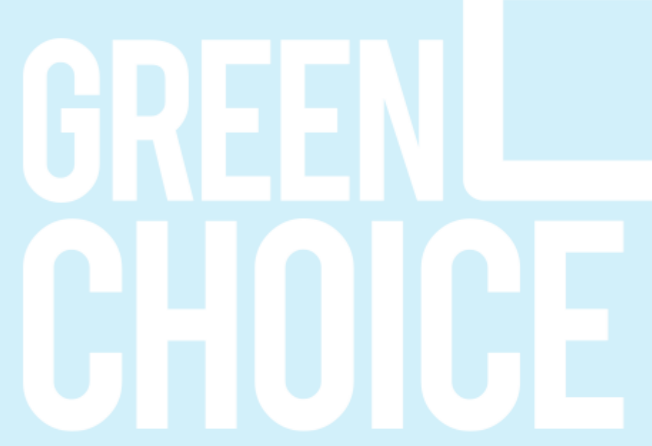


# A VISION ON MOBILITY FOR GREENCHOICE IN THE YEAR 2030



After more than 20 years as an energy supplier focused on sustainability, relying on the sales of gas and electricity, Greenchoice has started a strategic recalibration. Greenchoice is shifting in business model and diverging their product portfolio into a platform for climate positivity. One of the new product categories is Electric Mobility. Greenchoice is looking for energy integrated mobility products, to expand the platform and make sustainability accessible to provide the next step in sustainability for everyone.

The goal of this project is: **"to develop the vision on mobility for Greenchoice in the year 2030"**

## The problem statement

"For consumer Electric Vehicle (EV) drivers, there needs to be a solution to connect their EV to their energy household to prevent infrastructure problems and fulfil their need of connecting their sustainable assets in an intuitive way".

## The design direction

"In 2030, we envision providing our customers with their **own sustainable energy always and everywhere** in an **intuitive way**, by being able to use their sustainable energy outside of their homes with their Electric Vehicles."

**Own sustainable energy**



Consumers with a green energy contract, or even their own solar generation, want to use this as much as possible, to have certainty in origin and financials.

**Intuitive**



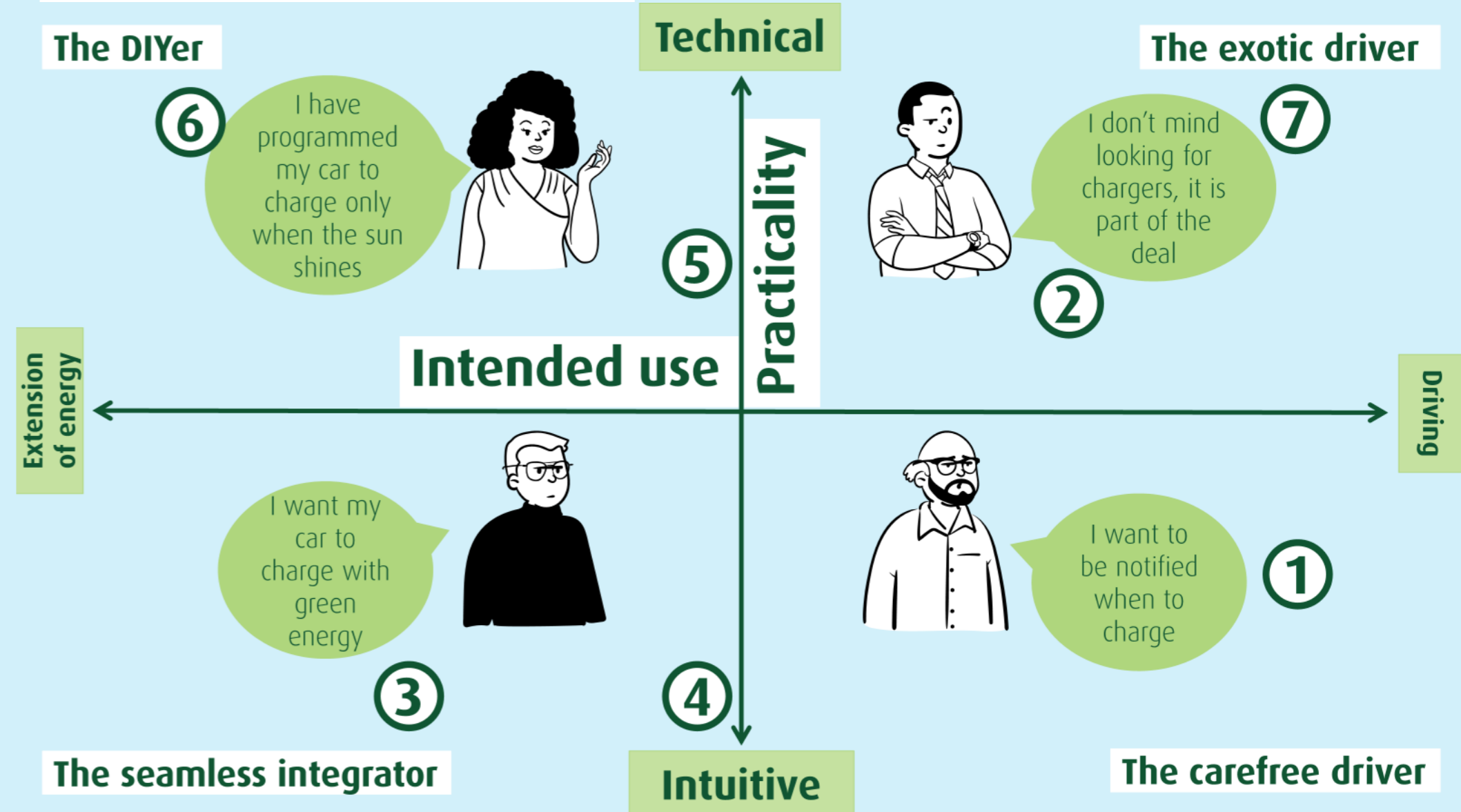
Customers driving an EV are looking for an intuitive experience not only in driving, but also optimizing charging and connection towards their home.

