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MSc Design Innovation and Service Design

Group 4



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PART ONE



Interim Takeaways

User Pain Points



PART ONE

Interim Takeaways

Jorro's Goals

- 1** A desire to drive the EV revolution
- 2** QBL centred around social awareness and engagement
- 3** Better educate stakeholders, namely the public sector
- 4** Adapt focus from purely installation to new elements
- 5** Change notion that private entities are focused on commercial gain



PART ONE

Interim Takeaways

Service Design Principles

User-centred

Services should be experienced through the customer's eyes.

Co-creative

All stakeholders should be included in the service design process.

Sequencing

The service should be visualised as a sequence of interrelated actions.

Evidencing

Intangible services should be visualised in terms of physical artefacts.

Holistic

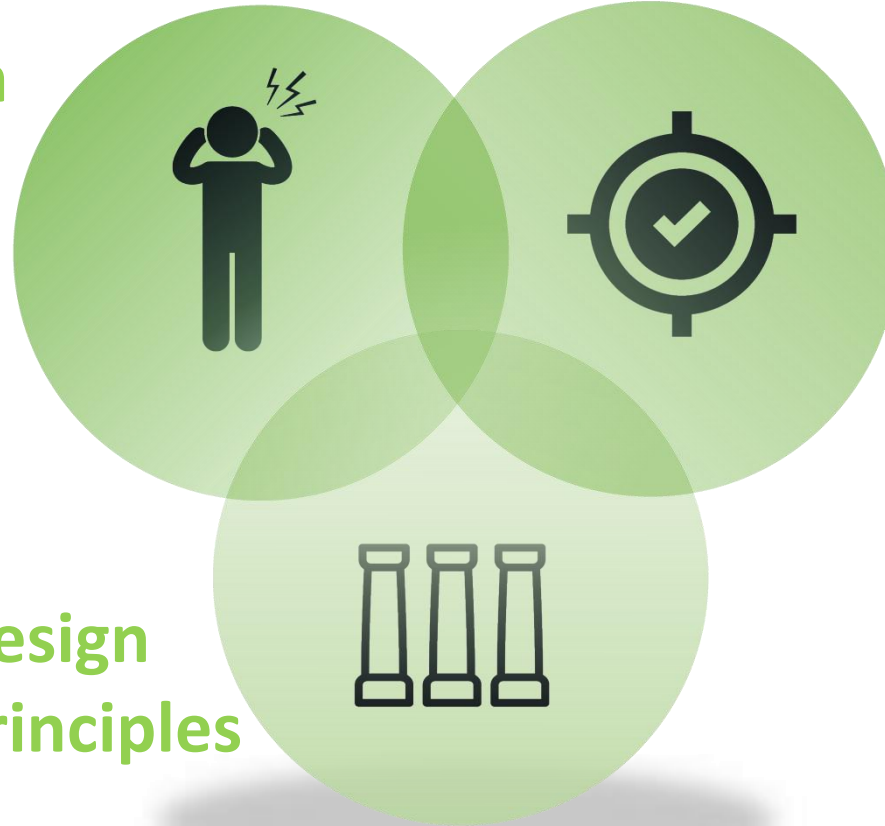
The entire environment of a service should be considered.



PART ONE

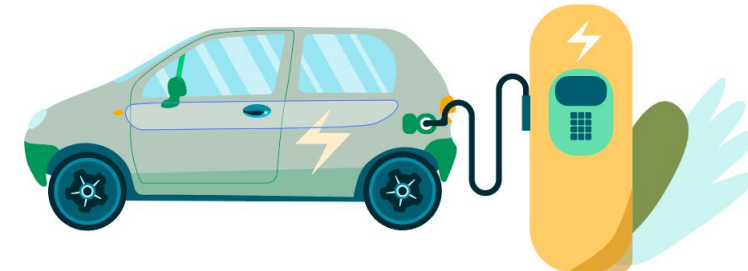
Interim Takeaways

User Pain
Points



Jorro's
Goals

Design
Principles





PART TWO

Service Model



“Public sector communication planning has tended to be ad hoc, uncoordinated, or both...and they are separate from internal communication and customer contact.”

- *A modern communication strategy for the Glasgow City Council Family Consultation*

“open government, understood as a culture of governance that promotes the principles of transparency, integrity, accountability and citizen participation for democracy and inclusive growth”

- *Sir John Armitt of the UK National Infrastructure Commission*

“the public and private sectors need to work together more...central and local government have a role to play in helping to improve charging networks by 2030”

- *Communicating Open Government: A How To Guide*



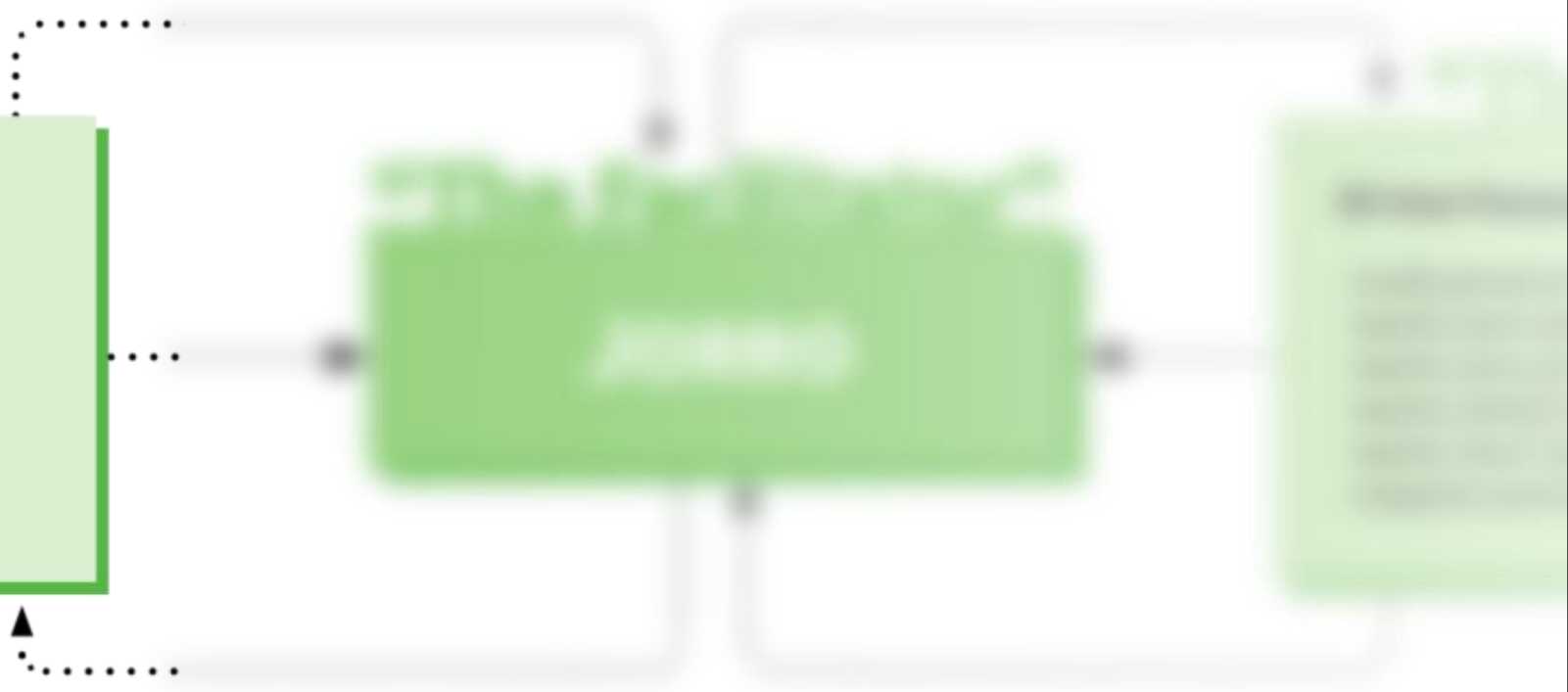
PART TWO

Service Model

“The Enabler”

Public Sector Persona

- has desire to help the community
- often inhibited by
 - + time
 - + resources
 - + internal/external communication



PART TWO

Service Model



“The Driver”

