



CLIENT NEED...

A client was in search of **innovative, trendy concepts** for car models. We developed ideas for a compact electric vehicle to be launched in the next three years. To **decrease stress** and **enhance the driving experience**, we put primary focus on UI/UX. This included:

- Entertainment for kids
- Easy storage for baggage
- Relaxation functions
- AR/VR experience
- Assistive features for humans with disabilities....

We conducted a series of workshops with various groups:

- couples without kids
- couples with kids
- students
- artists
- experts

INDUSTRY

Throughout recent years, the electric vehicle industry has undergone massive developments. This is especially true in the Asia Pacific region, which accounts for the most battery electric vehicle sales worldwide.

The region's sales of battery electric vehicles have increased dramatically since 2010. Furthermore, China is estimated to have the most electric vehicles in use. Into 2023, China is forecasted to continue to produce the most electric vehicles in the Asia Pacific region. Together with Japan and South Korea, these three Asian countries lead in the worldwide field of electromobility.

OUR INNOVATION

We enjoyed coming up with innovative ideas for electric vehicles that were based in UI/UX.

After analyzing user needs and workshop results, our creative team offered futuristic EV concepts. With 'out of the box' thinking, OC designed 80 ideas for the client.

We focused on eliminating stressors and inconveniences that drivers and passengers often face. Among the most important sectors, these received emphasis:

- Enhancing the driver's experience by adding facilities to the dashboard
- Giving passengers more freedom to occupy themselves while being driven
- Improving the driving experience and communication with other cars on the road
- Adding assistive features on the transferring, relaxation, boarding, storage, and more.



As an **innovation consultancy**, we did the followings:

- market research and competition
- 5 workshops
- brainstorm for a EV
- 80 ideas
- 20 concepts



WE AT ORANGE-CIRCLE

We developed an effective plan to fulfill our client's request. Upon researching the market and user needs, OC created an innovative yet feasible electric vehicle concept. All our ideas were based in enhancing the user experience and decreasing stressors for each driver and passenger.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.