

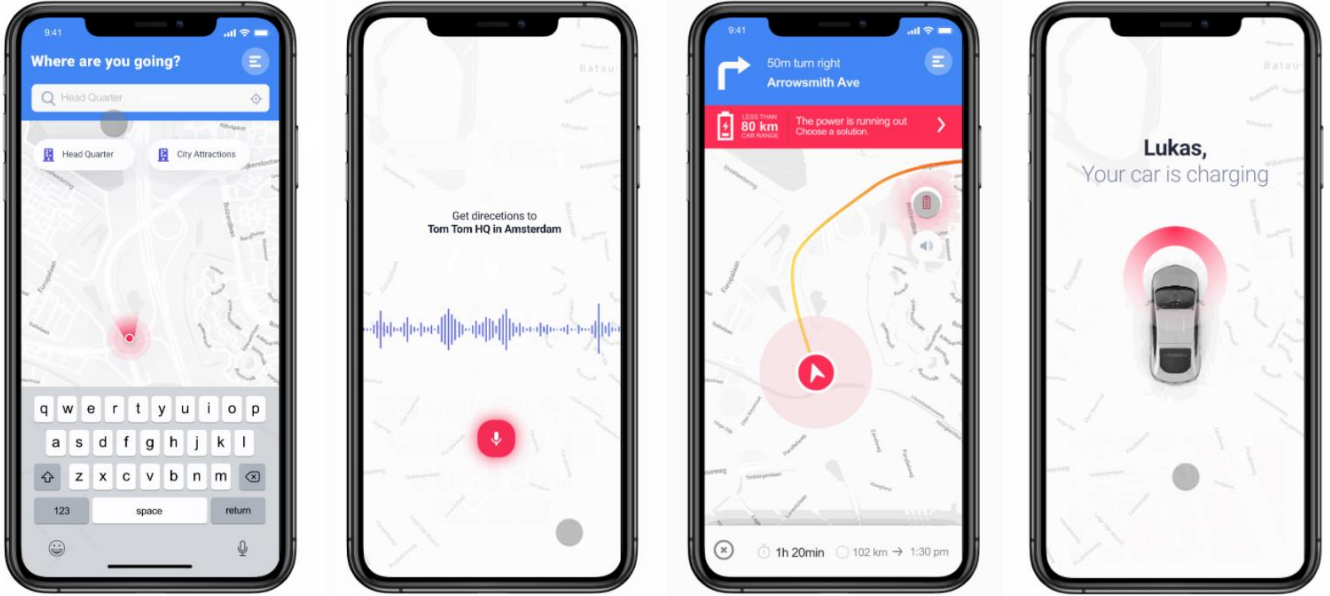


Reliable & Effective

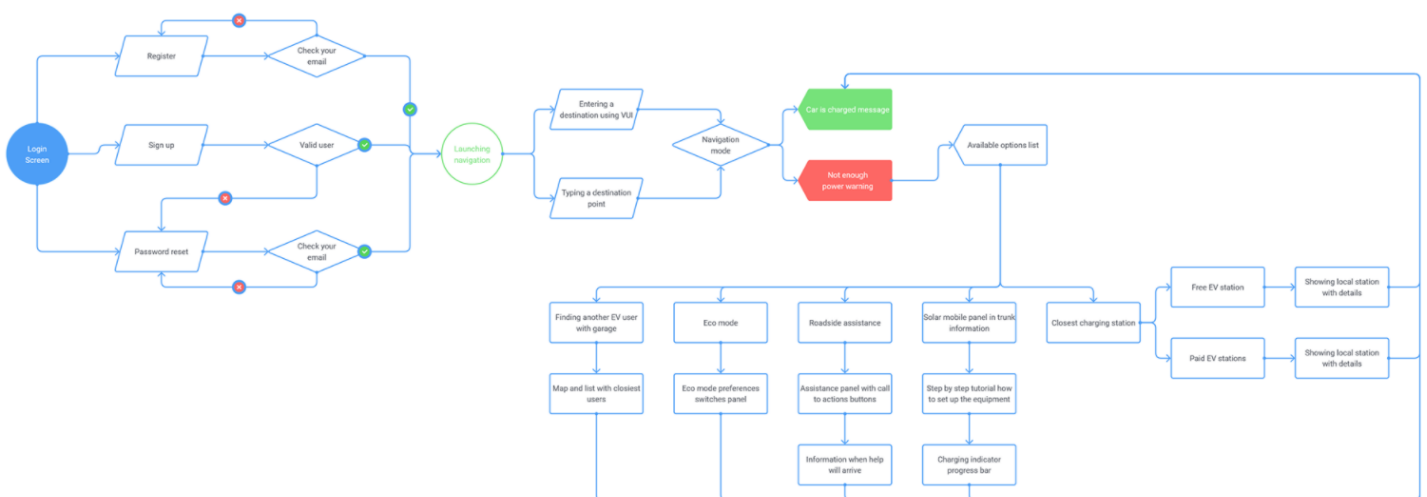


CASE STUDY - EV Charging APP

App Design & Flow



APPLICATION FLOW





	A	B	C	D	E	F	G
1	App Name	Brand	Cost	Platform	Competitor's Unique Value Offering	Features in App	Revenue
2	PlugShare	All EV's	Free to find station. To use private station user have to pay.	Android / iOS	Filtering options with feature to find home, public or in use stations. User have opportunity to find station by choosing connectors and supplier.	Chargers showed as pins on map Find station bar. Last Activity Add public stations Share Home Charger Leadeboards with top 20 charging stations	In-app ac Commiss payment
3	Zap-Map	All EV's	Free	Android / iOS	User have ability to add few EV cars in first step after signup. This shortens the time for searching and filtering again.	App include all features that previuos app have. User can add few EV models not only one. Control over information that ZapMap is sending as push notifications.	Commiss payment
4	Google Maps	-	Free to find station.	Android / iOS / Desktop	Workign across many platforms, because its build in service in google maps platform.	The service is for information purposes only. Charging plugs information. Updates, reviews and photos.	-
	Next Charge	All EV's	Free	Android / iOS	Available in: English, French, Italian, Sp	Find a station	Commiss



CONCLUSION

This prototype was build as part of google maps service, as there is a large gap in what they are offering and the initial discussion. The prototype was created for 2nd version, previous one was changed after usability testing with user. T Here are still some design consultations that is provided by All About IT to the EV company.

The service can start much earlier than when driving an EV. User could re-book an EV that has a longer distance. Each of the proposed options should be overstated by a 10% safety margin. Numerous studies have shown that consumers steer clear of EVs because they worry about the lack of charging stations. People get very nervous about driving an electric car.

There is also the fact that the technology is not standardized. Different cars use different plugs. Ford and GM use one kind. Tesla uses another. Fast charging requires a different kind altogether. So, All About IT suggested that the app should automatically find only places which match the car. It's important for the user to see all the chargers available locally and their status.

As conclusion, the application design turned out to be outstanding and user-friendly at the same time, EV company appreciated the efforts made by the design and tech team.

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