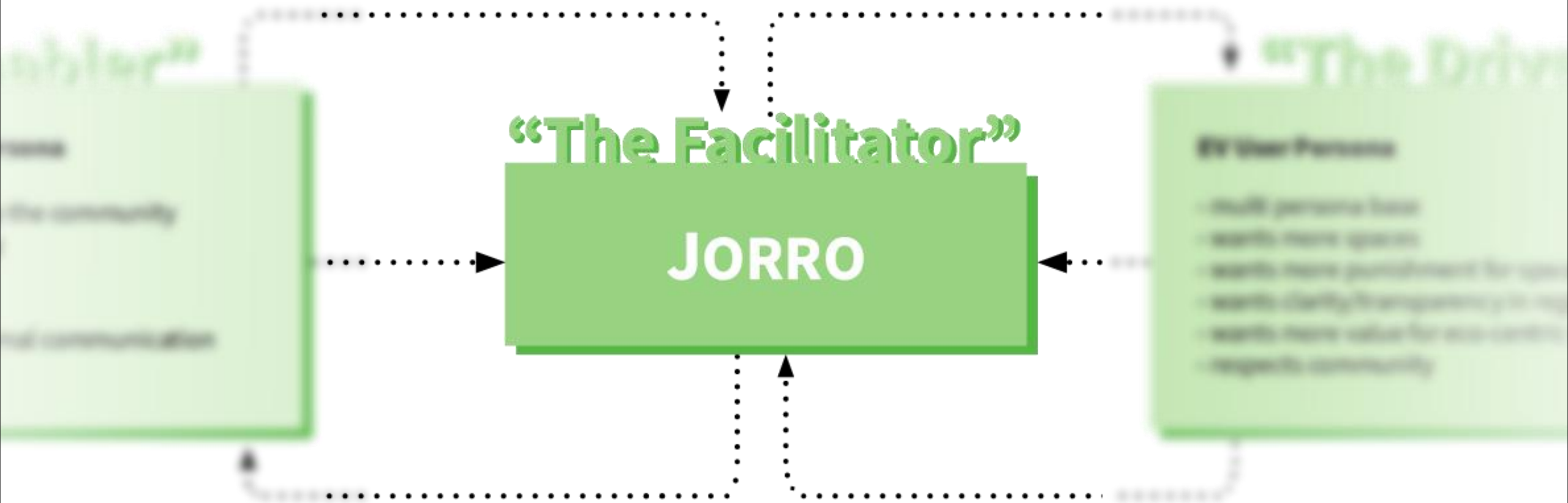
EV User Persona

- multi persona base
- wants more spaces
- wants more punishment for space abusers
- wants clarity/transparency in regulations
- wants more value for eco-centric choice
- respects community



