Electric driver perspective
The customer journey for the public charging roll-out
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Public charging introduces EV to the majority

- You are taking our parking spaces
- The charging status lights are disturbing
- Fear for disturbing sounds
- Fear for change and the unknown
- Envy the things they are not (yet) part of
Electric drivers point of view

- The range and public charger availability.
- Mostly talked about.
- Topics with anxiety.
Electric drivers point of view

Public chargers with different look & feel. Make drivers nervous. They tend to avoid the unknown.
Electric drivers point of view

- Long and dirty, wet cables in your car.
- Spoiling your clothes.
Early Adopter
Sustainable driver
Entrepreneur
Early majority
For customer experience analysis and management

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