



NEW EV CONCEPT VEHICLE EXPERIENCE

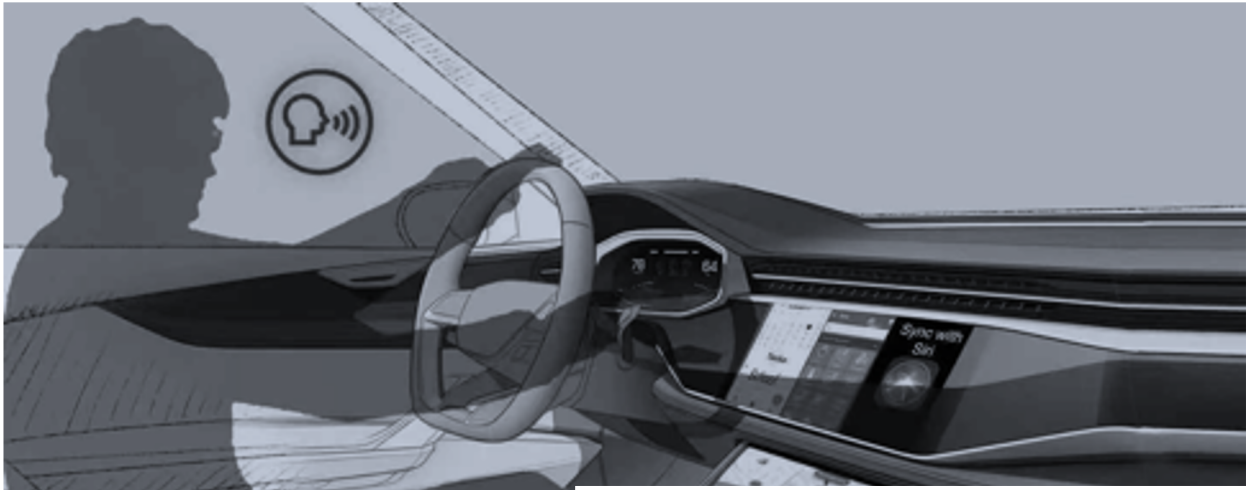
CLIENT NEED

A Chinese OEM wanted to design a new electric vehicle incorporating new services into the cabin. We were tasked to provide new ideas for in-vehicle features focusing on services, convenience, and entertainment.

INDUSTRY IS CHANGING

With shared mobility the passengers and drivers may have different needs and wants based on their respective usage scenarios. We identified the following design opportunities (areas of attention) emerge after consolidating needs from passengers and drivers.

- THINK
 - Research the industry
- DESIGN
 - Design concepts
- TRANSFORM
 - Leverage workshop to transform



OUR ACTIVITIES

ORANGE-CIRCLE Activities :

- Research
- Co-creation Workshop
- Concept Design
- Service Design

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

- customer experience
- technology research
- workshop insights
- service design
- 30 concepts

我的故事板 姓名: _____ 性别: 男 / 女 年龄: 31-40 / 41-50 / 51-60

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WE AT ORANGE-CIRCLE

Used our methodology and conducted a series of workshops to explore new ideas with consumers, experts, and clients.

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.

CONTACT US
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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)