PART TWO

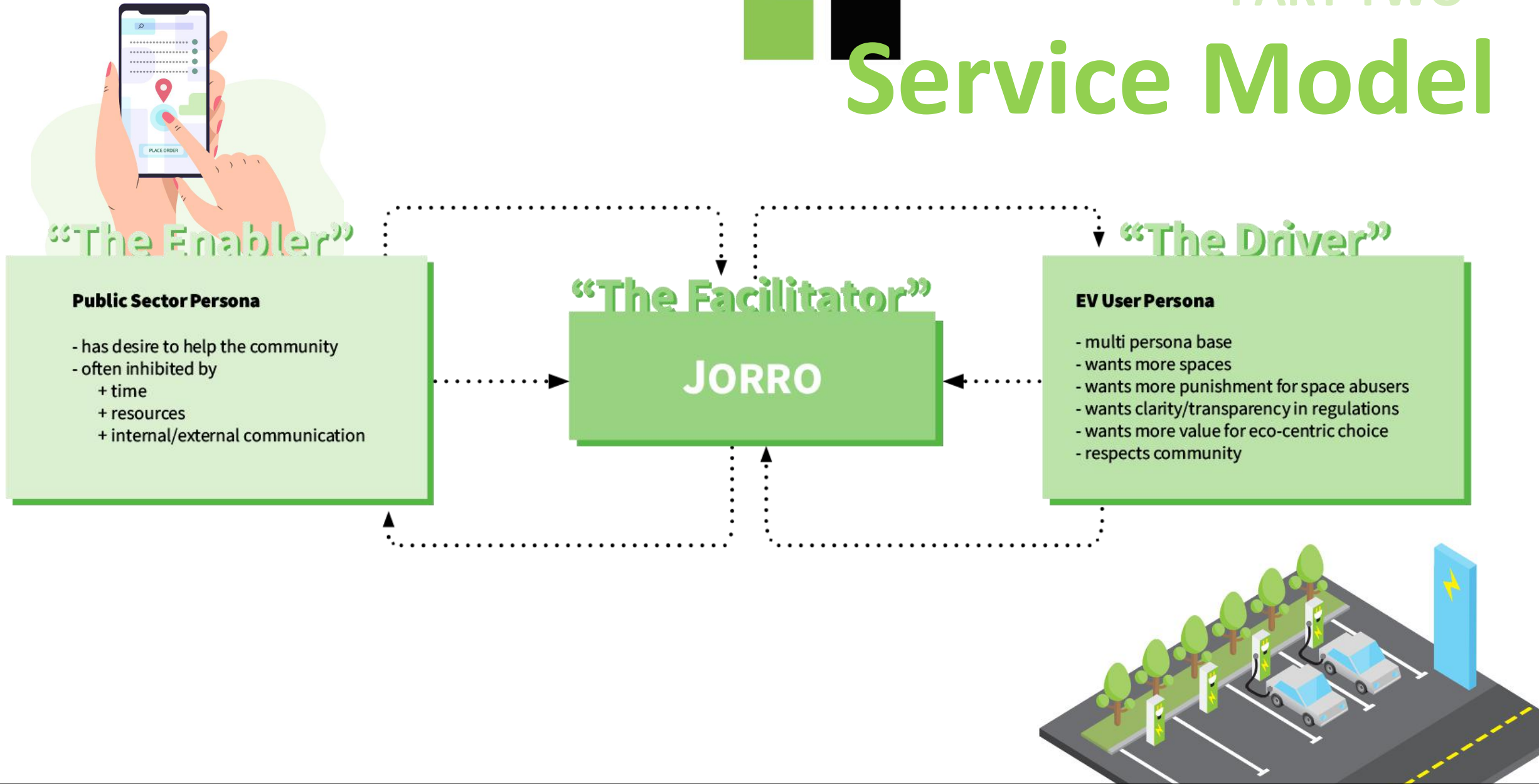
Service Model





PART TWO

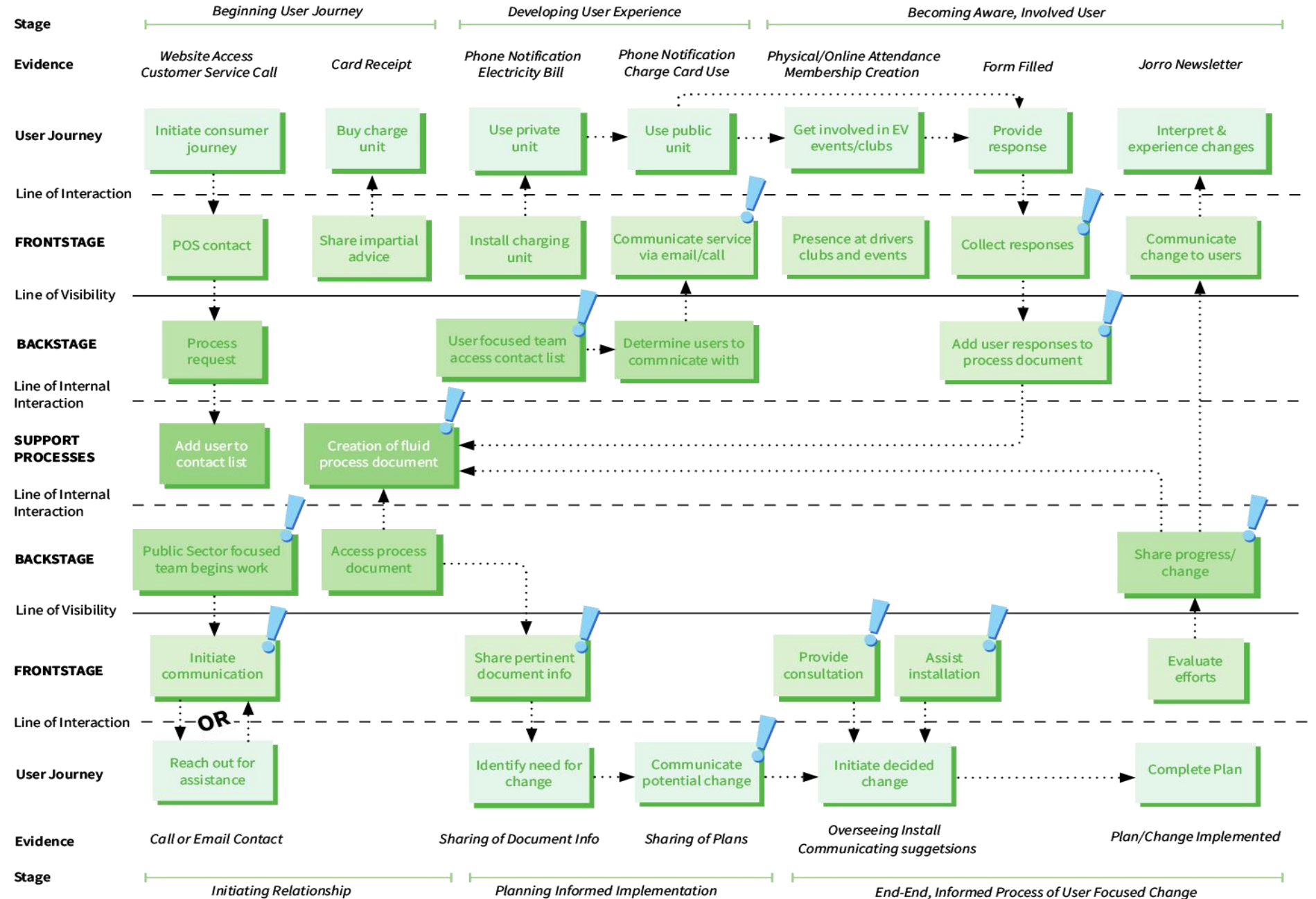
Service Model



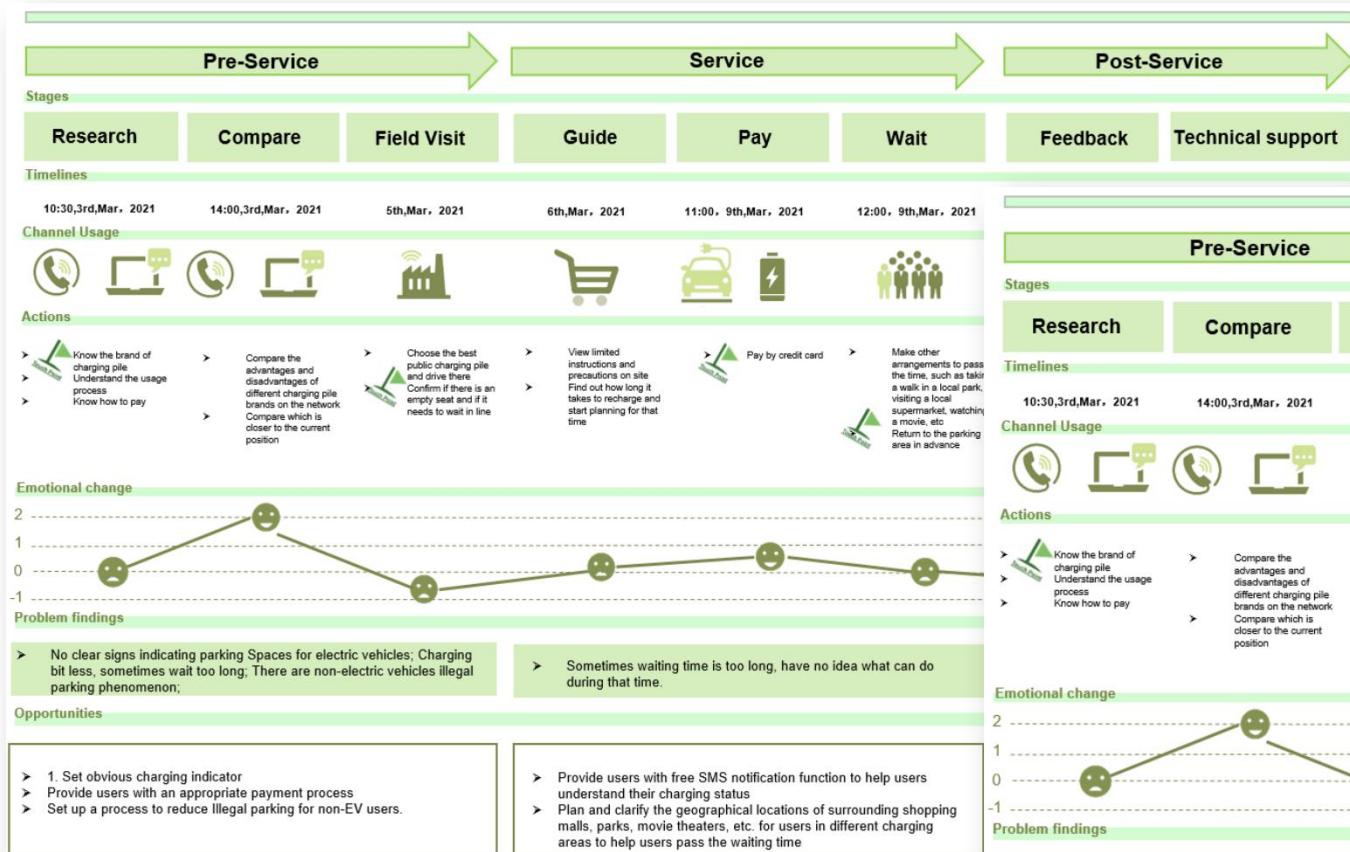
PART THREE Service Blueprint



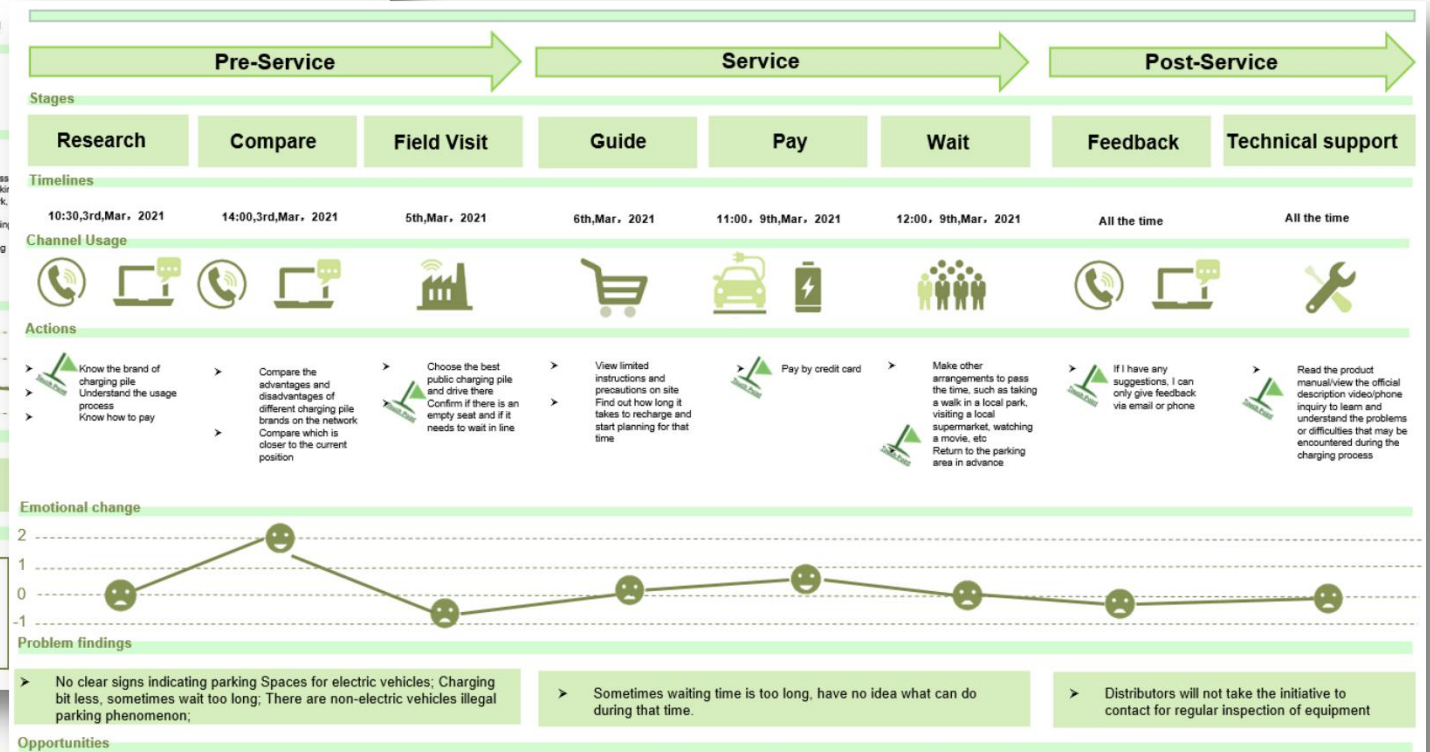
Denotes addition
to original service



PART THREE Service Blueprint



User Journey (Domestic)



User Journey (Public)



