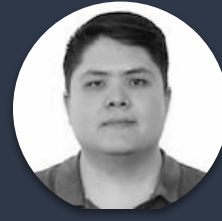
Auriel

UI Designer



Basel

2D/3D Artist



Christopher

2D/3D Artist



Christina

Front End Developer



Fernando

UI Designer



Mika

UX Designer



A product that will excite and inform non-technical people about the values of considering an EV without being too preachy.

AREA OF EXPLORATION

Who needs this information? (The users)

What kind of information do they need? (The content)

How they can acquire the information? (The channel)

What existing services are out there? (The competitors)

What are the unmet needs? (Our **opportunities**)

OUR PROCESS

Empathize



Define



Ideate

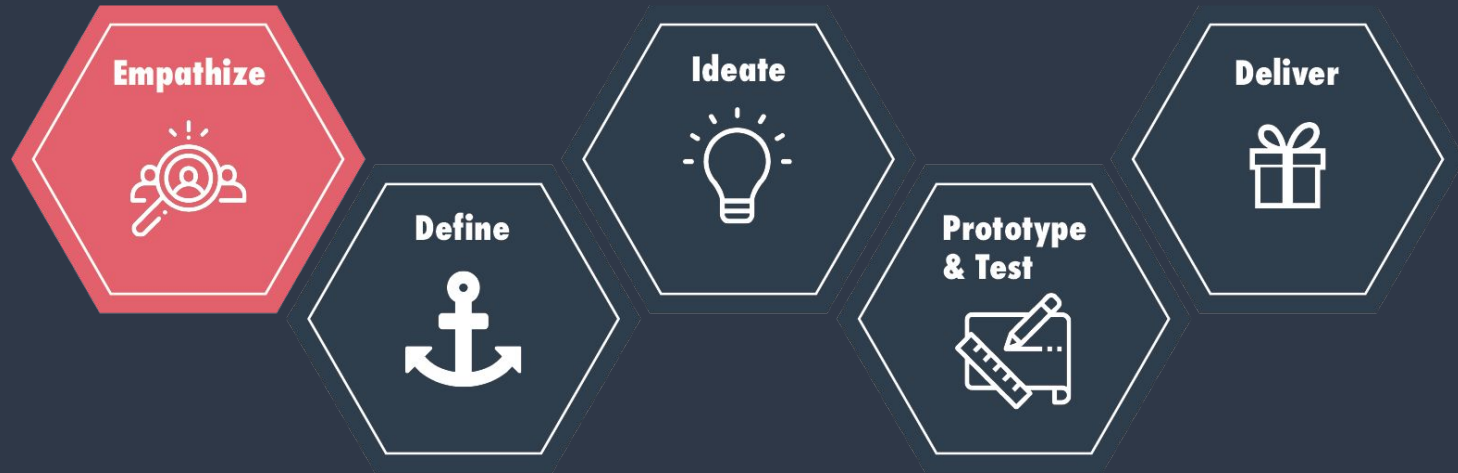


**Prototype
& Test**

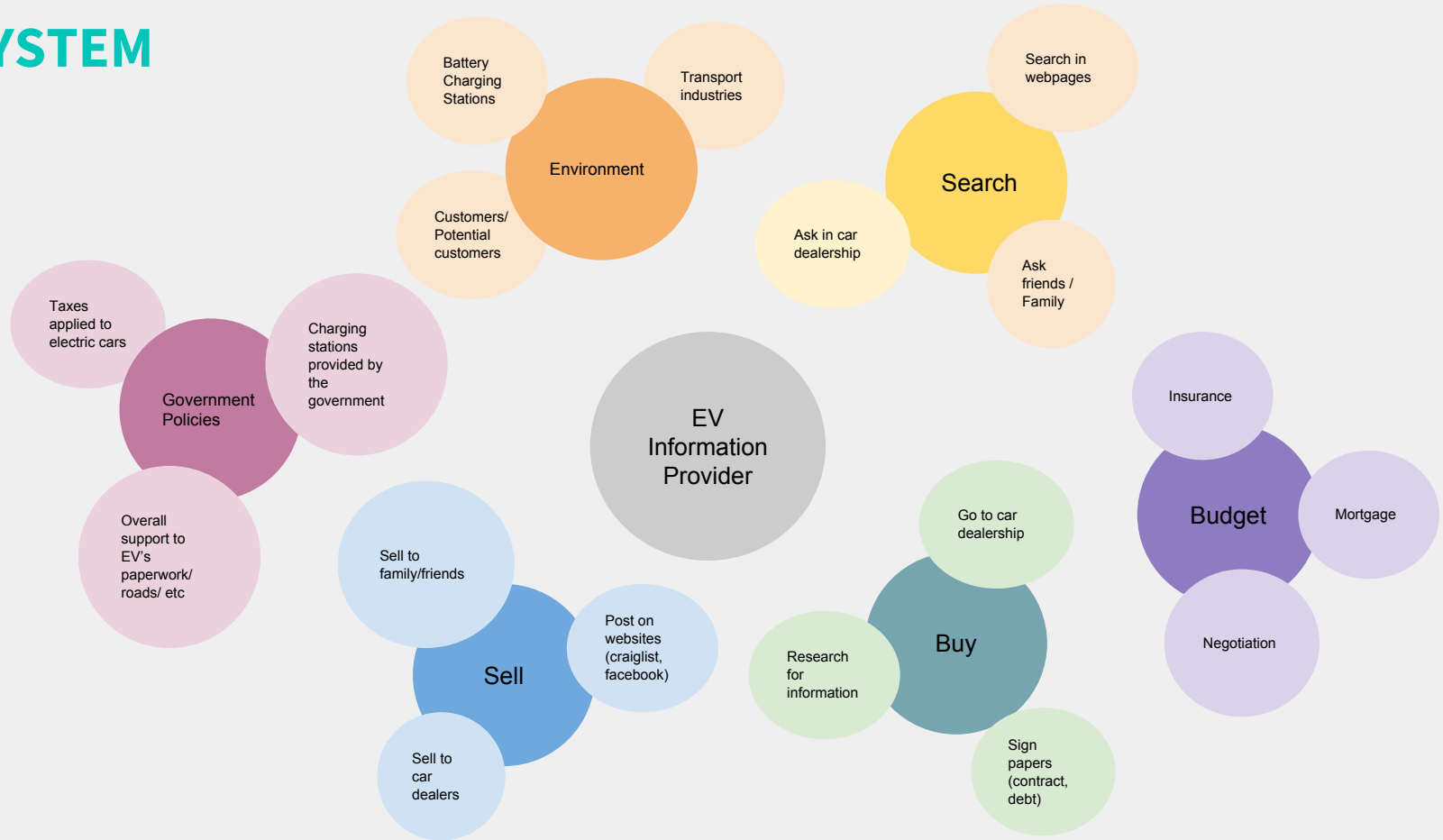


Deliver





ECOSYSTEM MAP



CURRENT INFORMATION CHANNELS



Website with overview of Electric Vehicles in Canada

- Information about models available in Canada
- FAQ with common misconceptions about EVs
- Information about tax Incentives
- Overall benefits of EV ownership
- Non - technical

Website which contains EV News and Comparisons

- In-depth head-to-head comparisons of various models on the market
- EV news (brands and technologies)
- Technical comparisons provide a lot of information in difficult to digest charts.

CAR DEALERSHIP - TESLA

Visiting Tesla was like going to an Apple store.

- Experience of shopping for an EV is similar to buying an electronic appliance.
- You look for the newest/coolest features for your EV.



MOTIVATION OF EV BUYERS

- Cost Savings
- Cutting-Edge Technology
- Reduced Environmental Impact
- Reserved parking space
- HOV Lane Access

WHEN PEOPLE SEARCH EV INFORMATION...



There are too many **technical terms**.

Unsure of what makes the **price** difference between models.

Confusion with measuring **cost & performance**.



