USER CENTERED DESIGN

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FIRST DISSEMINATION EVENT
10TH DECEMBER 2020
Webinar link — meet.google.com/pbg-uboj-mbs

Introduction

I-SharE LIFE Project

Innovative electric car sharing service models that optimize the use of cars at different times of use for different types of users (commuters, citizens, public and private companies)

Methodology

User Research and Co-Design

Focusing on the **user experience** makes it possible to improve the electric car-sharing service for different types of users

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User - centered design
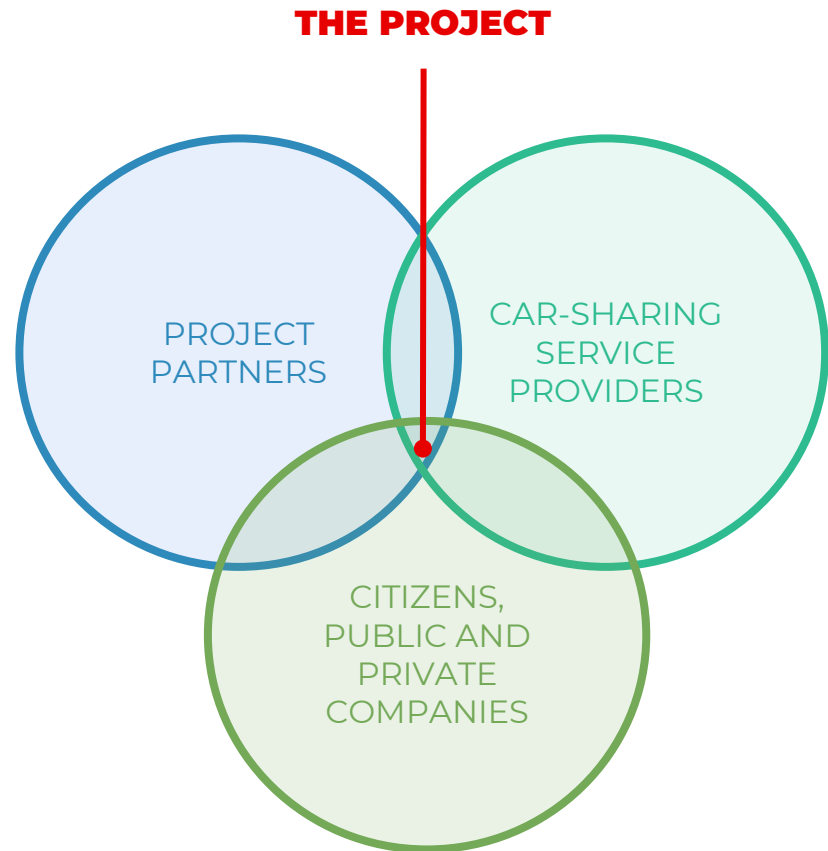
It is a design of a product or service that **focuses on the user,** taking into account his/her needs, objectives and opinions.

