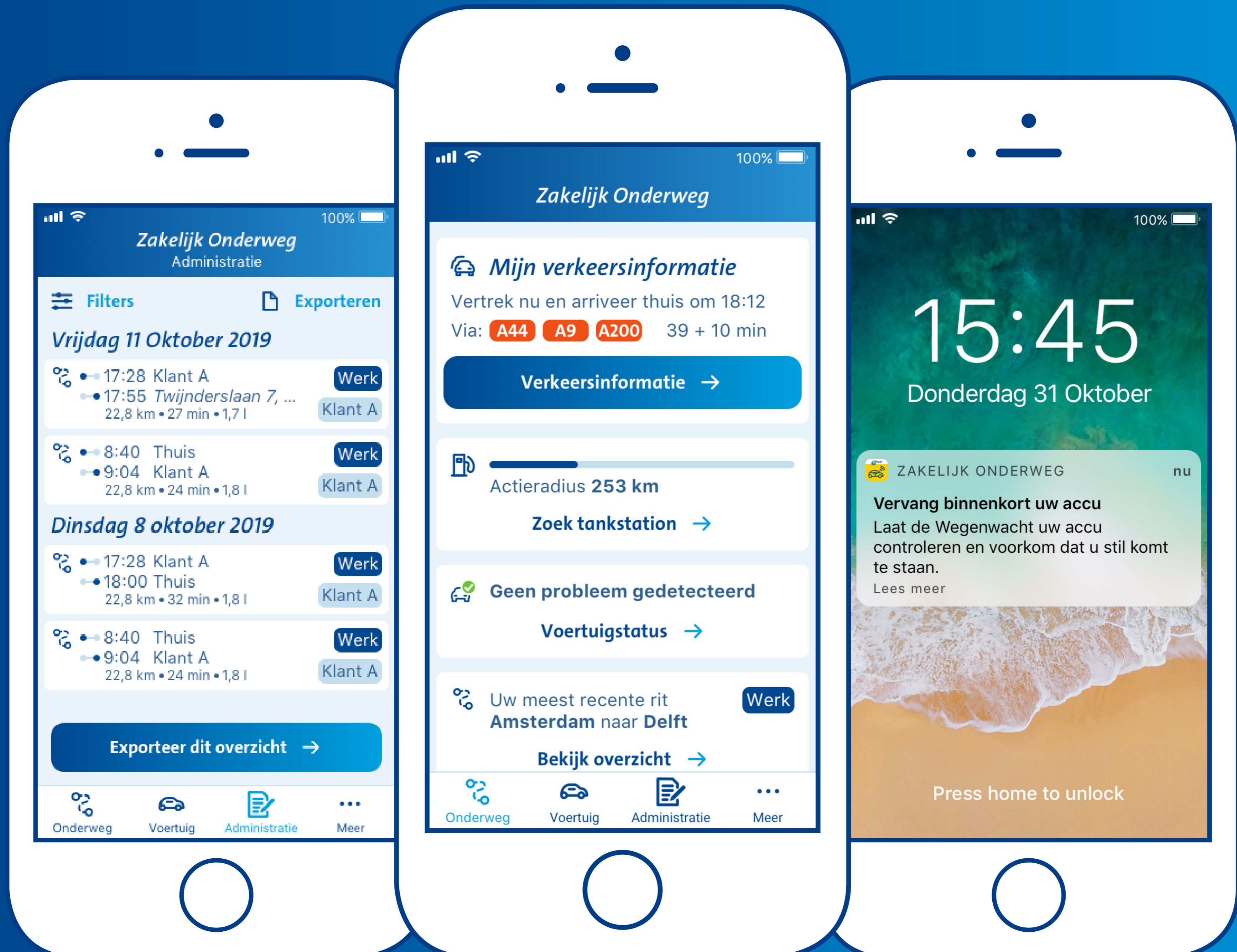


Stay Connected

Keep moving



Efficient administration with all your trips, parking and fueling in one overview.

Users will always have the most relevant and personalized information at hand. Improving their vehicle efficiency.

Vehicle problems can be prevented. When they occur you will be on the move in not time.

ANWB Business On the Go app

- ✓ Increase the efficiency of company vehicles
- ✓ Prevent vehicle problems
- ✓ Connected with the dongle

Based on an the existing ANWB Conncted car app and dongle, this app was designed specially for small

and medium enterprises. In depth interviews based on the context mapping method were used to create understanding of the needs and context of this new target group. The product helps the enterprises to stay mobile and increase efficiency with their vehicles. This is done by providing users with relevant and personalized information. The app has three sections: (1) On the Go, for an efficient daily trip; (2) Vehicle, to prevent and solve vehicle problems and (3) Administration, to reduce administrative tasks and increase the efficiency of the fleet.



Tijn van Vliet
Connected car service for Small and Medium
Enterprises
31 October 2019
Design for Interaction

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