**Always and everywhere**



In line with Greenchoice strategy, we want to supply our customers with sustainable solutions always and everywhere.

## Attitudes of EV drivers in 2030



1. FUTURE PROBLEMS OF INFRASTRUCTURE

2. AIMING FOR A BETTER FUTURE

3. THE PAST OF DISSATISFIERS

4. BARRIERS BEFORE BUYING

5. MAJORITY OF ELECTRIC DRIVING

6. ADVANTAGES FOR EV DRIVERS

7. DIGITAL DRIVERS

"Designing always involves taking a position"(Hekkert & van Dijk (2011), in order to create a successful product, we need to choose who to design for. The people in the different quadrants will need completely different products to satisfy their concerns. The quadrants are created based on the meaning of the clusters.

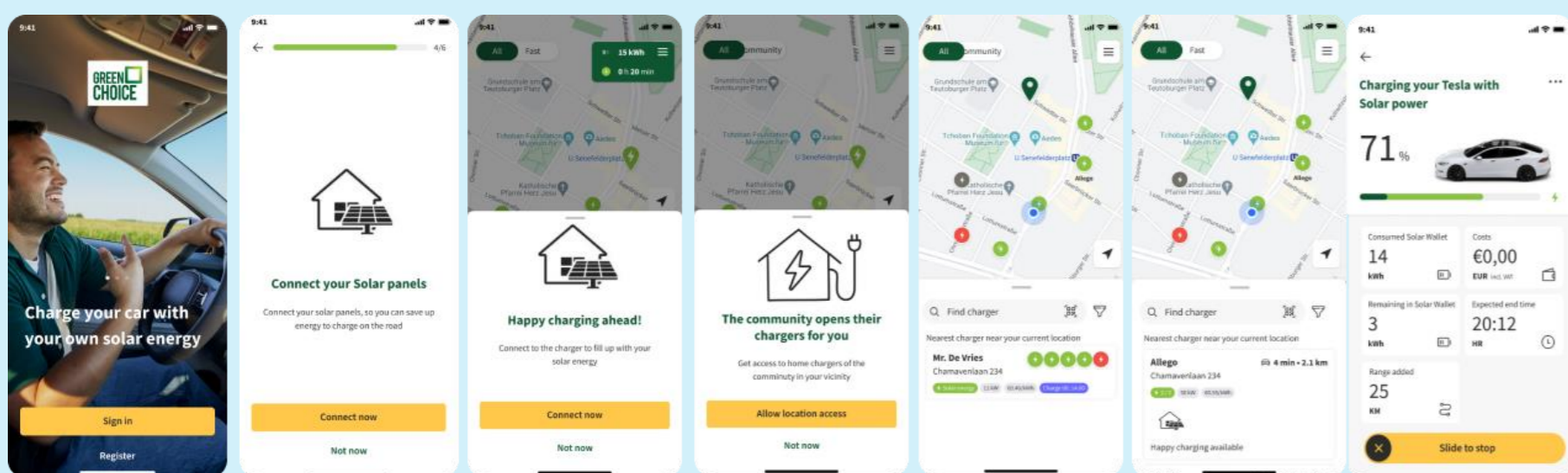
In the road towards a platform for climate positivity, Greenchoice has the most alignment with the Seamless integrator, since these people are wanting to connect their vehicle to their energy household but are looking for services and companies who are able to support their total requests, instead of just supplying a part of the solution, this is what the future of the platform is aimed towards.

