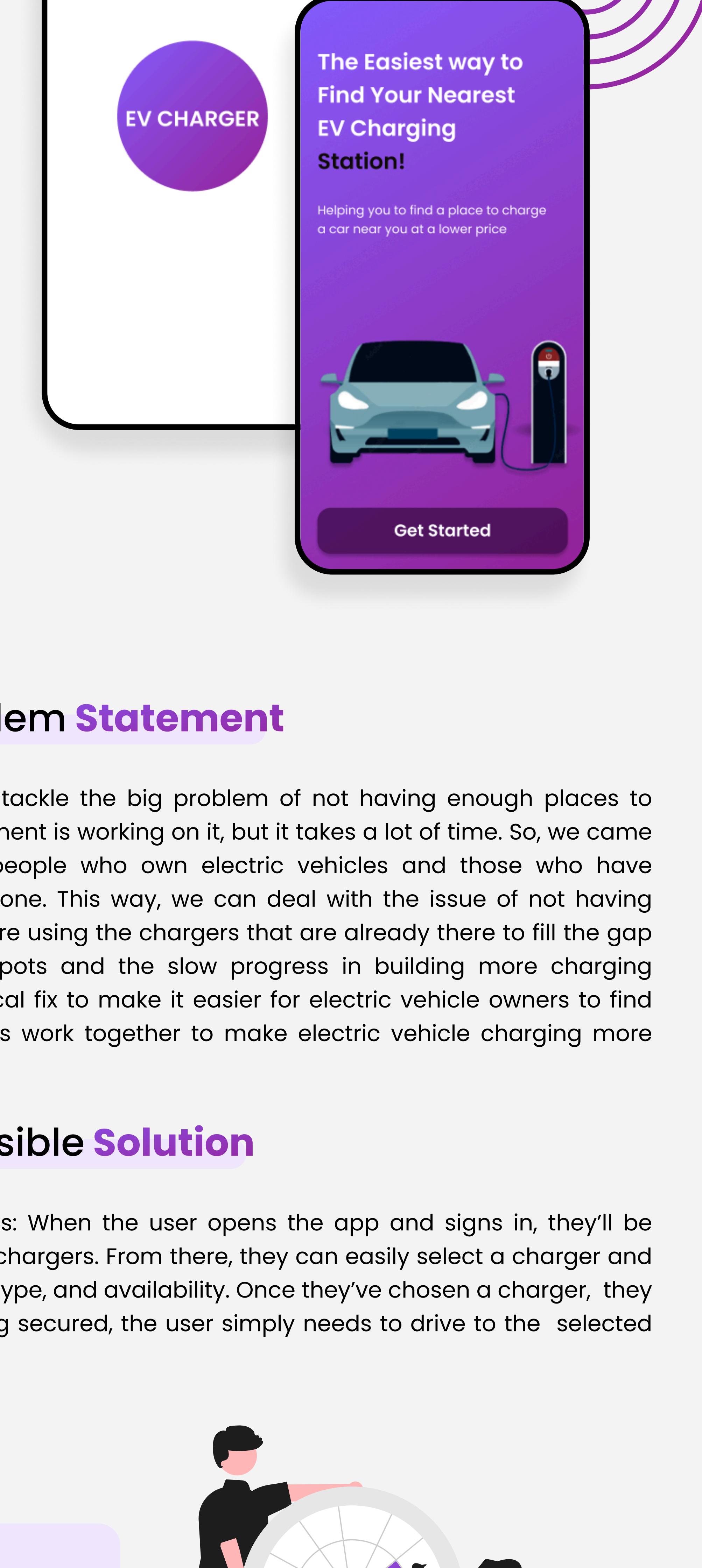
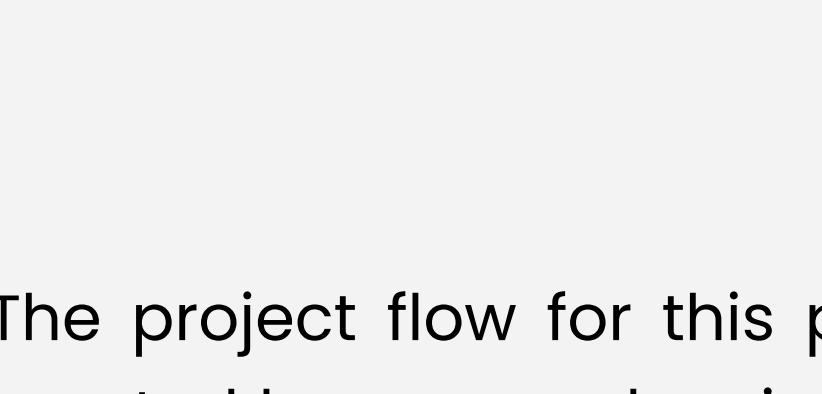


