

The Transport Transition

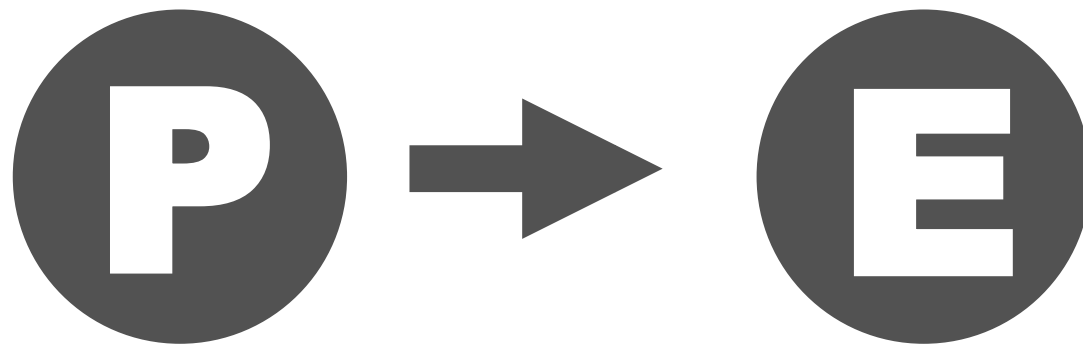
Moving from petrol to electricity

Designskolen Kolding
20 March 2009

Toke Stub Barter
tokebarter@gmail.com

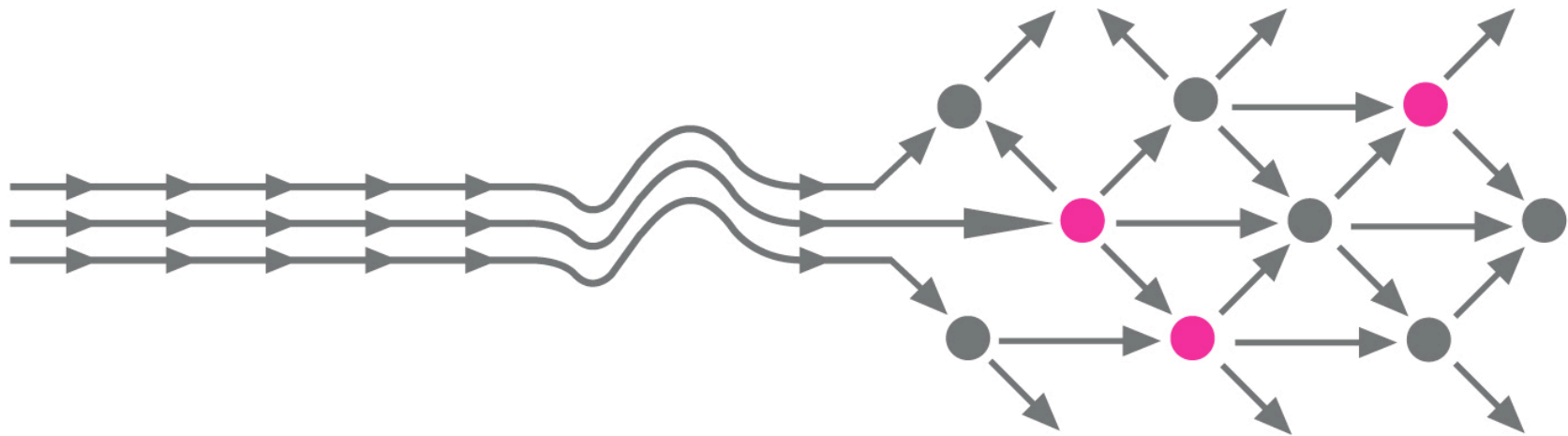
Moving from petrol to electricity

A shift in infrastructure, business models, culture and society...



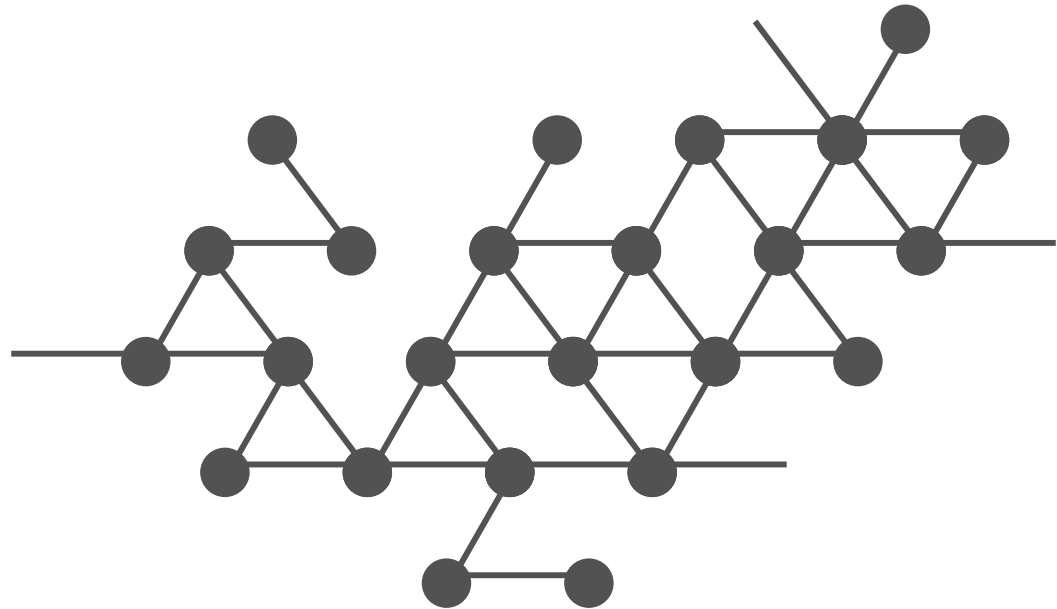
A service transformation in the transport sector