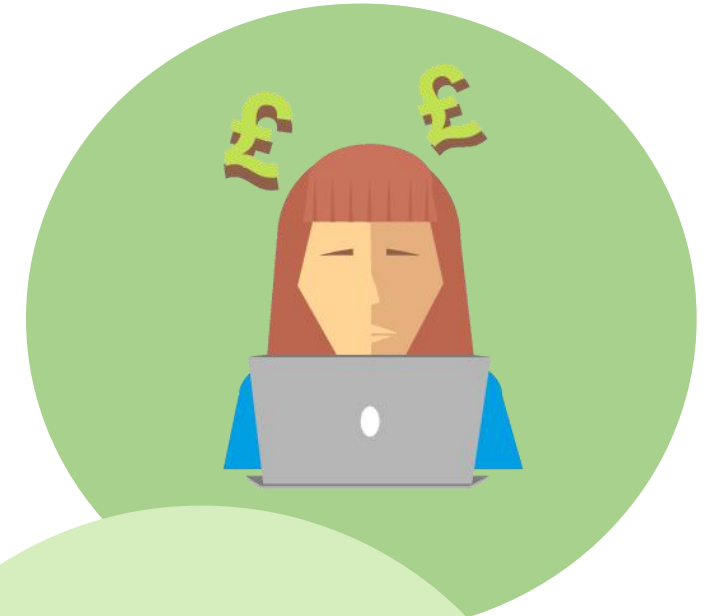
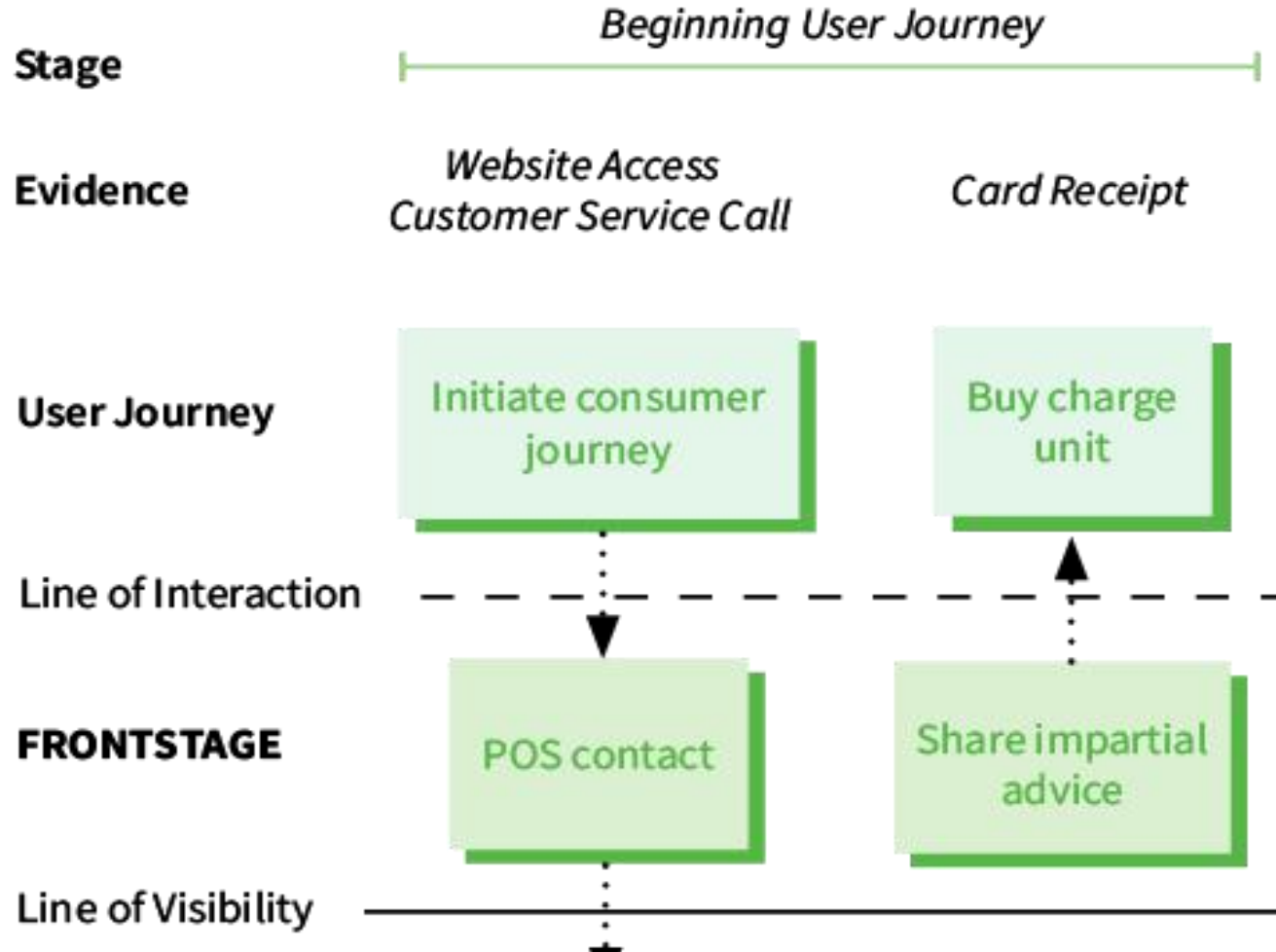
- 1. Set obvious charging indicator
- Provide users with an appropriate payment process
- Set up a process to reduce Illegal parking for non-EV users.

- Provide users with free SMS notification function to help users understand their charging status
- Plan and clarify the geographical locations of surrounding shopping malls, parks, movie theaters, etc. for users in different charging areas to help users pass the waiting time

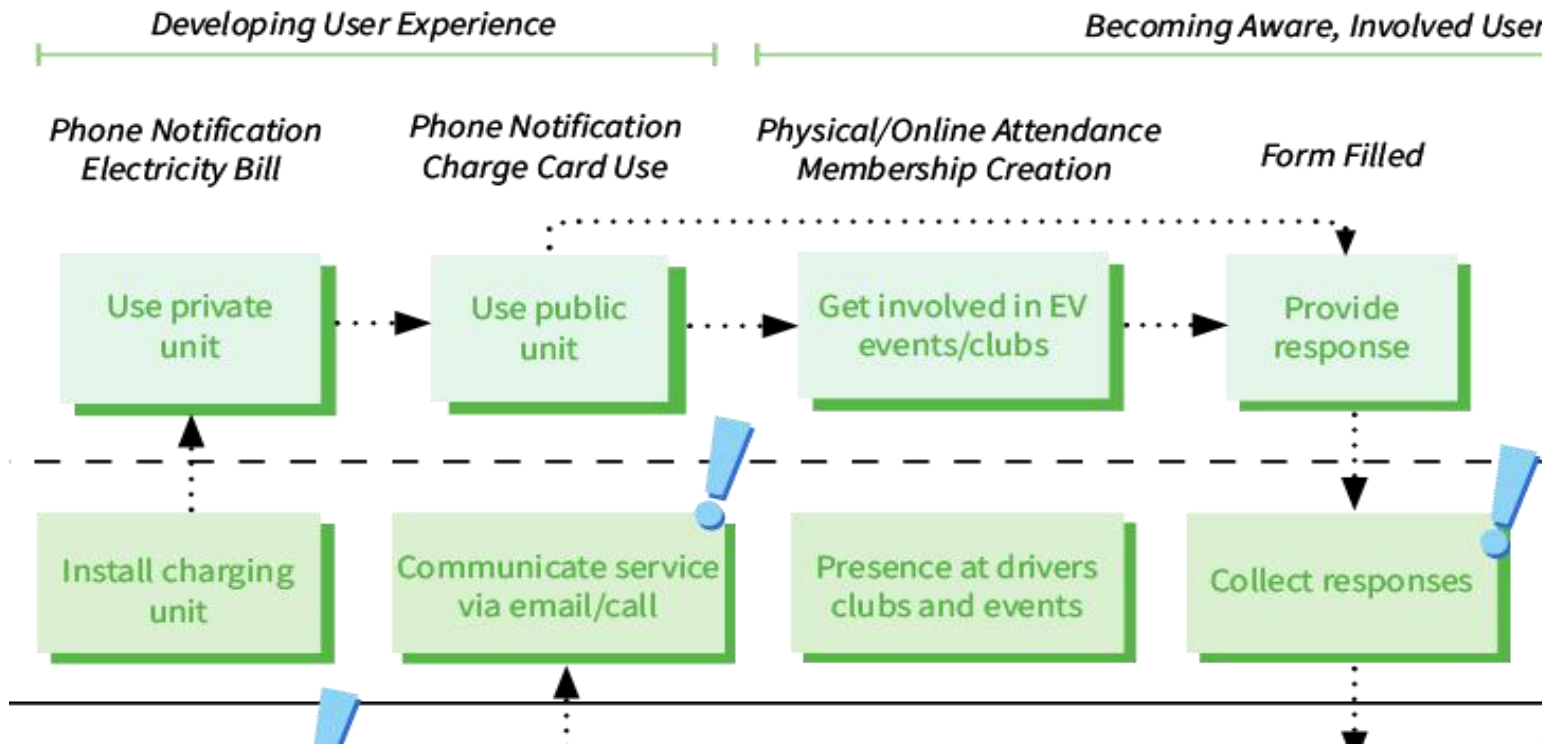
- Strengthen the connection between users and Jorro, provide a platform or channel for users to provide feedback