EV CHARGER

UI/UX Case Study

EV Charger

"Plug into the future with our EV Charger Booking System – your gateway to accessible and widespread electric vehicle charging. Share, charge, and drive green!"



Problem Statement

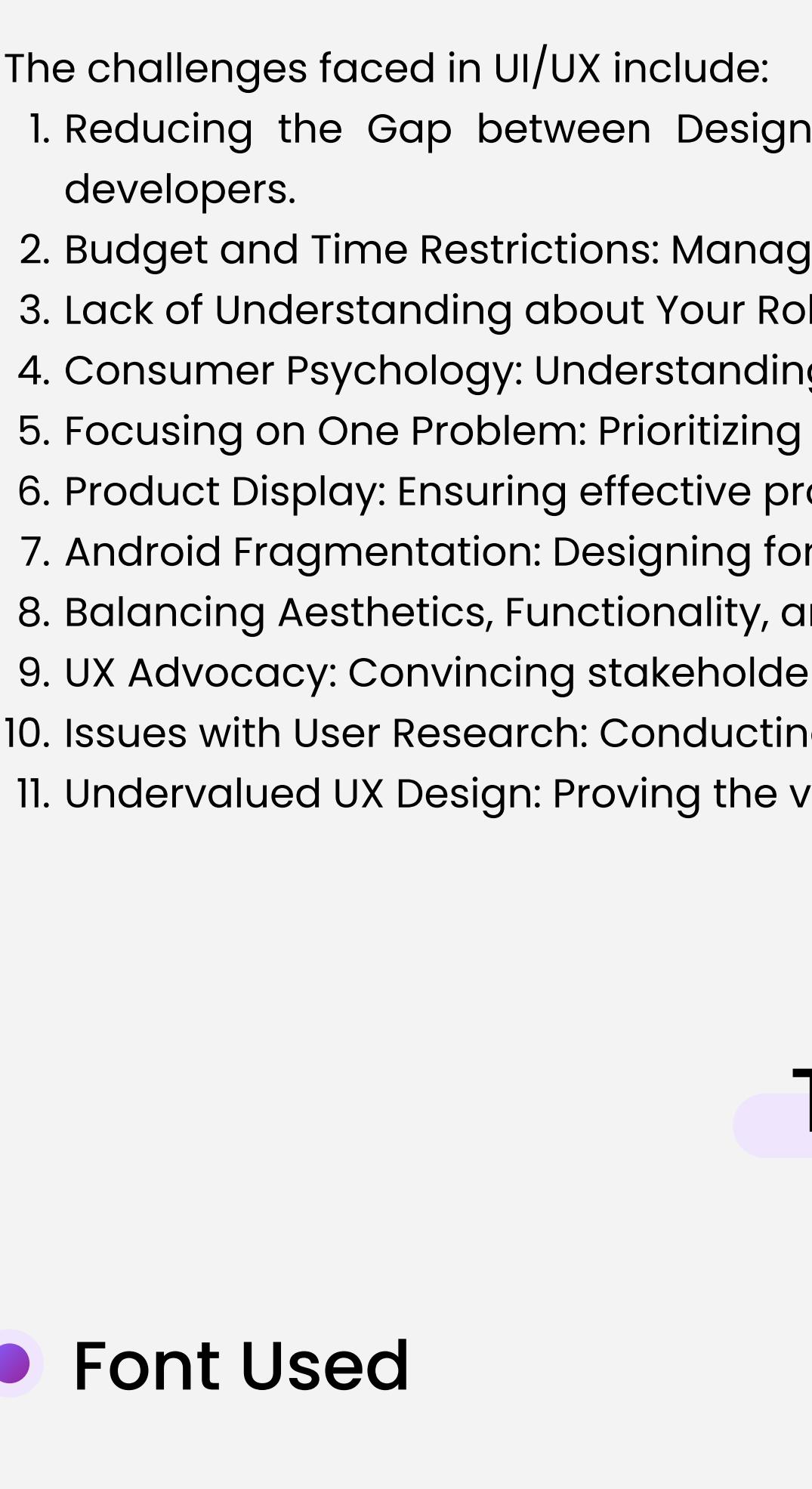
The EV Charger Booking System is here to tackle the big problem of not having enough places to charge electric vehicles in India. Our government is working on it, but it takes a lot of time. So, we came up with a solution: our app lets regular people who own electric vehicles and those who have semipublic chargers share them with everyone. This way, we can deal with the issue of not having many places to charge electric vehicles. We're using the chargers that are already there to fill the gap between the growing need for charging spots and the slow progress in building more charging stations. Our platform is a quick and practical fix to make it easier for electric vehicle owners to find reliable places to charge their vehicles. Let's work together to make electric vehicle charging more accessible and hassle-free!