https://usabilitygeek.com/user-centered-design-introduction/

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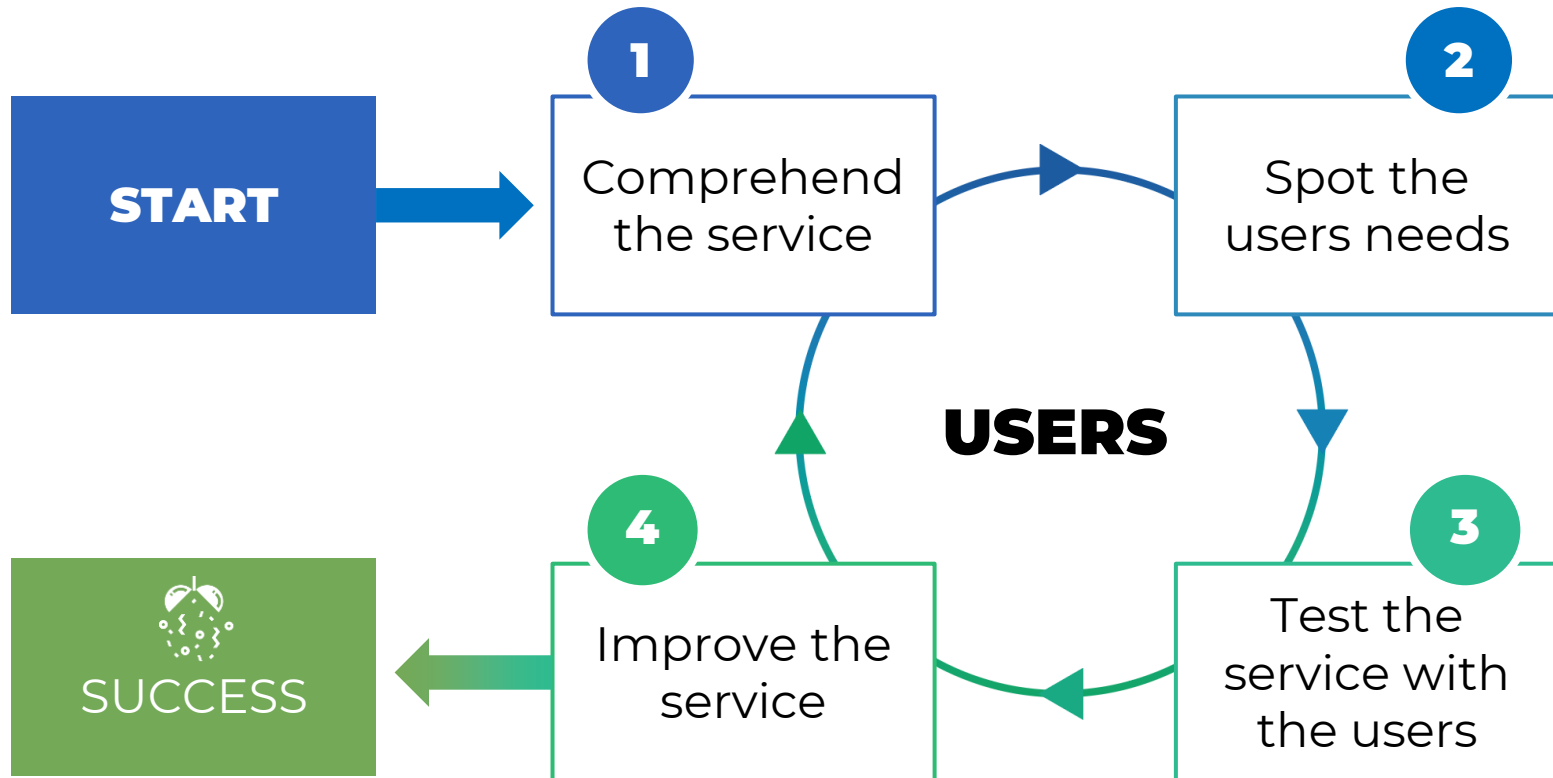Webinar link — meet.google.com/pbg-uboj-mbs

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How to be user - centered

To improve the service, it is necessary to take into account **all users and entities** involved in the design, implementation, promotion, etc. of the service
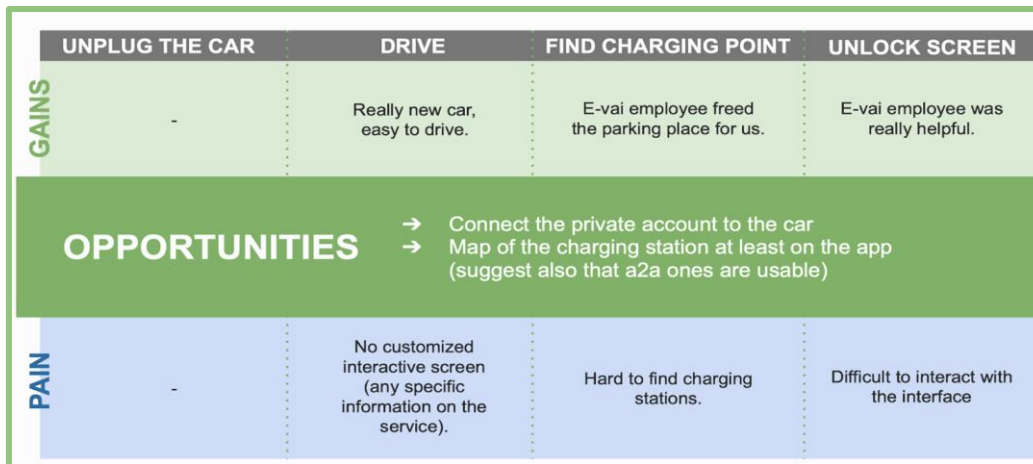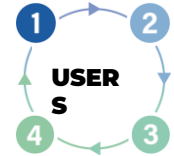
THE PROJECT

PROJECT PARTNERS

CAR-SHARING SERVICE PROVIDERS

CITIZENS, PUBLIC AND PRIVATE COMPANIES

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The approach

START

1 Comprehend the service

2 Spot the users needs

USERS

3 Test the service with the users

4 Improve the service

SUCCESS

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Understanding the service

3 / USE THE CAR

UNPLUG THE CAR	DRIVE	FIND CHARGING POINT	UNLOCK SCREEN
Take the card. Interact with the charging interface. Unplug the car	Drive.	Find the address where to park the car. Put the address in the navigator.	Take the card. Interact with the charging interface. Plug the car.

