



# IMPROVING THE PICNIC RUNNER'S EXPERIENCE



Applying user experience to vehicle design

## Research

A Runner is part of a complex logistic system and each one has their own unique perspective, this gives a deluge of insights and research.

For most Runners, time efficiency is one of their strongest values, to the extent that they will put it over self safety, however, at the same time they want to feel safer, especially when delivering during winter evenings. During this time, there is low visibility both for the Runner and of the Runner.

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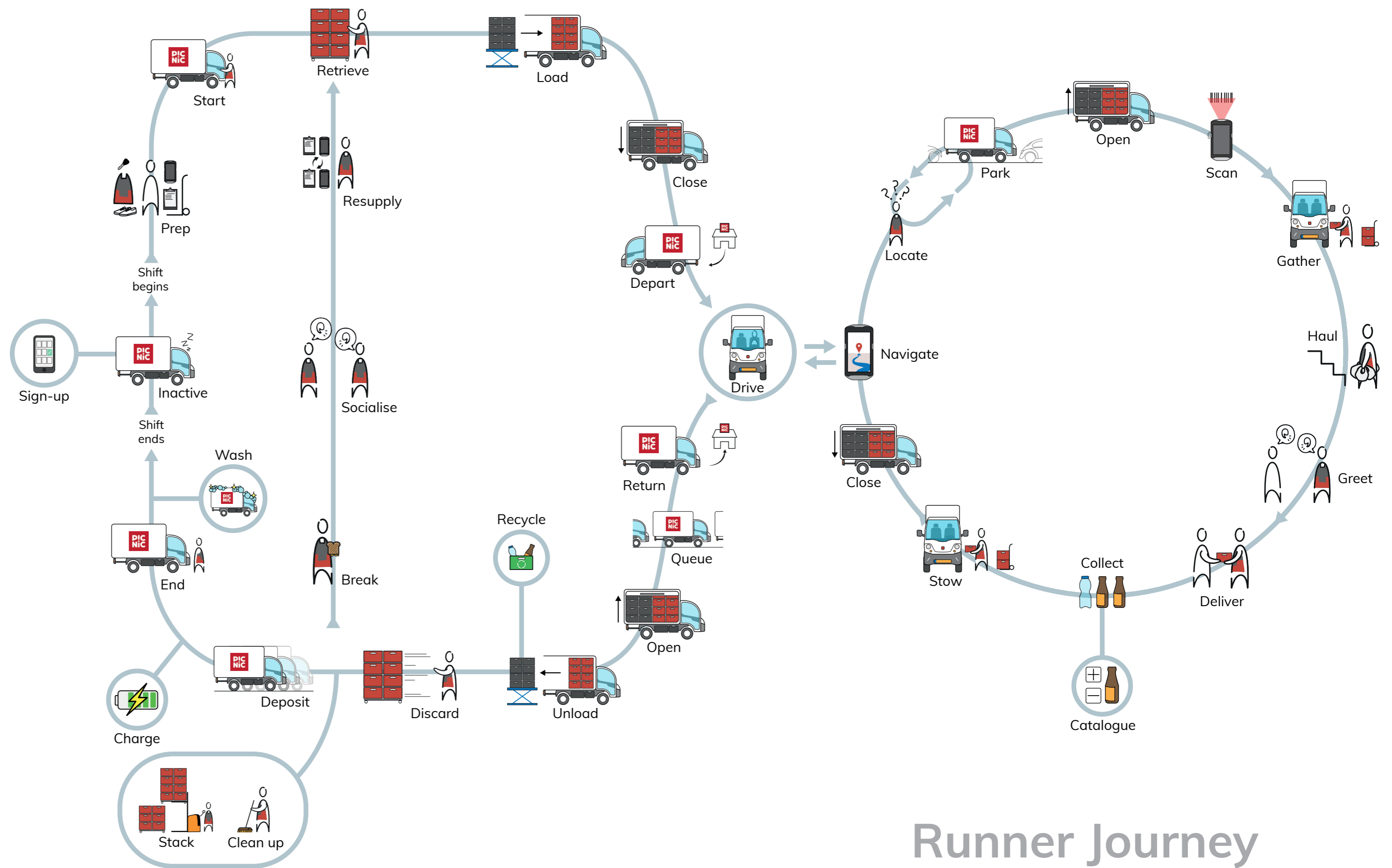
“I don't like delivering on the road side when its **dark**, the taxi drivers go past **very close** and fast”

“I need to be **extra cautious** when driving near people, the vehicle is quiet and **people don't hear me**”