PART THREE

Service Blueprint

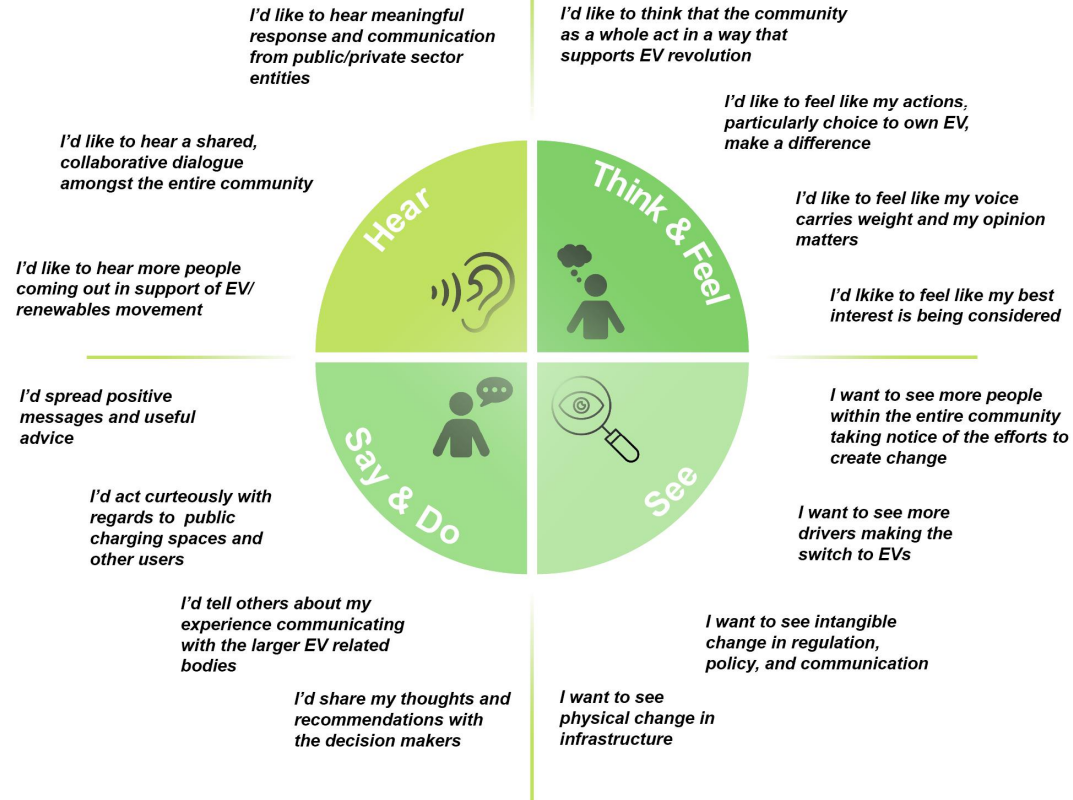


PART THREE Service Blueprint

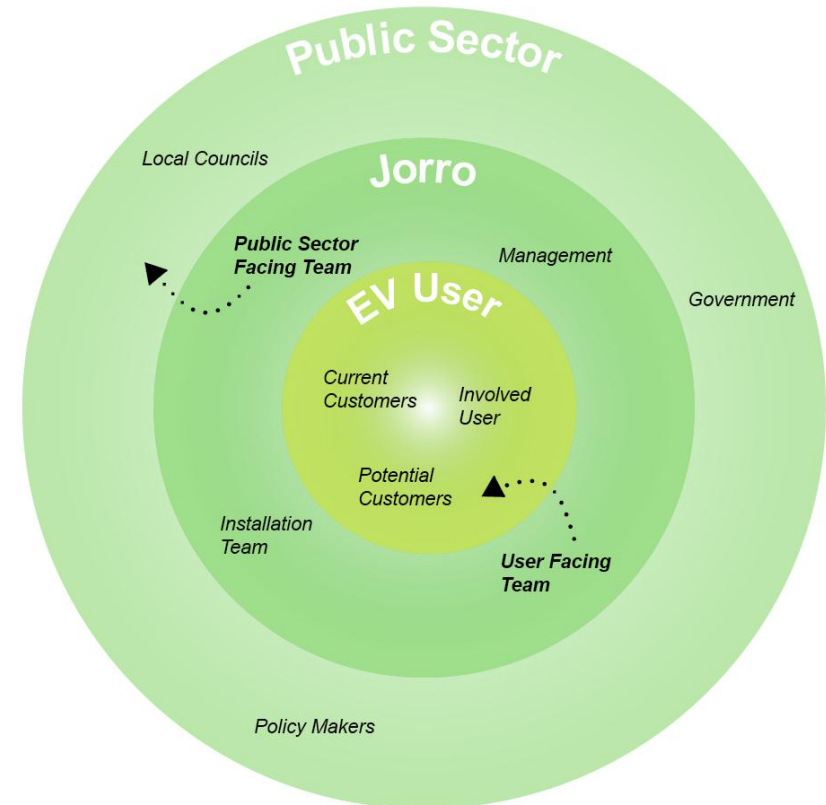


PART THREE

Service Blueprint

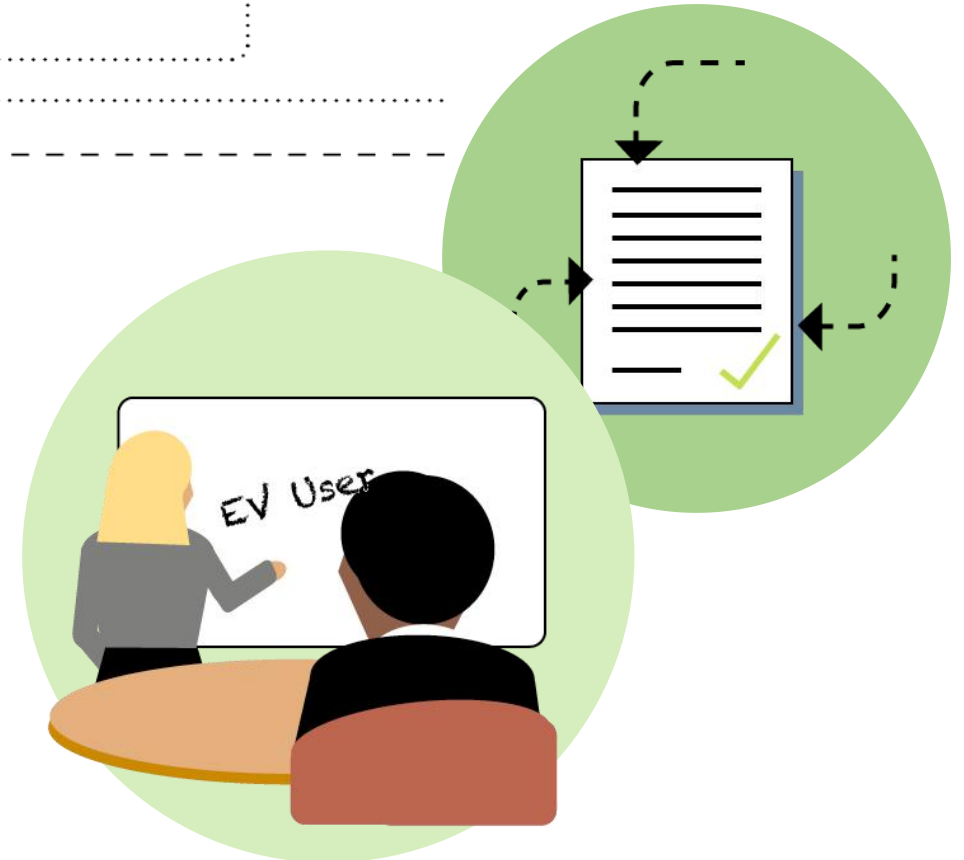
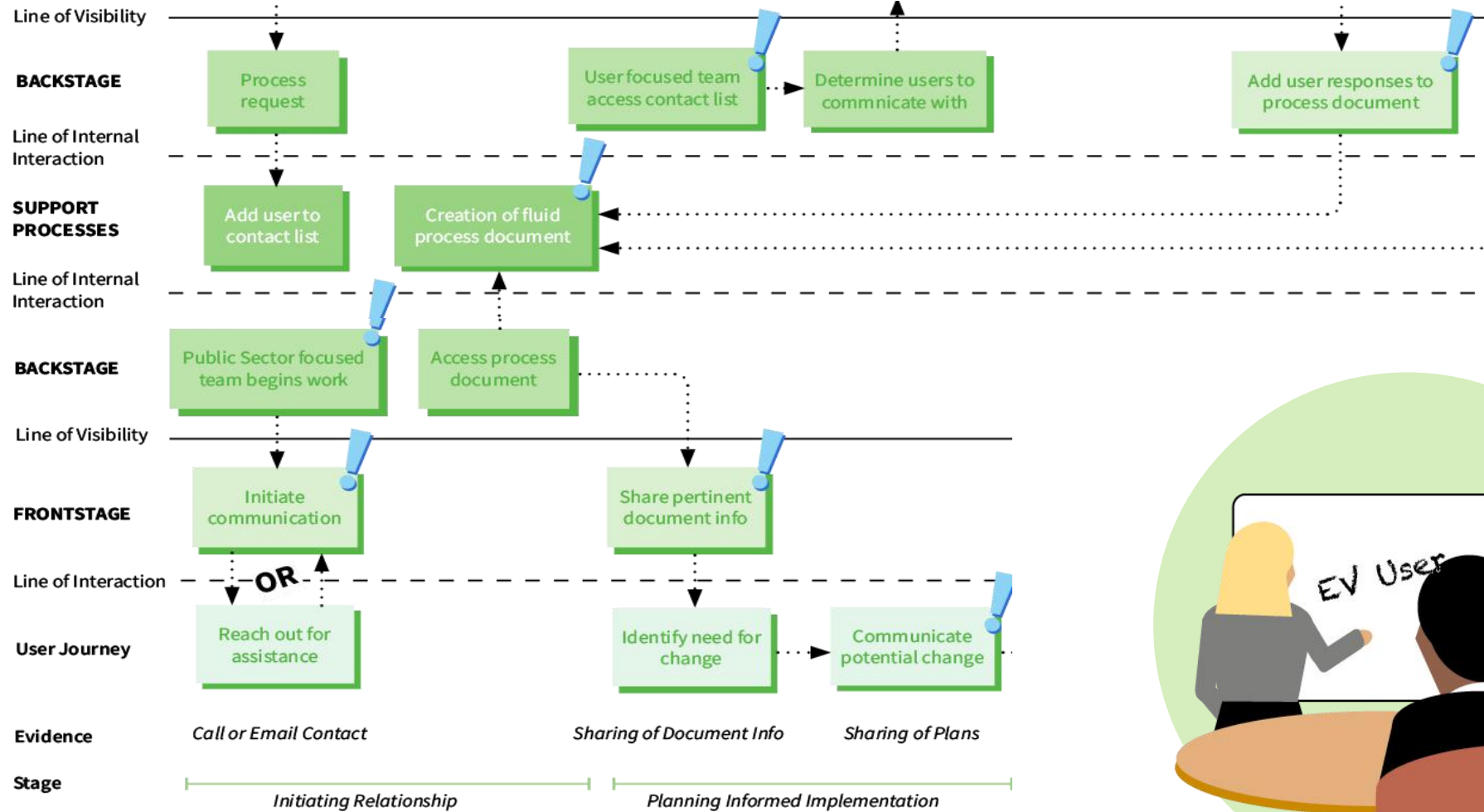


