



Interview Guideline – Team: "Smart Shift"

Block 0 – Introduction:

1. Could you briefly tell us where you live and how you get around in your everyday life?
2. Do you currently have an electric car, hybrid, or combustion engine vehicle?
If **yes** → Since when and what was your main reason?
If **no** → Have you ever considered switching to an electric car?
3. How important is sustainability or e-mobility to you in general?
4. How many people in your household or circle of friends already have an electric car?

Block 1 – E-mobility:

1. What are the advantages of an electric car for you personally?
2. And what is currently preventing you (or others you know) from doing so?

Block 2 – Everyday life/current charging situation:

For electric car owners:

1. How do you currently charge your car? At home, in public, at work, on the road?
2. How well does this work for you in everyday life? Where does it work well, where does it fall short?
3. Have there been times when you couldn't find a charging point or had to change your plans?

For potential buyers:

4. If you imagine you had an electric car today, where would you charge it?
5. Are there charging options where you live, e.g., public charging stations or parking spaces?
6. How realistic would it be for you to charge there regularly in everyday life?

Block 3 – Problems & Barriers:

1. What are the biggest challenges or annoyances when it comes to charging – for you personally?
2. Have there been situations where you thought: This is too much hassle, I'd rather stick with a combustion engine?
3. If you live in an apartment building or rental property: What is the attitude towards wallboxes there?
4. Have you or anyone you know ever tried to install a wallbox? How easy or difficult was it?
5. How do you feel about the availability of public charging points in Munich or when traveling in general?

Respondent: _____

Date: _____

6. On a scale of 1 to 10, how big of an obstacle is charging/wall boxes for you?
7. If you could change one thing about charging, what would it be?

Block 5 – Conclusion:

1. Is there anything I haven't asked you about e-mobility or charging that is important to you?

CONCLUSION – End of interview