Possible Solution

The project flow for this project is as follows: When the user opens the app and signs in, they'll be greeted by a map showing all the available chargers. From there, they can easily select a charger and view detailed information about its location, type, and availability. Once they've chosen a charger, they can proceed to book a slot. With the booking secured, the user simply needs to drive to the selected charger and charge their vehicle.

Target Audience

- Private EV owners
- Operators of semi-public charging stations
- EV drivers

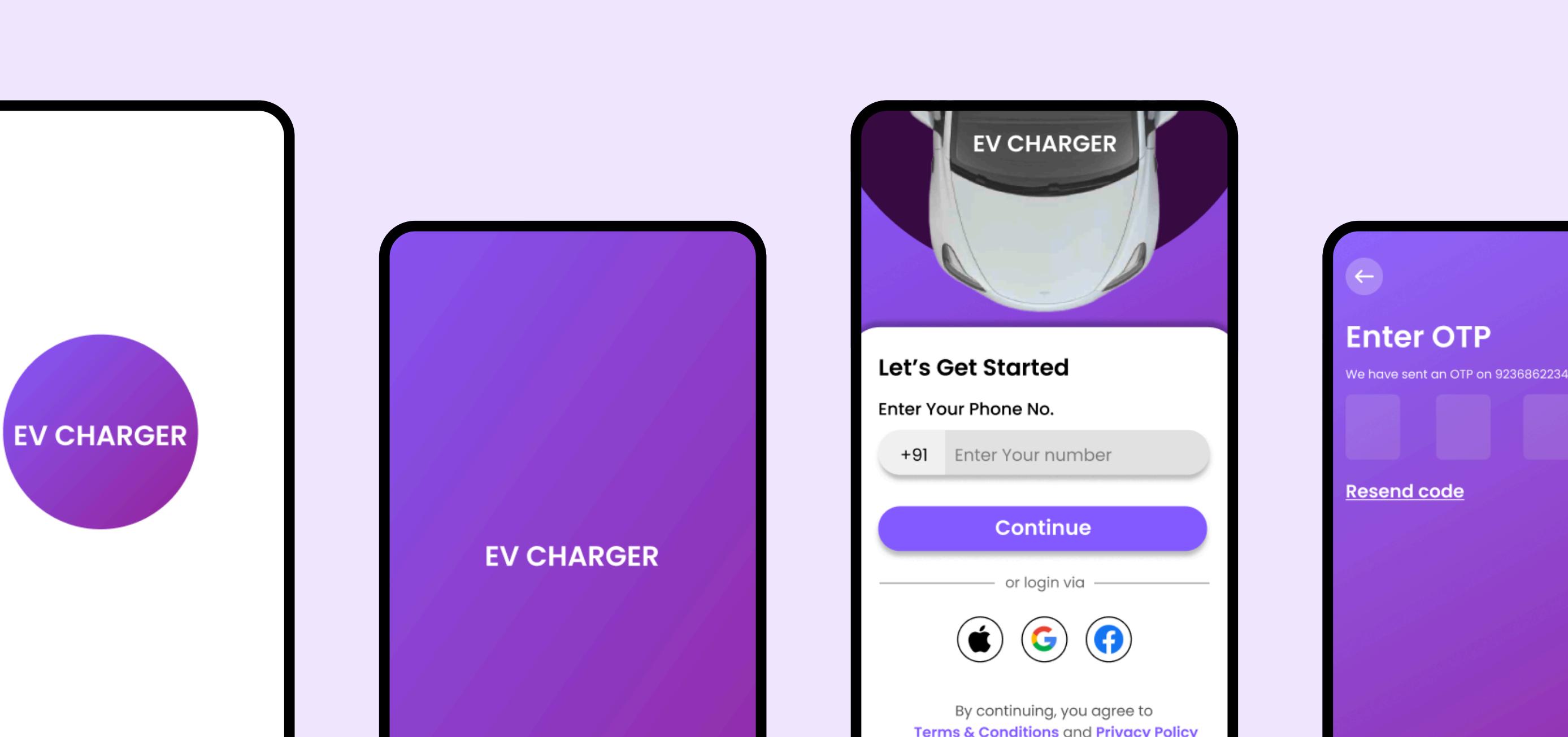


The Approach

The UI/UX design approach for the EV Charger Booking System should focus on creating a seamless and user-friendly experience for both charger providers and EV drivers. Key aspects to consider:

