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### Designskolen Kolding March 2009

When we think about electric vehicles, we tend to think about the eco-fanatic's Danish Ellert or Electric scooters hazardly driven by the old. The image we connect with these modes of transportis stopping millions of people acquire a vehicle that could help turn climate change around, improve air quality, reduce noise levels and even eliminate our dependency on oil...

As a designer you can play an important role in shaping the e-car experience and provide real value to the people who will be paying for and using these vehicles in the near future. Not only in Denmark, but for 100's of millions of potential users throughout the world. It's a large challenge that requires systemic thinking to help shift practical, mental, social and cultural perspectives, as solutions will touch on politics, finances, infrastructure, tech development, urban planning etc.

For the second part of the workshop you will apply the user-centered design process to identify the barriers stopping people moving from petrol driven to electric vehicles, and design the 'transitions' that help everyday people acquire and use electric vehicles. From raising awareness, to improving the purchase situation, to living with a vehicle, to empowering users to become advocates themselves.

Designs can include new services, products, environments, systems, social networks...

#### Some things to consider:

How and where is transport used?

Who defines the image/value of a given transport mode?

How does society & culture impact on the way we use transport?

What roles do products, services and brands play in the life of people?

What role does technology play?

Consider the importance of location, place and the physical environment.

Consider the importance of social networks, commercial & governmental organisations.

What are your own assumptions about Electric Vehicles? Are these informing or hindering your research/design?

#### Week 2

Friday 20/3

13:00 – 13:30 Create groups of 4-5 people (ensure a mix of skills) and pick a section of the acquisition journey to work with for the coming two weeks. Think about who your potential users are. Pick a target group from: non-car owners, singles, young families, businesses, retired.

#### Stakeholder mapping

Placing the user in the centre, map out all the actors who influence your users life at the stages of the journey your group is focusing on.

#### Monday 23/3

##### Morning: Designing research

Pick 2-3 key stakeholders (including the user) & start designing research that will give you insight into your users life and relationship with transport. (apply methods from week 1) If needed, inform your research-designs by gaining more insight into the stakeholders first. Try focusing on what the user needs are & their potential relationship to transport?

##### Afternoon: User research

Carry out user research with the different stakeholders your group has identified. To learn about your focus area, try to observe non-users, extreme-users and lead-users.

#### Tuesday 24/3

Carry out user research with the different stakeholders your group has identified.

#### Wednesday 25/3

Carry out user research with the different stakeholders your group has identified. Edit the most important/interesting insights from your research. Map out your insights & build a series of personas to capture your research. Identify the key barriers for acquiring an electric vehicle and their needs in relation to transport. Prepare a 7 min presentation for Thursday morning.



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### Thursday 26/3

10-11:30 Group presentation with feedback from Toke Barter

Present your research to the other groups. Pull out 5-10 key barriers for acquiring an electric vehicle for your target group & explain your personas and the lives they live. Give each other constructive feedback & question assumptions.

*Afternoon: Concept generation*

Using the identified key barriers and the user transport needs, generate 25-35 solutions that help your personas acquire and use electric vehicles. Remember to focus on your group's segment of the acquisition journey and the target audience.

### Friday 27/3

Refine your concepts using the NABC template & pick the 5 strongest. Prepare a 10 min presentation of the 5 concepts for Monday morning. Also outline your research process, the key barriers and user transport needs, overview of the personas. Communicate in a clear and informative way - the format should support your chosen research method.

NABC template:

N = user need

A = approach of the concept

B = how the concept benefits the user

C = what makes it different/better than the competition

## Week 3

### Monday 30/3

10:00-12:00 Group presentation

Present your research & the 5 strongest concepts. Feedback from Toke and Ré.

*Afternoon:*

Work up your strongest concept by building customer journeys. Identify touchpoints, actors, flows and interactions.

### Tuesday 31/3

9:00 – 9:30 Production meeting

*Morning: experience prototyping*

Make simple prototypes of key touchpoints from your concept to test on users.

*Afternoon: user testing & iteration*

Go out and test your prototypes with your users. How do they react? What works/doesn't work?

How can you improve your concept?

### Wednesday 1/4

9:00 – 9:30 Production meeting

User testing & concept iteration

Improve your prototypes & test them with your users again until you feel you have ironed out all bugs & perfected your concept.

### Thursday 2/4

9:00 – 9:30 Production meeting

Create a rich 12 min presentation of your concept. Include elements of your research (include identified barriers and user transport needs). Show your process & the final concept in a compelling way.

### Friday 3/4

10:00 - 12:00 Final presentation, judged by expert panel from the e-trans project.

13:00 - 14:00 Workshop reflections.