



An Electric Vehicle that respects the elderly and disabled

CLIENT NEED...

The OC team was inspired to build an electric vehicle suitable for the elderly and disabled. It is a vehicle with complete comforts and provides an easier way of driving as well as ideal behavior on the road. By creating an environment of comfort and safety we can say that this vehicle can change the momentum of the automotive industry. Some of the features of the car are:

- Autonomous driving
- Communication system with other cars
- Automatic braking
- Side cameras for blind spots
- Wheelchair lifter

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

Constantly creating innovative ideas and trying to find solutions that are friendly to humans and the environment, we thought to create the first electric vehicle that is driven independently and by people with disabilities.

After analyzing the needs of users and the results of our research, our creative team came up with futuristic EV ideas. OC designed several ideas to be able to fill the gaps that normal cars have as well as to give "food" for thought to the automotive industry.

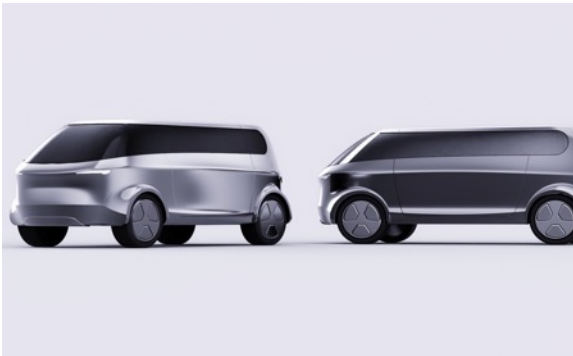
We focused on the best experience of the driver with special needs but also the best and safest behavior of the car on the road:

- Enhance the driver experience by adding conveniences to the dashboard
- Easier boarding of the driver and passengers in the car Improving driving experience and communication with other cars on the road
- Add auxiliary functions for transport, relaxation, boarding, storage and more.



As a **design and innovation consultancy**, we did the followings:

- market research and competition
- brainstorm for a EV
- 15 ideas
- 5 concepts
- 2 CAD designs



WE AT ORANGE-CIRCLE

We have developed an electric autonomous car that can safely transport passengers and the driver but also evolve the way of driving especially for people who have mobility problems. After researching the market and the needs of users, OC has created an innovative but feasible idea of electric vehicles that meet the above criteria. All our ideas were based on improving the user experience and reducing road hazards for every 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.

INNOVATION SERVICES

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)