

ENVIRONMENTAL SAVER

highly educated, high income, families & empty nesters



"It is important to do something to stop climate change. EVs contribute to a cleaner environment and help to reduce our dependence on fossil fuels."

VALUES
Environmental savers believe that everyone should contribute to a better world. For them, it is important to aim for a sustainable lifestyle. Their environmentally conscious behaviour manifests in multiple aspects of their life, for example in their work or purchase behavior.

ATTITUDES
Environmental savers are ok with paying a little more for the sustainable electric car. They are flexible in mobility; they could just as well choose for the public transport and might have a car for holidays. For them, a car is a functional object. As long as it gets them from A to B, they don't care about the technology or way of driving.

DESIRES
The environmental savers will want to finish the lifecycle of their current car before they buy an EV. They like to produce renewable energy to power their car, for example with solar panels. For them, it is important to have insight in the impact on the environment. They like to track the energy consumption of the car, which they might also use to convince others to start driving electric.

COST BALANCER

highly educated, high income, dinkys & families



"If the total package is not cheaper, why would you compromise so much on your driving comfort..."


VALUES
The cost balancer's do not want unnecessary expenses. The costs are an important factor in their car purchases. Cost balancers will carefully compare costs and benefits of a new car. They are willing to accept less driving comfort, but only if this saves them money in the long run.

ATTITUDES
The economic advantages make the electric car attractive for cost balancers. They consider a car a functional object, no status symbol. The costs will be decisive for the purchase. Sustainability can be a factor, as long as the costs remain reasonable. Costs will also be considered when choosing a charge or operator.

DESIRES
Transparent pricing is of high importance for cost balancer's. A complete overview of the costs, including maintenance and residual value, is a must before purchase. They like to have a monthly overview of charging costs as a confirmation of the money they saved. Cost balancing consumers can be interested in smart charging or solar panels for the economical benefits it may bring.

TECHNOLOGY ENTHUSIAST

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"The electric car is a great piece of engineering. I like to be part of this revolution towards a new way of transport."

VALUES
Technology enthusiasts have a heart for car technology and innovation. They follow new developments in the car industry with interest and keep themselves up to date with trends. They prefer to experience car innovations first-hand.

ATTITUDES
Technology enthusiast consumers would buy an electric car for the technology, somewhat as a gadget. They like the new way of driving: silent and with fast acceleration. Plug-in hybrids are viewed as a semi-solution that shares the real technology. Sustainability is no important consideration in the purchase and is seen as a nice to have.

DESIRES
Technology enthusiasts want their car and equipment to be future proof. They look forward to the new possibilities that come with innovation and don't want to stay stuck with old material. Fast and smart charging is right up their ally. They want the technology to provide a seamless driving experience. Electric driving is something to stimulate.

PURCHASE DRIVERS

Interviews with potential consumers revealed three prominent benefits of the electric car. They are summarised in Purchase Drivers: environmental saver, 'cost balancer' and 'technology enthusiast' (< see figures). The Drivers show the relationship between the perceived benefit of the electric car and additional services those consumers would be interested in. The Drivers supplement each other: consumers are likely to consider all three, but find one or two most important. They help Eneco to focus their communication and product development on the aspects consumers value most.

INCREASE ADOPTION OF ELECTRIC VEHICLES WITH USER-CENTERED SERVICES

Over the past years, the interest in **electric cars** has rapidly increased. **Eneco**, too, believes electric cars provide an interesting future market. They now want to expand their charge services for consumers. However, despite financial incentives, the wide adoption among consumers has yet to occur. This project aims to give **insight in the consumer perspective on the electric car** and to develop a **service that stimulates adoption**.

ENECO EV MATCH

Two main issues play a role in the consideration for an electric car. First, consumers fear the range restricts their flexibility. Second, consumers see potential advantages the electric car may have, environmentally, financially or technically, but lack a way to specify these benefits for their situation. The impact of the electric car on their lifestyle is not concrete enough, which impedes

their purchase decision and makes them stick with the familiar fuel car.

EV Match is a digital platform that specifies the impact of an electric car for the car use of the consumer. The service shows the effect on travel time and the ratio public and private charging. A financial overview

presents a breakeven point and return on investment. An environmental overview determines CO2 emission savings. Lastly, the service gives a sneak peek on future innovations. Al together, this overview specifies the costs and benefits of the electric car for the consumer's personal situation, which enables them to make a balanced decision that fits their personal motives.



