

Case Study

Setting the Stage

- There has been a dynamic increase in **smart mobility alternatives** for the past 10 years in European and Asian regions.
- Increasing **ecological awareness** and media coverage of **traffic congestion** and **noise pollution** motivate professionals and commuters to find alternative transportation options.
- Furthermore, growing interest in **eco-friendly** and **alternative energies** is reported.
- An **increasing number of extreme weather conditions** yield market opportunities to offer exchangeable tires for dry and wet roads and surfaces.
- Increasing interest in **private travel** and **occupational mobility** brings up the need for e-scooters that are transportable.
- **Smart APP connectivity** is regarded as a lasting trend with high success potential.



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Requirements Setting

Non-negotiable requirements for a smart e-scooter:

- The e-scooter consists of at least 4 modules: chassis, propulsion, steering, app connectivity.
- Compliance with legal regulations regarding safety in traffic.
- Offer different driving modes to meet various customer needs.
- Customers can easily replace or modify various hardware options on their own.
- Compatible with locally available charging standards for convenient charging.



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Product Breakdown Structure (PBS) "Scooter_2018"