Not enough info to **compare** different brands and models.

Car **price** varies and not **transparent**.



Most websites that have car information are forums or dealerships with **hard to use websites**.

Too many **ADs**.

Empathize



Define



Ideate



**Prototype
& Test**



Deliver



OUR TARGET AUDIENCE

For British Columbians who are socially and environmentally conscious and would consider buying an EV in the near future.

DIFFICULTIES OF EXPLORING EV INFO

1. Technical terminologies
2. Not enough comparisons between brands
3. Too many misleading advertisements
4. Inadequate user interface (poor UX/UI design)



“

How do we create an user-friendly platform using simple language with only factual information to describe/compare existing EVs in the market today?

Empathize



Define



Ideate



**Prototype
& Test**



Deliver

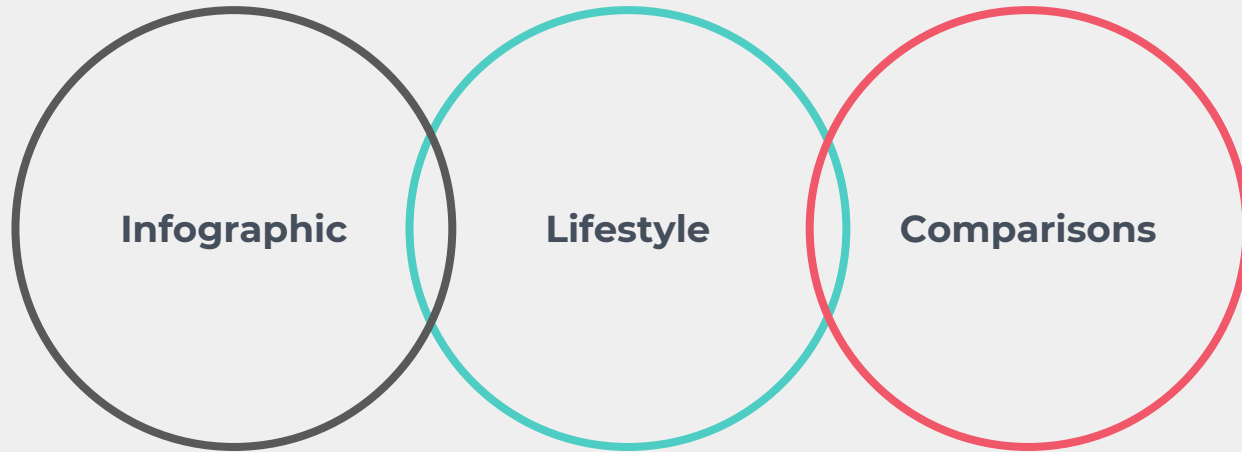


OUR VALUE PROPOSITION

For non-technical users who are looking for EV information, EV 20XX is a website that provides streamlined information and comparisons.

Unlike Plug N' Drive and Inside EVs, our product compares EVs from different brands according to personal life style and provides simple graphical visualizations.