Customer Expectation Model

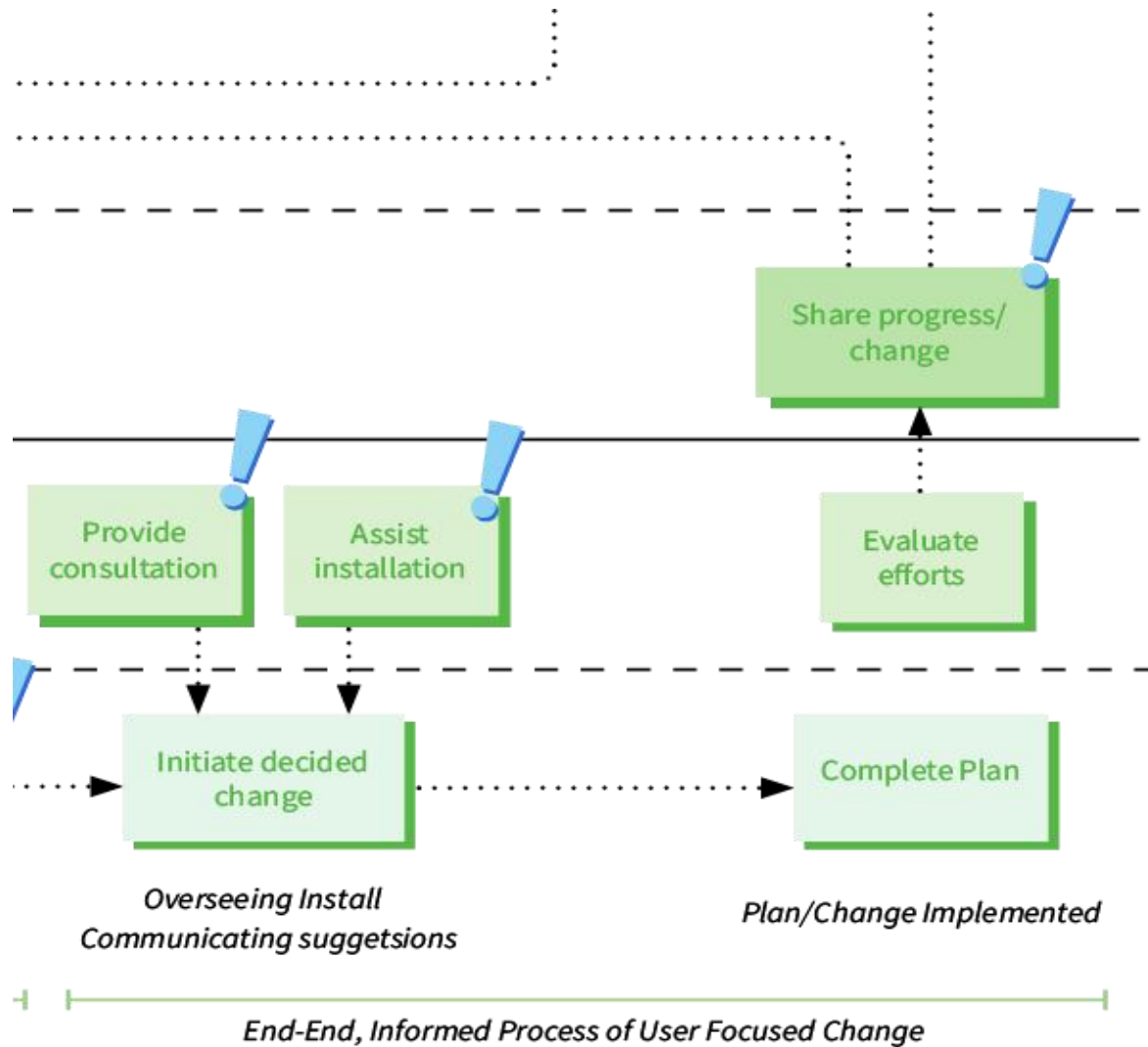


Stakeholder Map

PART THREE Service Blueprint



PART THREE Service Blueprint





PART FOUR Outcome Scenario 1

Storyboard

8:45am



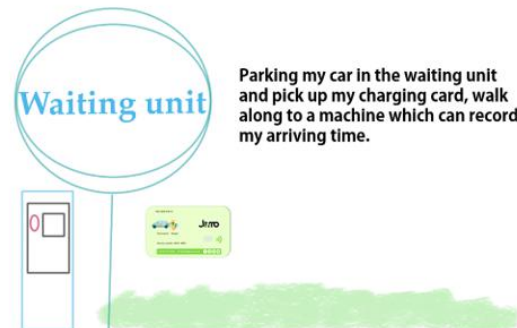
9:10am



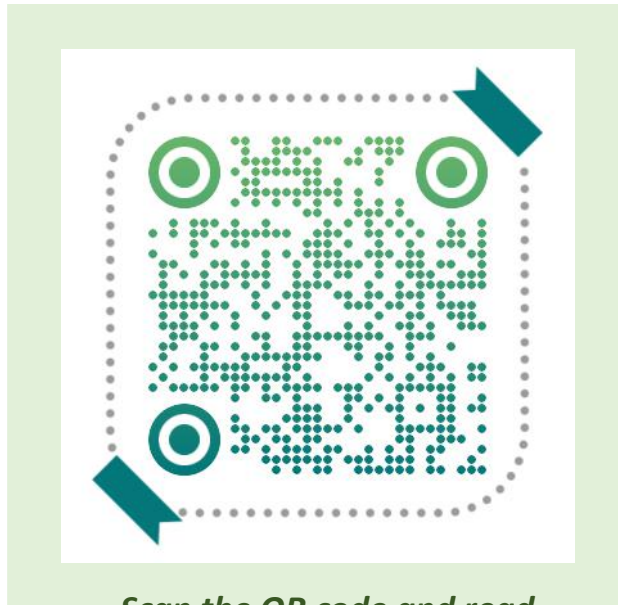
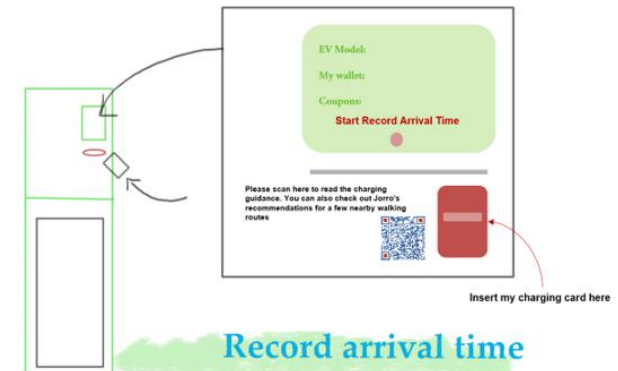
9:15am