# GREENCHOICE CHARGESHARE

With Greenchoice Chargeshare, consumers are able to have one central app, for all their charging without a difference in experience between home charging and public charging. Chargeshare consists of Happy charging and Community charging.

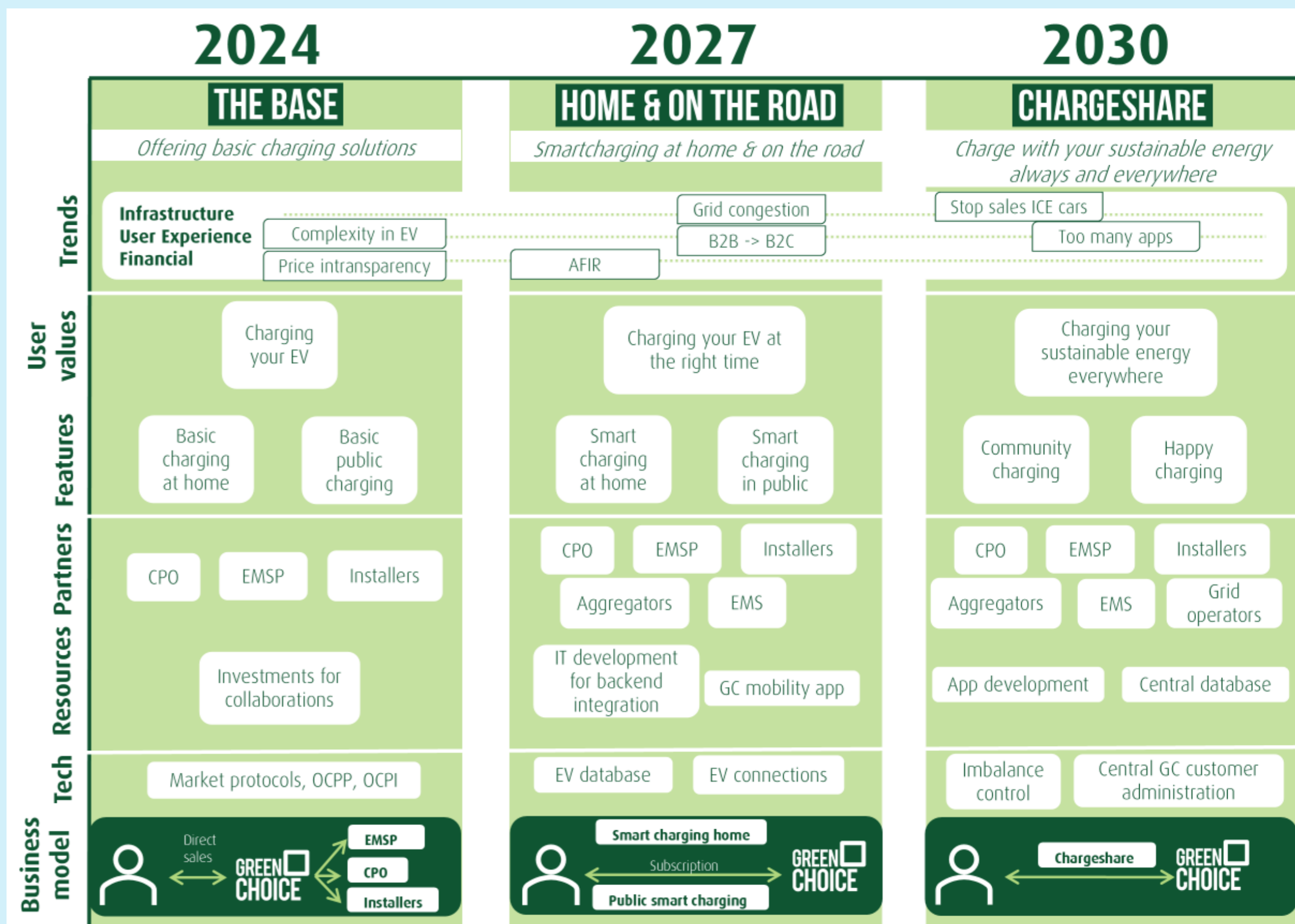
## Happy charging

Happy charging makes it possible for users to charge their home solar energy surplus on the road at public chargers. The solar generation of the EV driver is converted into chargeable kilometers, for the EV driver to use at public chargers. The EV driver is directed towards public chargers that participate in Happy charging.



## Community charging

Community charging opens the existing private charging infrastructure to the Greenchoice EV community. Homeowners with a charging station are able to exploit their charging station on the platform, so EV drivers on the go are able to charge at their station. Through a ranking system, safety for both the EV driver as homeowner is ensured.



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A vision on mobility for Greenchoice in the year 2030  
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