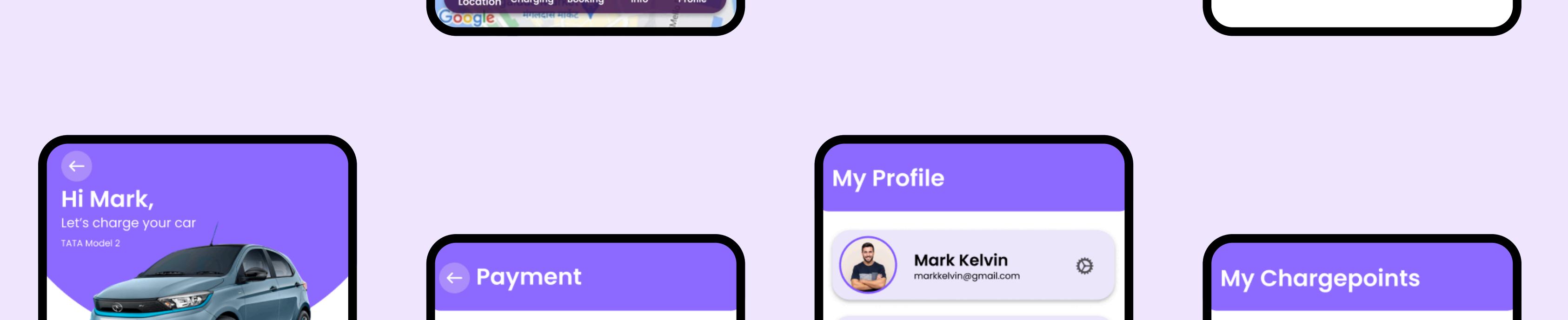
1. Intuitive user registration and authentication to ensure secure access to the platform.
2. Charger listing interface that enables providers to showcase their stations with clear and comprehensive details.
3. Booking management system with real-time updates and straightforward controls for EV drivers to easily find and reserve chargers.
4. Secure payment integration for reliable and confidential transactions.
5. Geolocation and map integration to facilitate easy charger location discovery and enhance user accessibility.
6. Clean and visually appealing design that aligns with the brand identity and promotes user engagement.