From linear supply chains to a multitude of distributed networks and actors



Systems and ecologies

This new world depends on multiple stakeholders and services that are linked together in systems



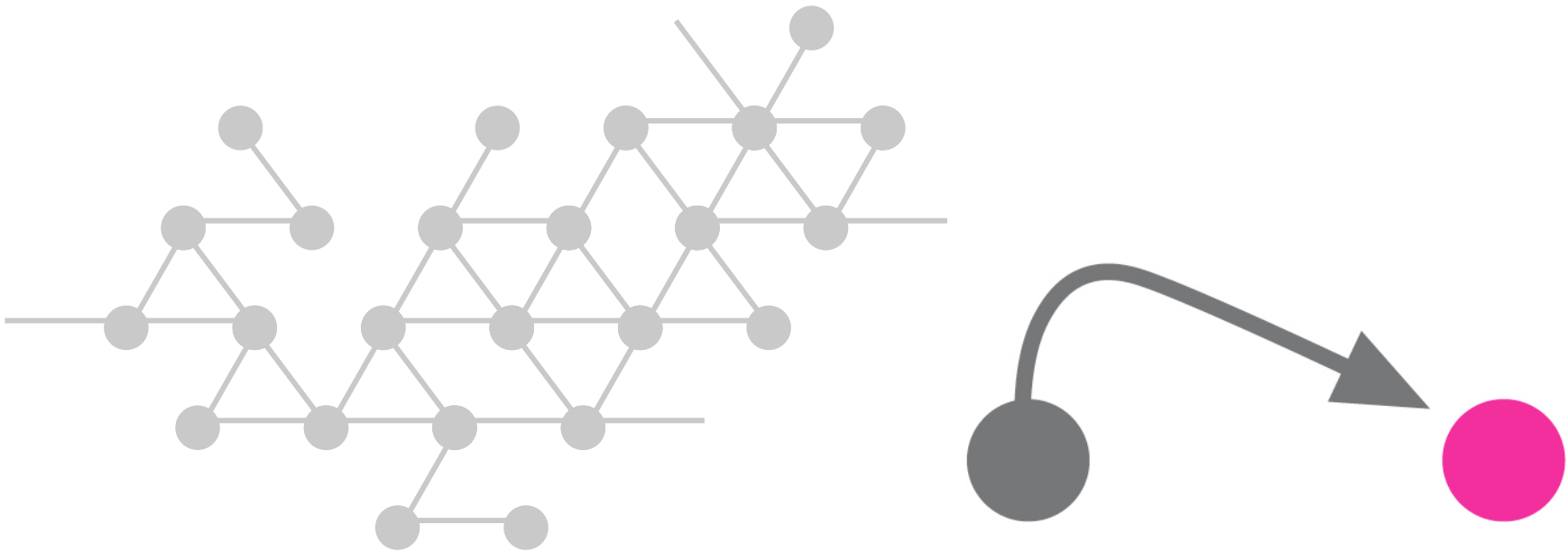
Success factors of a service

Are not only determined by a great infrastructure and technology
– but more so by the value delivered to the end user



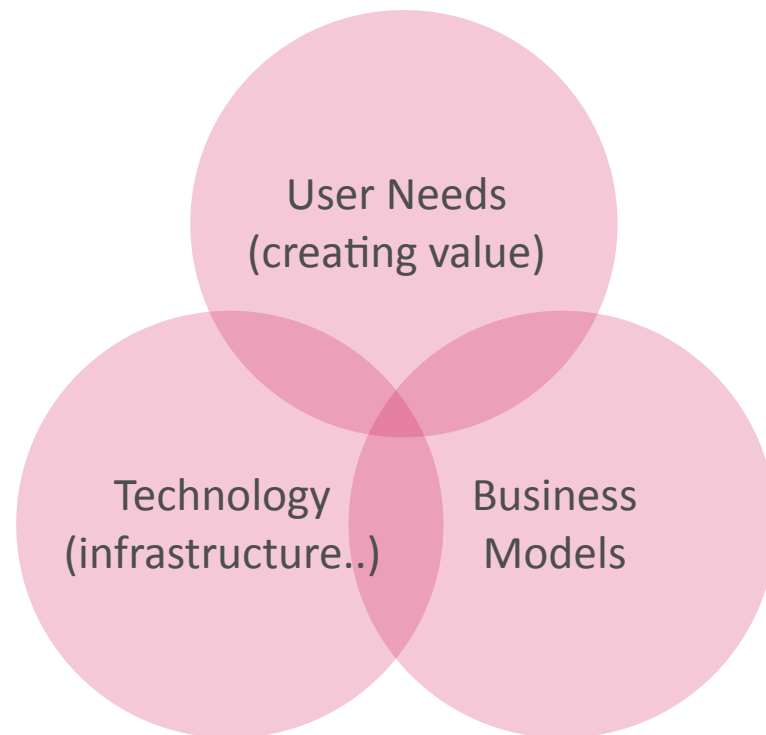
Customer handover

The key challenge is handing the user from one touchpoint in a system to the next by creating a coherent user experiences across all elements of the system



Or in other words:

Great technology is not enough to convince people to drive electric cars, if we ignore delivering *real value* to the end user through new sustainable business models.



The key: transitioning barriers to entry

By identifying the existing barriers to acquiring an electric vehicle we can design and implement solutions that will help users take the journey both rapidly and fluidly.

