**Problem Statement**

Devise a strategy to position the ElectricPe app and web/digital platforms as the leading source of information and knowledge about electric vehicles (EVs).

**1."Enhancing the educational hub and EV buying section."**

**Why?**

Enhancing the educational hub platforms like Club Electric and EV buying section is crucial for ElectricPe to provide a more comprehensive and user-friendly experience, ultimately driving increased engagement, informed decision-making and higher EV adoption rates and better reach of knowledge to wide range of valuable customers.

**How**

1. **Expert blogs and Q&A session’s :**

Addition of features where expert’s around the world can come on the app or web platform and share their valuable feedback and knowledge also ensuring regular live Q&A sessions with EV experts to answer user queries will definitely help customers in increasing their knowledge about EVs and technology relate to it.

1. **Accessibility and Language support :**

Integration of demo video about EV basics, types of EVs, how charging works, benefits and perks of buying an EV in comparison to commercial vehicles will make customer’s and consumer’s understanding more clear and make easy availability of knowledge source, because most of our targeted audience will prefer a detailed video tutorial over reading about the same. Also providing educational content in multiple languages will increase its reach to different regions of India.

1. **Virtualization :**

Adding a Visual tour feature for visual tours of their showroom’s and different products can immense the process of buying and will be a great source of gaining knowledge for ElectricPe’s customers.

**2. "Addition of different interactive tools"**

**Why?**

Incorporating diverse interactive tools in the app and web/digital platform is vital for improving user engagement, making complex information more accessible, aiding users in making informed decisions and keeping users engaged for a period of time. These tools personalize the user experience, highlight the benefits of electric vehicles, and ultimately encourage more users to adopt EVs.

**How**

1. **Tool 1:**

Addition of a EVs comparison tool will make new and confused customers easily analyze the similarities and differences between EVs and make their buying process more seamless.

1. **Tool 2:**

Other tools can be range and savings calculator that will allow users to calculate the range and savings they will make by optioning for different models of EVs or by switching to an EV from their commercial vehicle.

1. **Tool 3:**

Addition of an issue tool box showing details about the active issue, issue solved and how it is solved will definitely encourage user to step into the field of EV market

1. **Tool 4:**

User views and reviews option below every product in the Buy EV section will be a great step towards increasing the knowledge about that particular EV with addition to real life experience.

**3. "Gamification and Rewards"**

**Why?**

Introducing gamification to the ElectricPe’s app and its other platforms is crucial for boosting user engagement, encouraging ongoing learning, and building a community. Game-like elements make the app more interactive and fun, motivating users to return frequently, absorb information more effectively, and feel incentivized to adopt electric vehicles, ultimately enhancing user satisfaction, loyalty and their knowledge about EVs.

**How**

1. **Addition of gaming features:**

Introducing gamified elements likes badges, leaderboard, quizzes and challenges with different exciting rewards like ElectricPe coins and merchandisers that users will receive upon participation and completion of these games and quizzes will make adopting EVs and gaining EV knowledge a fun and more effective way.

1. **Third party connection:**

User can also get rewards on sharing a valuable source of knowledge about EVs and EVs market through any third party app like Instagram and Facebook in form of post, story, reels etc, will not only be a great source of knowledge but can also help in forming a trusted and loyal community in the field of EVs.

**4. "Marketing and Outreach"**

**Why?**

Marketing and outreach are essential for growing knowledge about EVs because they help raise awareness, attract a broader audience, and educate potential users about the benefits of electric vehicles. Effective marketing strategies can highlight the app's features, drive user engagement, and establish ElectricPe as a trusted source of EV information, ultimately accelerating the adoption of electric vehicles.

**How**

1. **Webinars and live events:**

As of today’s scenarios and market trends about EVs we can clearly see that age group of 11 to 25 will be the key target audience for the future adaption of the EV industry. So it’s really important to acknowledge them and provide them the right information regarding the same. For this to happen main target area becomes schools, colleges and IT sector’s , where we can provide valuable information through podcasts, live events, webinar’s and seminar’s also displaying ad’s of our platform on various similar platform like Car Dekho, Zoom Car etc.

1. **Collab and Partnership features:**

We can add features like Collab With Us for schools and colleges to easily collab for events with just a click and reserve your collaboration with ElectricPe. We can also add podcast series to our various platforms. Partnering with EV influencers to create authentic content and promote ElectricPe’s platform as the ultimate EV resource.

**5. "Data driven insights":**

**Why?**

Offering data-driven insights to consumers is vital for ElectricPe as it equips users with precise information to make well-informed decisions about electric vehicles. These insights highlight cost savings, environmental advantages, and performance metrics, fostering trust and confidence in EV technology. By providing tailored and pertinent data, ElectricPe can improve user experience, boost engagement, and promote the shift to electric mobility.

**How**

1. **Push notification feature:**

Regularly updating the users with latest trends and statistics in the EV market, providing insights into user charging behavior and how they can optimize their charging habits for better efficiency and cost saving, also sharing the environmental impact report of EV adaption supported by data from ElectricPe’s network and for sending all these information ElectricPe can develop a Push notification feature which will send them updates and reports on regular basis.

**Conclusion:**

So, by