OUR PROPOSED SOLUTION: AN INFORMATION WEBSITE



Empathize



Define



Ideate



**Prototype
& Test**



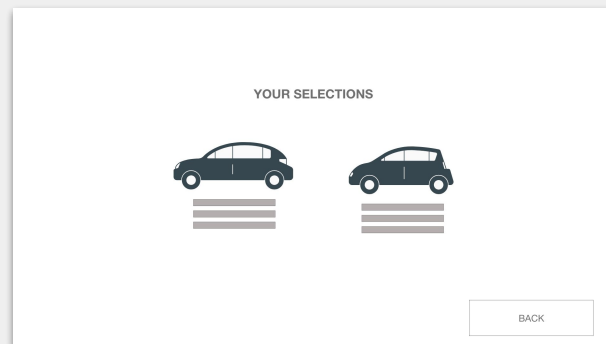
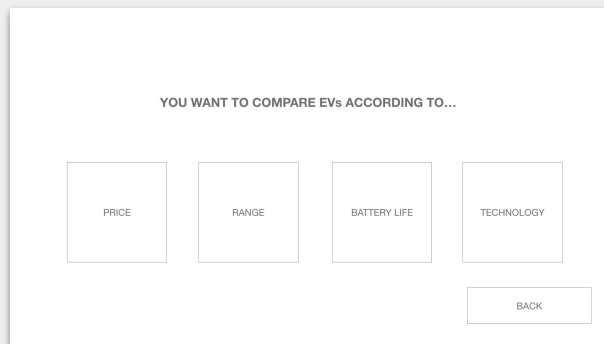
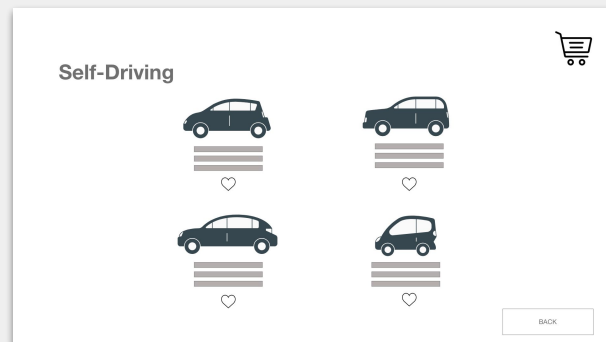
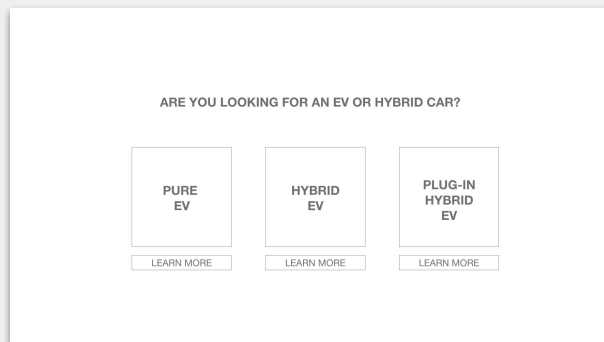
Deliver



1st Iteration & KFC

Key Features:

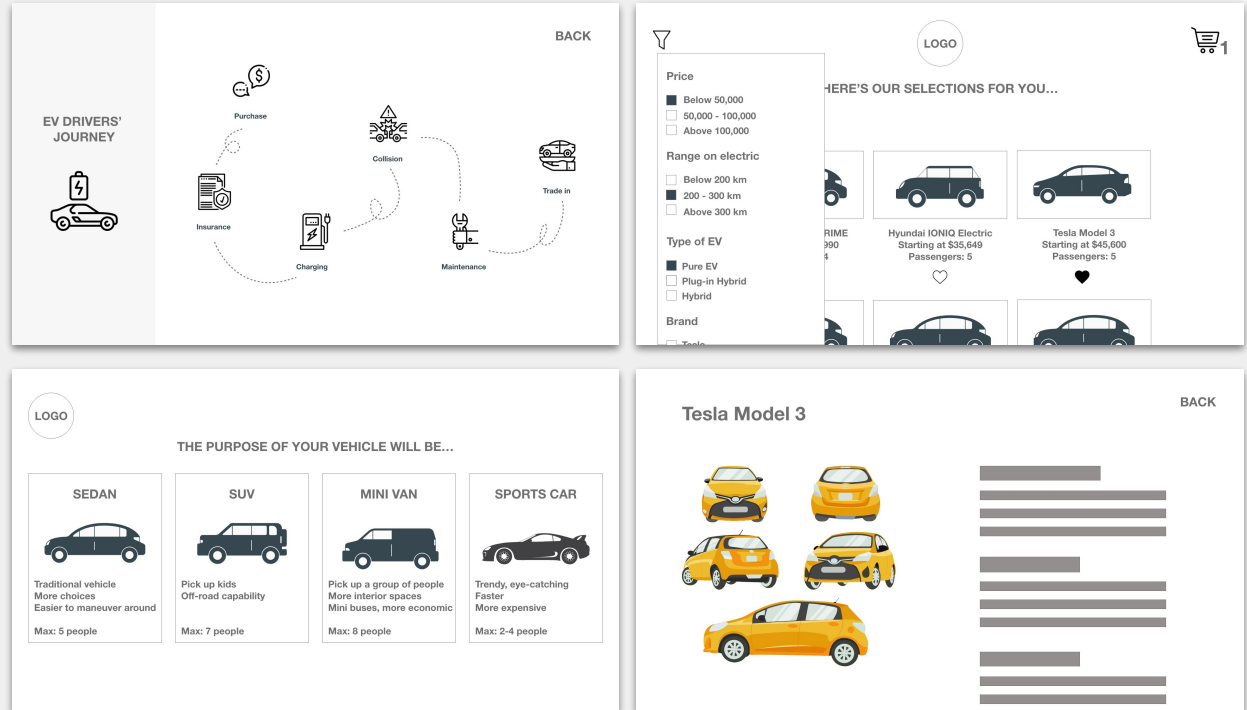
- Simple Graphical Visualizations
- Comparisons



