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.

PURCHASE DRIVERS

Interviews with potential consumers revealed three prominent benefits of the electric car. They are summarized in Purchase Drivers: environmental saver, cost balancer and technology enthusiast (see figure). 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

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 break-even point and return on investment. An environmental overview determines CO2 emission savings. Lastly, the service gives a sneak peek on future innovations. All 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.

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25 August 2017
Strategic Product Design