My Role



Design Thinking Process

The Design Thinking Process is a problem-solving methodology that involves five key stages: Empathize, Define, Ideate, Prototype, and Test. Here is a brief overview of each stage:



Emphasize

User Research
User Interview
Entrant Analysis

Define

User Persona
User Journey Map
Goal Statement
Empathy Map

Ideate

Brainstorming
Card Sorting
User Flow

Design

Paper Wireframes
Visual Design
Prototype

Test

Check Usability
Survey Insight
Improvements

Challenges Faced

The challenges faced in UI/UX include:

1. Reducing the Gap between Design and Development: Ensuring seamless collaboration between designers and developers.
2. Budget and Time Restrictions: Managing limited resources and timelines effectively.
3. Lack of Understanding about Your Role: Educating teammates about the importance of UX design.
4. Consumer Psychology: Understanding user behavior and preferences.
5. Focusing on One Problem: Prioritizing design efforts.
6. Product Display: Ensuring effective product presentation.
7. Android Fragmentation: Designing for multiple platforms and devices.
8. Balancing Aesthetics, Functionality, and Accessibility: Striking a balance between design elements.
9. UX Advocacy: Convincing stakeholders of the importance of UX design.
10. Issues with User Research: Conducting effective user research and recruiting participants.
11. Undervalued UX Design: Proving the value of good experience design.

Typography & Colors

Font Used

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins font is a elegant and modern sans serif font. It is very neat and clean. It have more readability and variety of options. That's why I used this font.

Poppins Bold **Poppins Medium**

Poppins Regular **Poppins Light**

Color Used

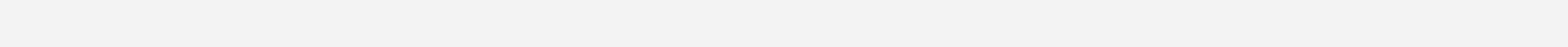
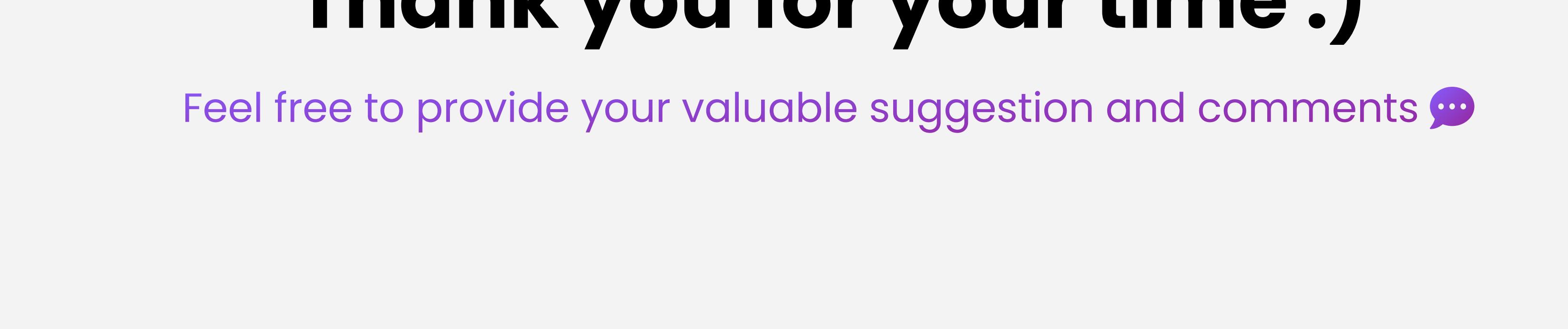
Primary Color
#A31621

Secondary Color
#FFF3F4

Text Color
#1E1E1E

Text Color
#595959

BG Color
#F3F3F3



Thank you for your time :)

Feel free to provide your valuable suggestion and comments 💬