



Developing the e-Kick for Swapfiets

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The design of Swapfiets' first electric kick-scooter, the e-Kick 1.0, is not specified on the Swapfiets user and Swapfiets operations. Therefore the new e-Kick model needs to comply with the lifestyle of the end user and improve his daily routines. For the Swapfiets mechanics the solidity and reparability is an important objective. The kick-scooter manufacturer must be able to make it, delivering high quality products. Looking at the timeframe of the project, the aim for the launch of the new e-Kick design is around Q1 2022.

The target user lives in a big city using the e-Kick in combination with other transportation. He wants the e-Kick to be safe, carryable and reliable. For the mechanic multiple bad quality parts need upgrading and the steering console is repair unfriendly. Next to that, the waterproofing of the e-Kick is not according to standards.

Shown below is the new e-Kick 2.0 design ready to be ordered at the manufacturer. On the next page the e-Kick 3.0 is shown which is the next generation e-Kick design with future possibilities for Swapfiets operations.

The realization of the new design into Swapfiets operations is spread out over a time frame of 3 years. In the roadmap below the implementation plan for the e-Kick 2.0 and 3.0 is shown.



e-Kick 2.0

- Ergonomic handbrake angle
- Charging feedback on display
- Added cruise control for a smoother ride
- New cable route for improved repair
- Grip for carrying and locking
- Circularity sticker for brand image
- Swapfiets footboard design
- Steer rotation limit for safety
- Better quality kickstand
- Rubber cable entries to battery
- All bolts ensured with Loctite

New colours for branding

e-Kick 3.0

- Anti theft sensor alarming the user
- Data driven repair and maintenance
- Smart Plug-in lock used with Swapfiets app
- Data insight for Swappers improving operations
- Personalise the product settings via the app
- Asset tracking for stolen product retrieval
- Indicators creating a safer ride