



An App for Electric Vehicle

Need Finding



Motivation



GO GREEN
GO ELECTRIC



Motivation



Sustainable Living | Environment Friendly | Digitization

BUILDING AN
EV ECOSYSTEM
FOR A **GREENER**
FUTURE



Trends in Market



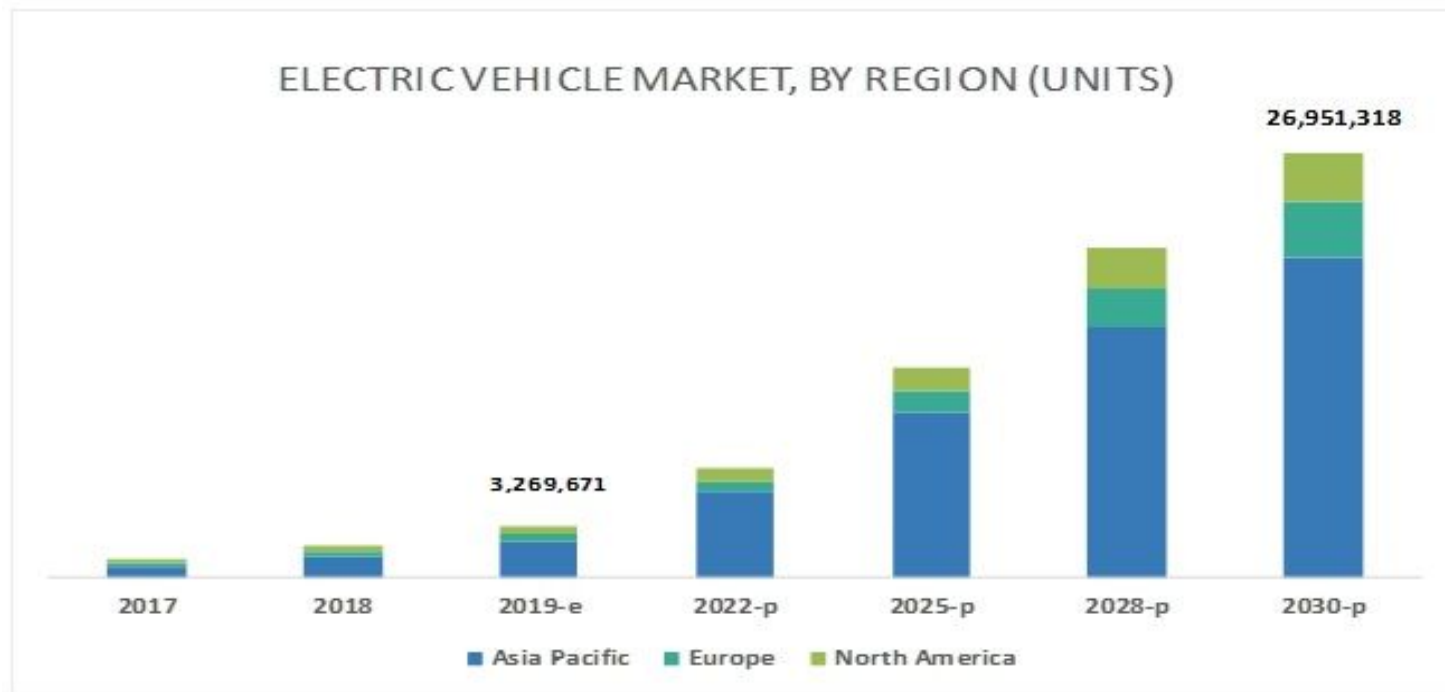
Electric vehicle sales will increase to 34 million in 2025 - Study

Electrification of vehicles will boost investment opportunities in utility grid infrastructure.

ETAuto • November 29, 2019, 11:46 IST



Trends in Market



Source: <https://www.marketsandmarkets.com/Market-Reports/electric-vehicle-market-209371461.html>

Trends in Market



Auto News / Latest Auto News / Passenger Vehicle / Cars

90% of car owners will buy e-car if right infrastructure is provided: Report

Over 50% respondents suggest the government should take initiatives to increase awareness about EV and provide financial assistance in the form of subsidy and reduced road tax.

ETAuto • April 04, 2018, 15:36 IST



The study observed that while there is some awareness on electric cars, a common misconception is the perceived low mileage per charge.

New Delhi: About 90 per cent of the Indian car owners would opt for an electric car, provided the right infrastructure is made available, along with optimum support system for maintenance of their electric cars, according to [Velocity MR](#), a market research and analysis company.

The research company has done a pan-India study to understand the adaptability of electric cars in India.

THEWEEK

MAGAZINE

LOG

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India's EV scene picks up momentum

Jaguar opened bookings for its I-Pace electric car in India on Tuesday morning

A sleek, dark-colored Jaguar I-Pace electric car is shown from a front-three-quarter view, parked on a road. The car's design is modern with sharp lines and a prominent grille.

By K. Sunil Thomas

November 04, 2020 14:25 IST



User Stories



This is Samir.

He owns a electric car

- >uses car to go to office
- > forgets to keep a check on the battery log
- >finds lack of charging infrastructure



This is Rohit.

He owns an electric car too.