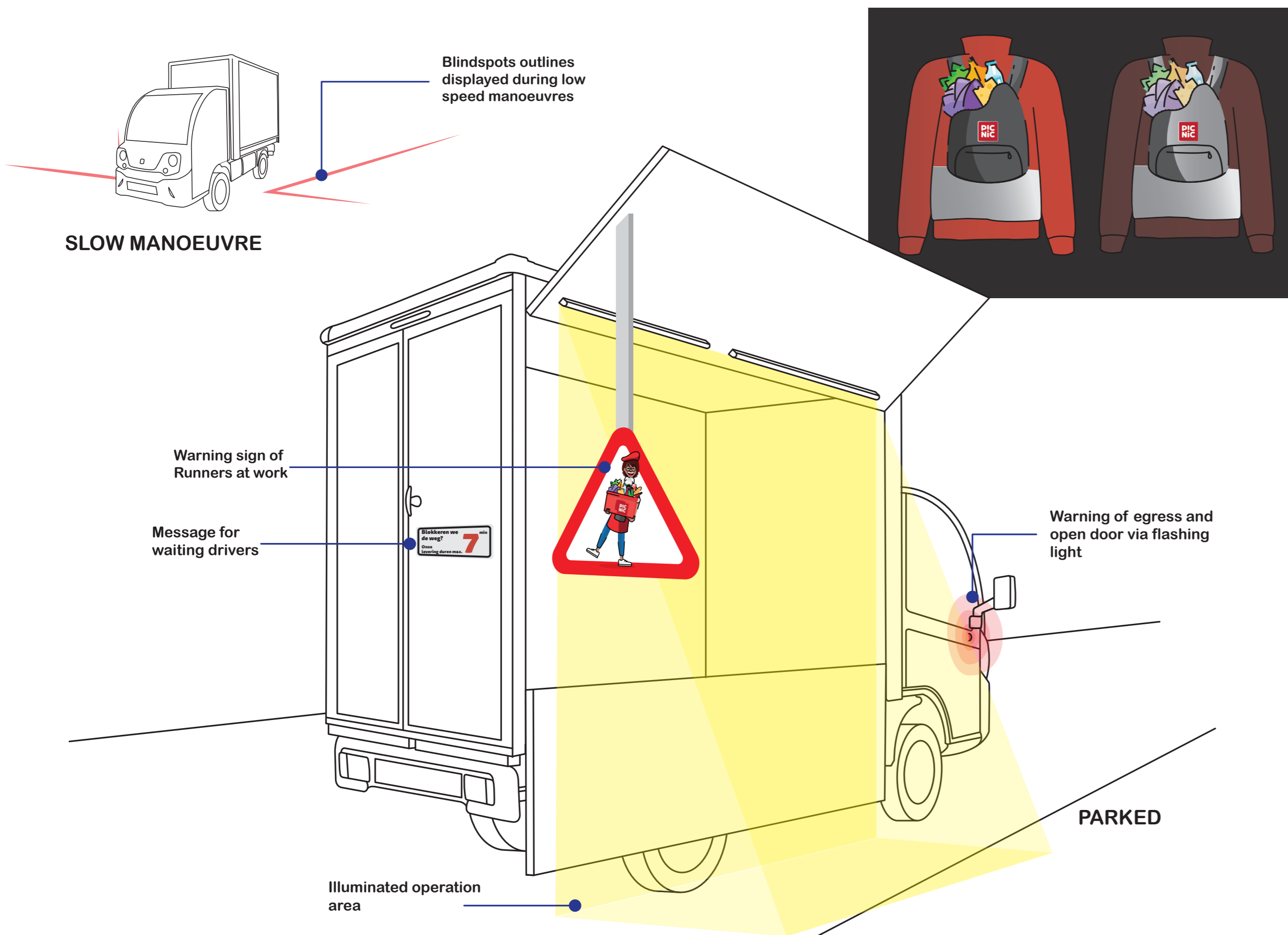
“If I can't **see totes** or houses in winter shifts. I **don't think** other drivers can see me!” ”

## Assignment

Picnic Runners have a rough user experience with the current electric Picnic Vehicle, the issues need to be identified and solved for the ePV2. Although some problems are known, there are many interactions that are overlooked or covered by habits. These problems may include; unnecessary effort, situational stress, unwanted interactions and human errors. The Runner user experience during a shift will be researched and studied for a design opportunity to help improve their job.



Runner Journey



## Concept

The final concept was a system of products that aimed at improving the Runner's work experience through psychological and physical safety. These six features are designed to be implemented into the ePV2 design as well as add ons for the current ePV.

A blindspot display highlights to the public where around the ePV they cannot be seen. Warning lights on the door lets Runner and passing cars know that the doors are open. Two signs are added to communicate to other road users, one to warn of the Runner's presence and the space they need to deliver on the roadside. The other kindly tells the waiting vehicle how long a delivery will take when the ePV is blocking road access. Cargo lighting allows the Runners to see produce at night with colouration that works well to present the ePV. Runner jackets with high-vis and reflective materials that are integrated into fun persona illustrations as an extension of the playful branding. All of these features compliment each other but can also function fully individually. This concept was prototyped and tested as a proposal for Picnic to consider it in their ePV2 development.

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27/03/2020  
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