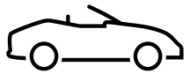
9:18am



9:20am



Scan the QR code and read
Bobbie's charging story





PART FOUR Outcome Scenario 1

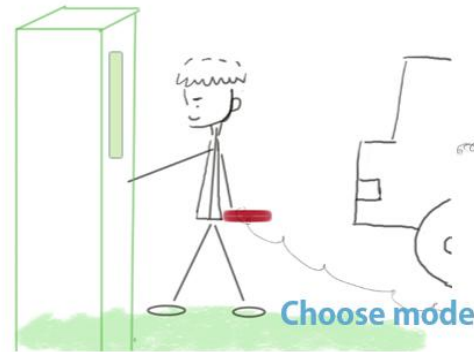
Storyboard



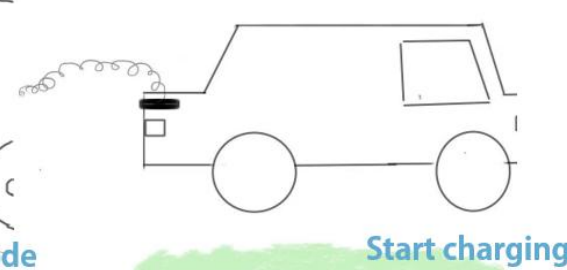
Scan the QR code and read
Bobbie's charging story



9:25am



9:28am



9:30am



10:30am

15 minutes left reminding

Hi, dear Mr. Bobbie, your car charging is almost finished, it still has 15 minutes.

Car charging finish reminding

Hi, dear Mr. Bobbie, your car charging is finished, hope you can come and pick up your car as soon as possible, it can reduce the waiting time for other users



Message reminder

10:32am



Give feedback

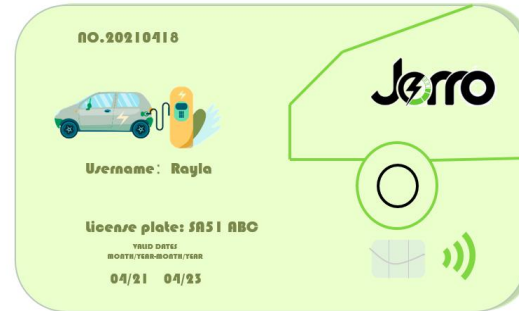
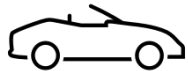
Thank you for using our charging bank, and really appreciate for your contribution to environmental protection! In order to provide better service for you, we hope you can spare 2-3 minutes to complete the following feedback questionnaire, your valuable opinions will be the direction of our progress! (If you fill out the questionnaire, you will get 15 minutes of free charging time on your next charge. After you fill out the questionnaire, the free time will be automatically added to your card) (<https://docs.google.com/forms/d/1-180AGQ-yf50QvnhM6Ck7F8x8Bm5uJdUWYtLwvtd/>) If you have any questions, please feel free to contact us at 141 471 5554



PART FOUR Outcome Scenario 1



*Scan the QR code and read
Bobbie's charging story*



Scotland EV Charging Experience Feedback

*必須

How often do you use the public charging point in a week? *

☐ Once a week
☐ Two or three times a week
☐ Almost everyday
☐ Others

What are your main charging scenarios? *

☐ Commuting
☐ Malls Nearby
☐ High-Way Nearby
☐ Emergency
☐ Others

Do you find it difficult to find the public charging location based on the current navigation? *

☐ Yes
☐ No

What do you think are the shortcomings of charging points? *

☐ UV Design
☐ Charging efficiency
☐ Difficult operation and lack of instruction
☐ Lack of charging points
☐ Others

In general, what factors do you consider when choosing a public charging points? *

☐ Charging Speed
☐ Distance
☐ Price
☐ Waiting time
☐ Surrounding supporting facilities

Data collected by
**Jorro & Scottish
Government**

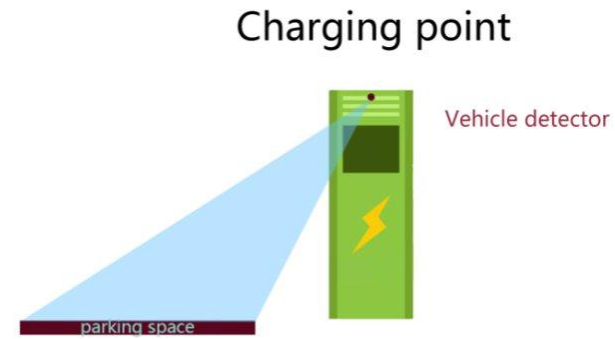
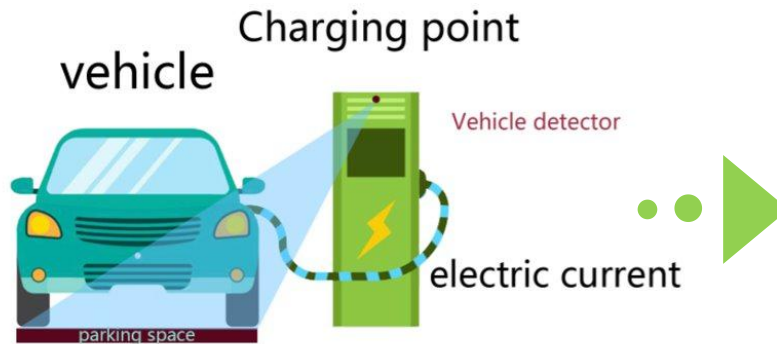
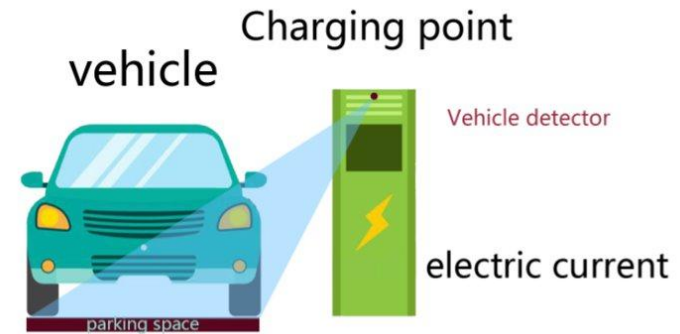
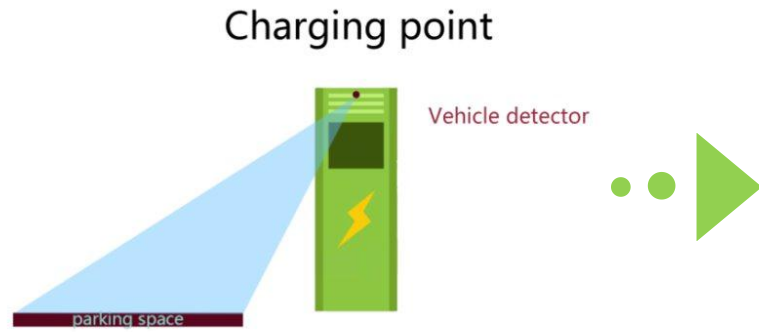
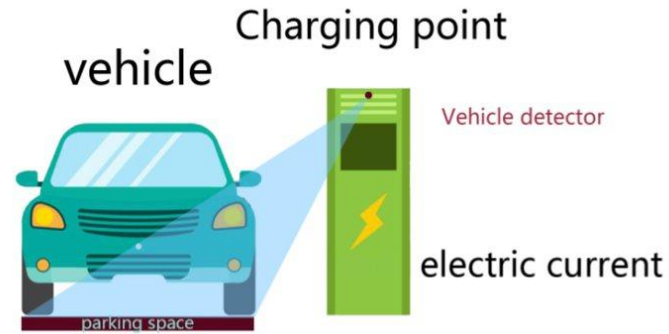


