

# EV (Electric Vehicle) Fast Charging Station Locator app.

UX Researcher: Ishwari Hakari

## Executive Summary

Our team is interested in exploring opportunities in EV (electric vehicle) fast charging station locator app. We interviewed 5 potential participants on their needs, pain points, and how they use digital products to locate charging stations.

### Key findings

Majority of the participants wanted to have quick charging with real time information on EV charging station availability. Some participants used google maps to navigate the route to EV charging stations.

Main pain point for the users was to understand the pricing model of each individual charging station company which is hard to find it in one application, they would use existing apps in the market but are lacking some important information such as pricing model, method of payment which is accepted. So, we identified these pain points and tried to bring all these features in one application so it would really help the users to use EV charging app in much efficient way then before.

## What did we want to learn?

Our team wanted to understand what the problems in existing EV apps are and to come up with solution which addresses the main issue which the users are currently facing. The goal was to build a new EV charging app which takes into consideration all the pain points of existing EV charging app.

## Key research questions

- [Needs] What is crucial for EV charging Apps?
- [Behaviors] Currently how are users trying to locate EV charging stations near to them?

## 5 Participants

	Travel frequency	EV apps currently using	Cars currently they are using
Participant 1	Once a week	Charging point app	Tesla Y model
Participant 2	Once a month	Don't use EV app but google maps to navigate.	BMW ID
Participant 3	Every 2 weeks	EnBW mobility app	Audi E Tron
Participant 4	Every 2 days	EV energy app	Volkswagen Up
Participant 5	Every week	Plug share	Tesla Model S

## Key finding 1

Customers use EV charging app to only locate the charging station without knowing if the charging station is free and not knowing if there is fast charging option present.

### Finding

Majority of the participants who are using EV vehicles (cars) use EV charging apps to only locate it.

Majority of the participants are not aware of how to navigate to EV charging stations; they are currently using Google Maps to navigate to the charging stations, and they are also not aware of the presence of fast charging options and not aware of traffic information on charging stations, payment methods which are used.

## Recommendation 1

Our new EV charging app would provide navigation facilities along with pricing model and payment methods accepted.

Things to consider:

- EV charging app should provide the navigation feature just like Google Maps.
- EV charging app should provide real-time information on availability of charging stations and provide information on the payment methods accepted.

*P (4): "I use the app mainly to check the pricing model and availability."*

## Key finding 2

EV charging app should be user friendly and only relevant important information should be shown.

### Finding

3 out of 5 participants said they would like to have an EV charging app with not too much information, only important information should be displayed.

All the symbols used in the EV charging app should be very familiar to the end users.

*P (1): "I don't like crowded information in EV charging app."*

### Next steps

- Validate findings with surveys
- Run a design sprint for brainstorming

### Appendix

- Survey Monkey: <https://de.surveymonkey.com/>
- WhatsApp: <https://www.whatsapp.com/?lang=en>

## Data collection and analysis