	UNPLUG THE CAR	DRIVE	FIND CHARGING POINT	UNLOCK SCREEN
GAINS	-	Really new car, easy to drive.	E-vai employee freed the parking place for us.	E-vai employee was really helpful.
OPPORTUNITIES	→ Connect the private account to the car → Map of the charging station at least on the app (suggest also that a2a ones are usable)			
PAIN	-	No customized interactive screen (any specific information on the service).	Hard to find charging stations.	Difficult to interact with the interface

Preliminary Customer Journey

Subdivision and analysis of each single step

Identification of the **strengths and weaknesses**

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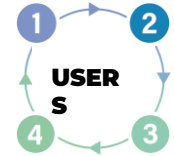
The users needs

Poliedra designed various **participatory activities** with all the project partners in order to identify the specific **service users and their needs** for each specific project service model.

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The Beta Users profiles
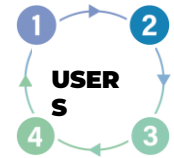
What is innovative?

The innovation of the project consists in testing solutions for sharing **electric vehicles in small and medium-sized urban areas** where demand is lower, providing cars that are used by different types of users in different time windows.

The five service models:

	Model 1	Model 2	Model 3	Model 4	Model 5
WHERE	Busto Arsizio	Bollate	Bergamo	Como	Osijek
USERS	➔ Companies ➔ Commuters	➔ Companies ➔ Commuters	➔ Municipality ➔ Citizens	➔ Hotels ➔ Tourists	➔ Municipality ➔ Citizens ➔ Commuters

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Selection test and feedback
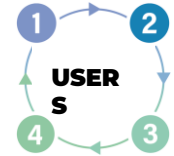
→ The 5 I-SharE service models are tested on the demonstration sites by some Beta Users, users selected through the **Recruitment Screener** in order to test the service for two weeks

→ Beta Users tested the service several times, providing their opinion by filling out **diaries** and participating in **interviews** especially regarding touchpoints (app, website, etc ...)

→ Their observations were used to **re-design** and improve the service

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Some of the feedback
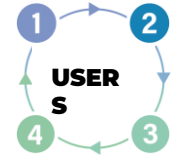
I had never driven an electric car and was **pleasantly impressed.** I really like the low environmental impact.

Several people have asked me **where to rent the car.**

The registration phase was **quite complex.**

With the right increase of charging stations, the **service can really be successful.**

Although there were difficulties during the test, I'm sure **people will be very interested in the service**

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The first results
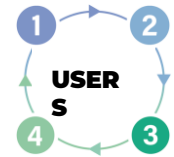
The results obtained by diaries and interviews with Beta Users have contributed to define the "**Personas**", archetypes of possible service users.

They represent specific types of users on which the user centered **co-design** of the service is based.

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The co-design activities

What is co-design?

It is a practice where **users become an active part** of the design process.

Considered **"experts" thanks to their experience,** they return different opinions that can be integrated into the design and innovation of the service.

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Co-design activities

➢ In all **co-design activities** participated both **Beta Users and Stakeholders** for which demo sites involved

➢ **Specific themes** were dealt in each co-design workshop according to the different demo sites and what was needed there.

In particular:
- Touchpoints (App, website...) (in Bergamo demo site)
- Company employees training (Busto A. and Bollate demo sites)
- Communication and advertising of the service in the Como Lake area
- App improvements and charging stations possible location in the City of Osijek

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Co-design activities

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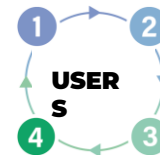
Continuous feedback process
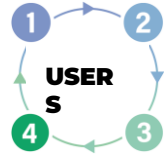
After one year from the testing phase, all Beta Users involved **were invited to some online workshops** to continuously improve the service