2nd Iteration & KFC

Key Features:

- EV Drivers' Journey
- Filter by purpose & personal needs



Empathize



Define



Ideate



**Prototype
& Test**



Deliver



HERE COMES EV20XX

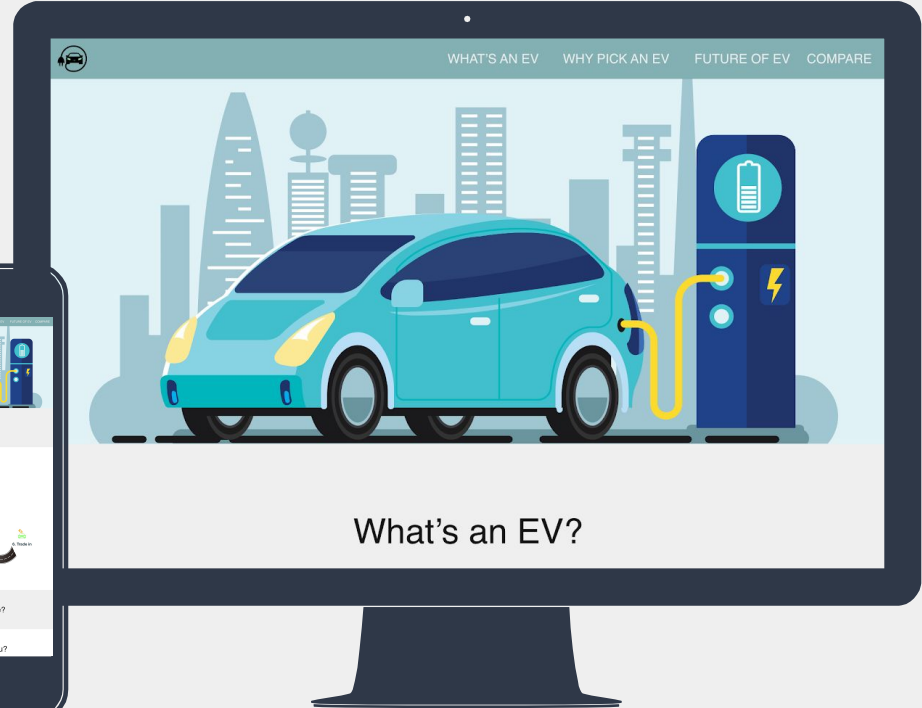
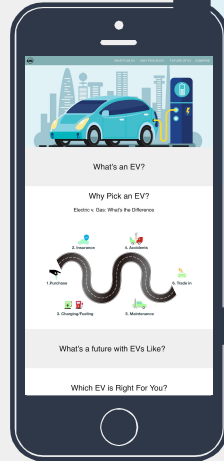
COMMERCIAL ADS
TIME CONSUMING
TOO TECHNICAL

So Much Info
Out There



To: [unclear]

THE DEMO OF EV20XX



THANK YOU



QUESTIONS?