>He finds it difficult to understand differences with other brands

>Confusion in discussing with colleagues who own different brands EV

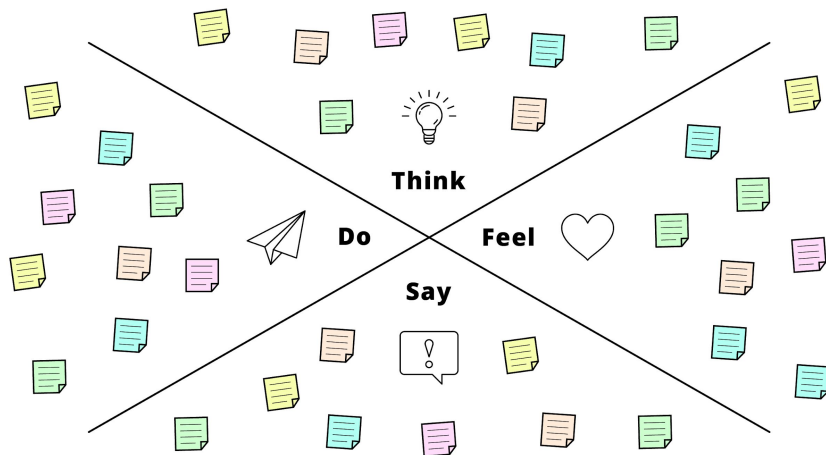
>wants a unified interface for all EVs



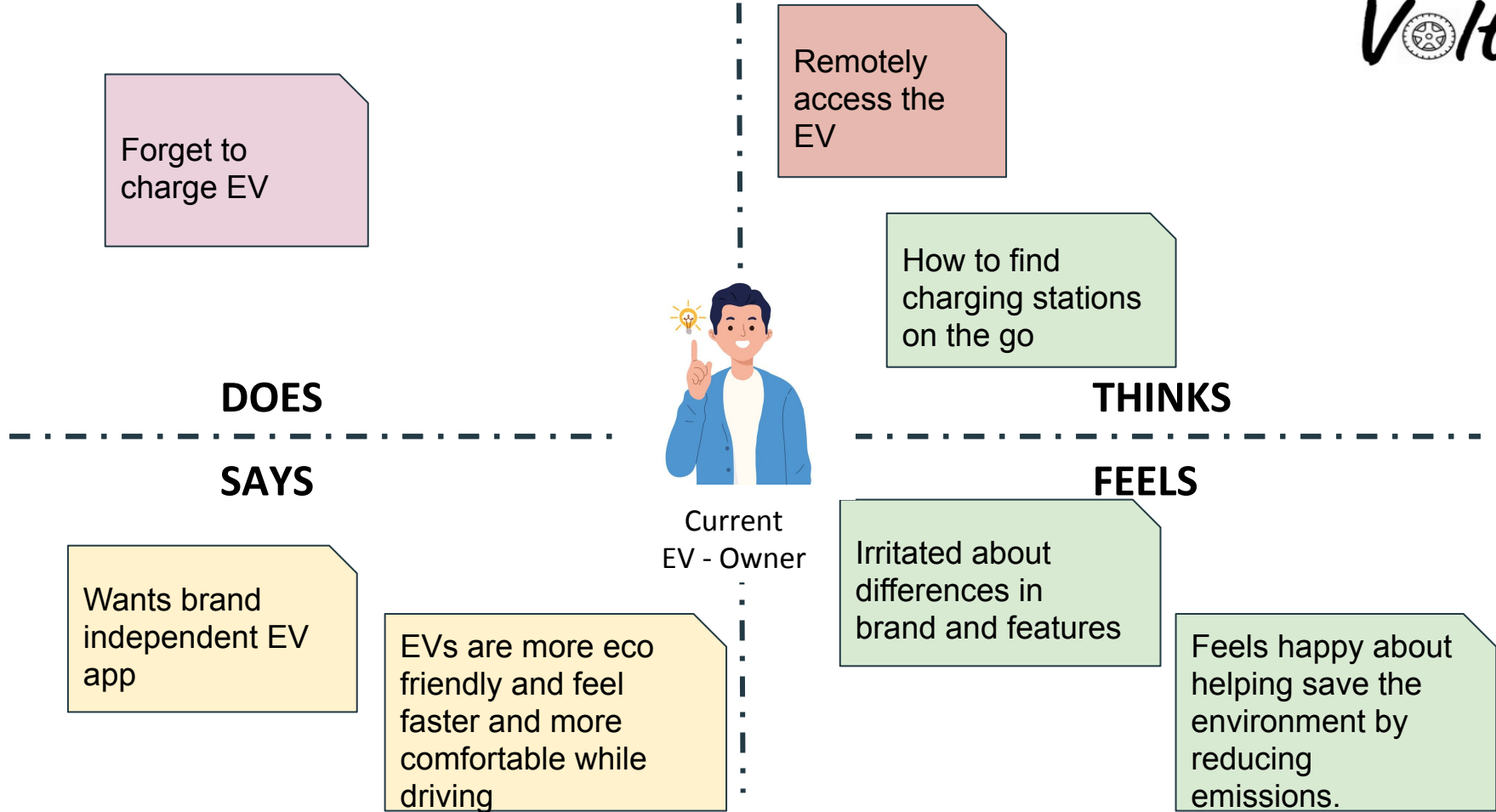
This is Gauri.

A To-be electric vehicle owner.

- > Beginner with electric cars
- > App that enables easy transition for new users
- > eg: reminders, community of fellow electric car drivers to discuss issues



Empathy Maps



Use a
gasoline fuel
car

Needs to
frequently get
pollution
checked

DOES

SAYS

Transition
to EV is
difficult

It is difficult
to manage
an EV

I should
change to EV

Gasoline
cars
contribute
to
pollution

THINKS

FEELS

Apprehensive
about using
an EV

Need a user
friendly
interface



To be
EV-Owner