In Italy and Croatia **more workshops have been done.**

➔ Beta Users that continue to use the service

➔ Beta Users that stop to use the service

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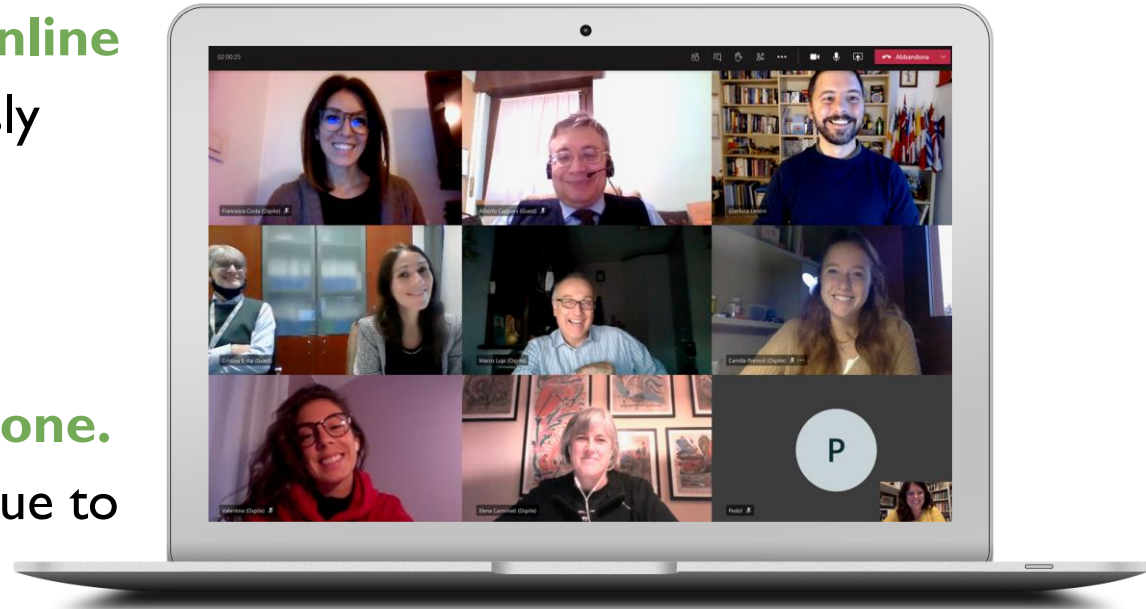
Online workshops feedback (IT)

Improve the service

A lot of BUs **stopped using the service** due to **COVID** situation, since they started to work from home

Increase the advertising of the service on social networks especially to attract a young audience

Insert some news of the service on the App homepage

The **new rate** proposed by E-Vai is considered **convenient** if the user does not have a car

Make partnership with **Satispay** (is a new payment system that allows you to send money to friends and pay in stores from your smartphone)
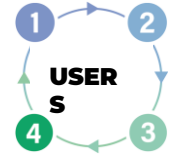
Add a map on the App that shows the cars available and their location

The new App is more intuitive, clear and with better graphics

Create **favourable rates for students** or shared rides

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Online workshops feedback (HR)

Improve the service

Increase the different types of advertising identified by BUs:
- The **radio channel, social media and promotion** for students

Increase the different types of advertising identified by BUs:
- The **radio channel** and **leaflet** a for pensioners

Insert a MAP on the App of **the charging station**

Increase the different types of advertising identified by BUs:
- **The mailing list and TV commercials** for private and public companies' employees

A lot of BUs expresse **fear of delays** due to vehicle unavailability**, fear of low battery** in the vehicle and **fear of unavailability of parking places** dedicated for e-car sharing vehicles.

Insert a Map on the App of the location where **collect and return the vehicles**

Obliged people to use the mask and gloves in the vehicle

Put in the vehicle **the disinfectant and a digital thermometer**

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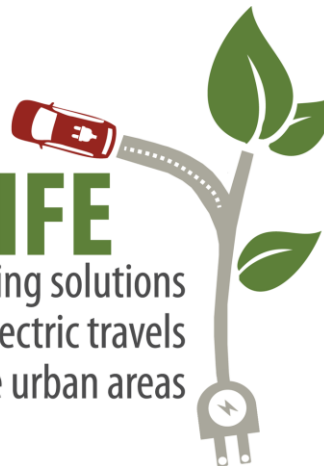Webinar link — meet.google.com/pbg-uboj-mbs

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Considerations

➔ User - Centered Design approach may take longer than a traditional one, but **it can bring greater advantages**, helping the identification of opportunities to improve the service

➔ This methodology permits to market a service that effectively responds to the **needs of different users**. The collaboration with different partners and users has allowed a mutual enrichment in favor of the final result, facilitating the dialogue between people that usually do not communicate

➔ Through the Beta testing and the workshop sessions **the service resulted feasible and flexible** according to the city and territory needs

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THANK YOU FOR YOUR KIND ATTENTION!

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