EV match

1 Your car 2 Car ownership 3 Car use 4 Check data

Make your selection

Home Location: Frequency: 1 time per week [Add another location](#)

Work Location: Frequency: 1 time per week [Add another location](#)

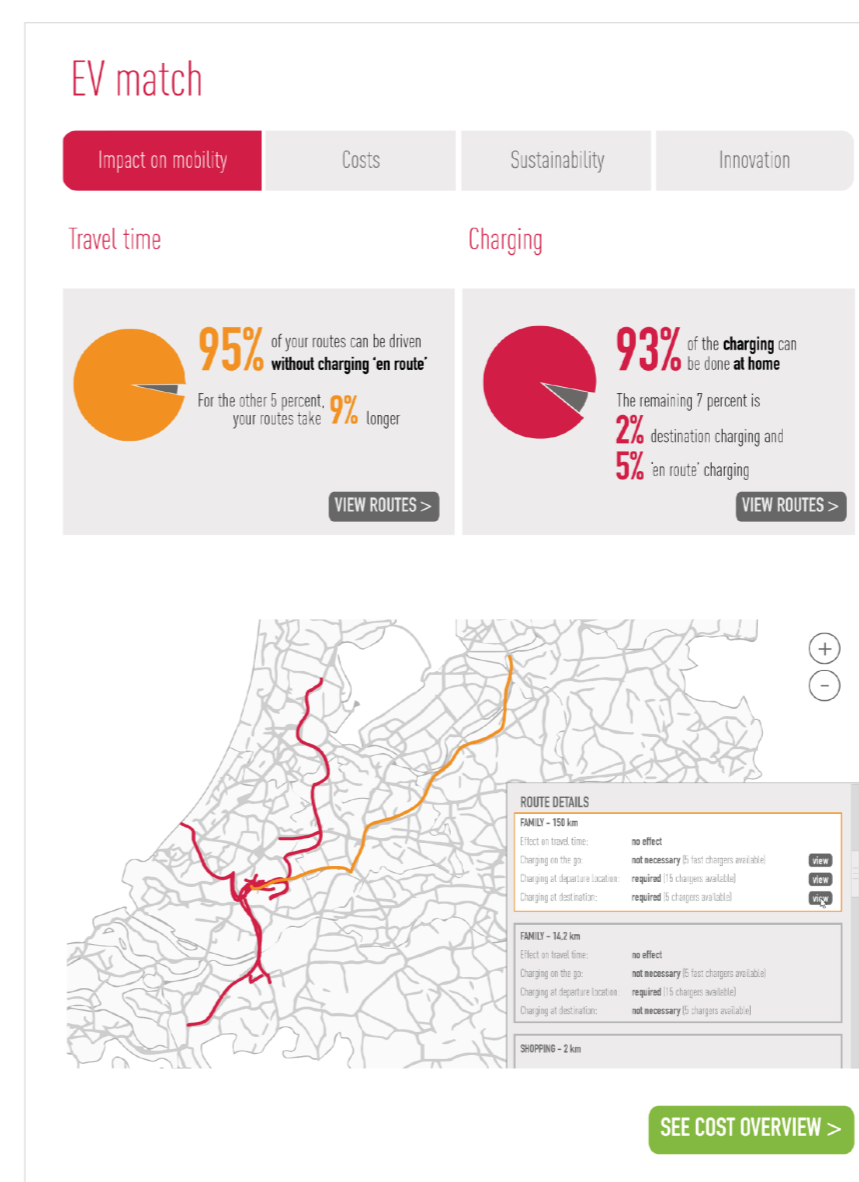
Family Location: Frequency: 1 time per week [Add another location](#)

Shopping Location: Frequency: 1 time per week [Add another location](#)

Leisure Location: Frequency: 1 time per week [Add another location](#)

Other Location: Frequency: 1 time per week [Add another location](#)

[CHECK DATA >](#)



Maaïke Astrid Boot
Facilitating the next market for electric vehicles:
increase adoption with user centered services
25 August 2017
Strategic Product Design

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