

Prototyping: What is it and why was it done?




FROM NOVEMBER 2019 – MARCH 2020, a series of focus groups and one-on-one interviews were carried out with people living in the neighborhoods in which the *Twin Cities Electric Vehicle Mobility Network* is being planned.

A sub-set of the community was engaged to co-create this new electric vehicle (EV) car-sharing service.

Focused prototyping sessions helped us to shape the new car-sharing service for maximum impact, before bringing it forward to the larger community.



Here is a summary of *what we did and what we learned...*

	 Who Participated?	 Topic of Conversation	 What Was Learned
<p>TEST 1:</p> <p>Understand the value of the EV car-share program</p>	<p>22 RESIDENTS of the EV car-share service area</p>	<ul style="list-style-type: none"> • Explored the value of the EV car-share service to resident lives • Identified motivators and benefits of service use • Articulated barriers to service access 	<p>FLEXIBILITY, FREEDOM, AND INDEPENDENCE were the values of importance for most, and values that residents felt the EV car-share service could deliver for them</p>
<p>TEST 2:</p> <p>Determine the types of trips for which users will rely on EV carshare</p>	<p>19 RESIDENTS of the EV car-share service area</p>	<ul style="list-style-type: none"> • Completed a 7-day travel log of their transit behaviors • Participated in a one-on-one interview to determine which, if any, trips from their travel log might be replaced with the EV car-share service • Discussion explored cost/convenience trade-offs associated with different transportation modes 	<p>TIME, EFFORT, AND RELIABILITY were the most important factors in choosing EV car-share vs. other transportation options</p>
<p>TEST 3:</p> <p>Articulate how to drive awareness for the EV car-share program in the community</p>	<p>300 RESIDENTS (50% in and out of the EV car-share service area)</p>	<p>Participated in an online survey designed to identify the ideal messaging tactics for the EV car-share service within the Minneapolis/St. Paul region</p>	<p>Insight was gained on how to NAME AND BRAND the service for optimal understanding, what COMMON QUESTIONS people had and therefore needed to be addressed in initial program information, and WHERE BEST TO ADVERTISE the program in the community</p>

What else did we hear?

“ When I had the HOURCAR service, it was really convenient for shopping, but this one-way service would be a game changer!”

“ The predictable, no surge pricing that car-sharing has to offer is really appealing. The price always stays consistent.”

“ This service makes me think twice about buying a car. I feel like it would give me the freedom to drive when I need to without spending all that money.”