PART FOUR Outcome Scenario 2





PART FOUR Outcome Scenario 2

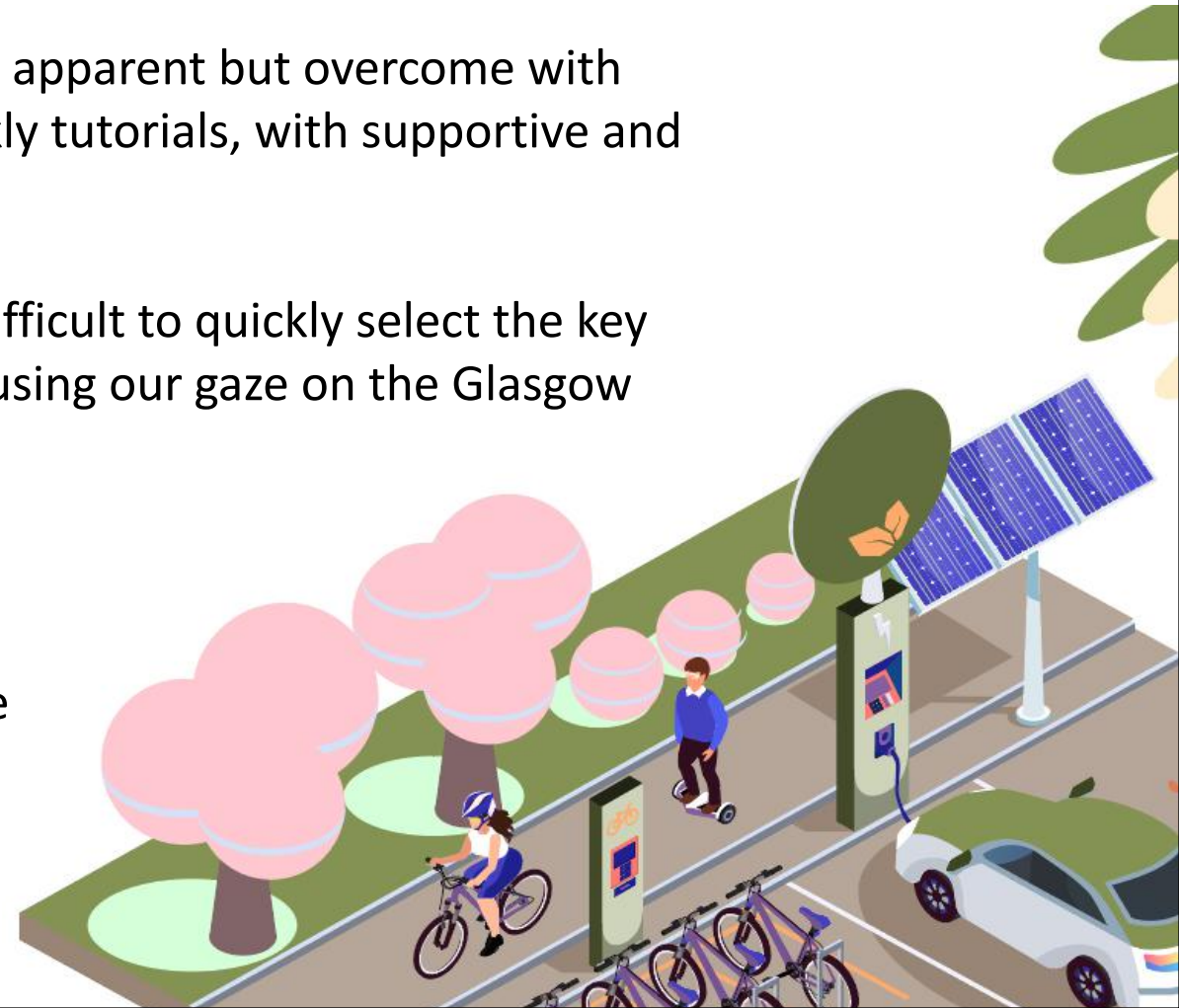


PART FIVE

Reflection



- Typical restraints of language and location barriers were apparent but overcome with weekly updates and communication alongside the weekly tutorials, with supportive and considered discussion of ideas.
- The scope of the area we were focused on, and it was difficult to quickly select the key problems for analysis. This was overcome by largely focusing our gaze on the Glasgow City Council
- User experience is very subjective and given the limited information and data available, it is difficult to analyse user behaviour as thoroughly as we may have aimed.



PART FIVE

Reflection



208

Questionnaires
answered

PART FIVE

Reflection



208

Questionnaires
answered

12

Interviews
Conducted

PART FIVE

Reflection



208

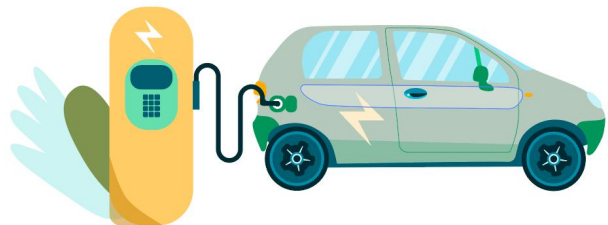
Questionnaires
answered

12

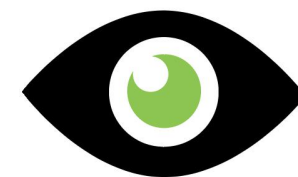
Interviews
Conducted

2

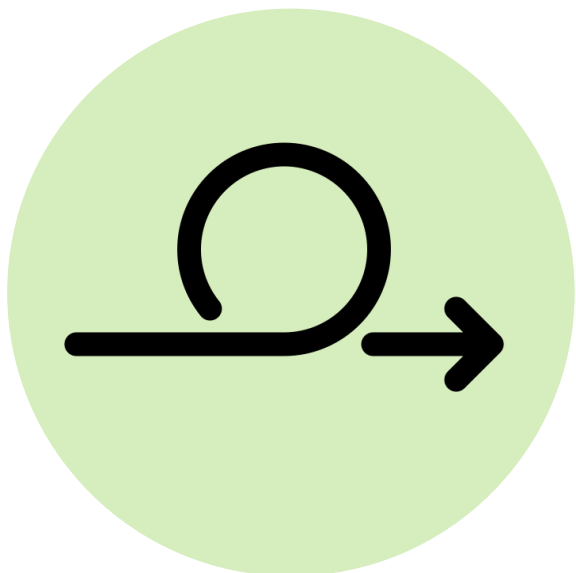
Professionals
Contacted



PART SIX



Future



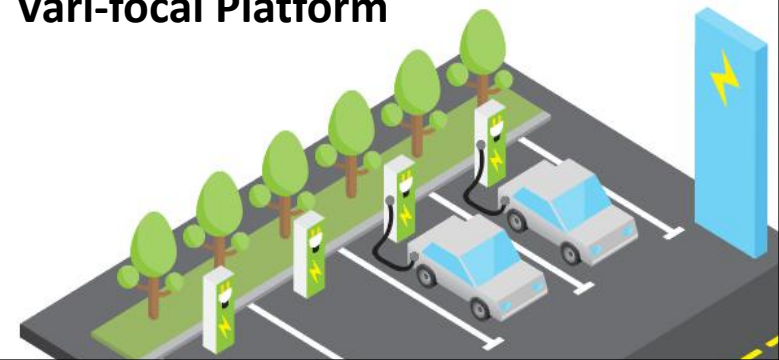
**Sequencing &
Iterative**



Educating Users

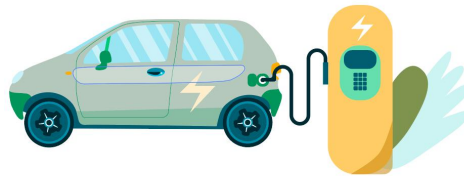


Vari-focal Platform





Thanks!



Group 4

Sources

- UK Gov Annual Plan 20-21 <https://www.gov.uk/government/publications/competition-and-markets-authority-annual-plan-2020-to-2021/annual-plan-2020-to-2021>
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- <https://www.gov.scot/publications/scottish-government-communications-plan-2017-18/>
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<https://www.glasgow.gov.uk/CHttpHandler.ashx?id=40052&p=0>
- GCC Fam Consultation
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- Service Design for Gov
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- Public Charging Point Planning Report <https://core.ac.uk/download/pdf/204397676.pdf>
- Communicating Open Government <https://www.oecd.org/gov/Open-Government-Guide.pdf>
- <https://www.drivingelectric.com/your-questions-answered/1241/complete-guide-chargeplace-scotland-charging-network>
- <https://www.istockphoto.com/vector/electric-car-gm1202726859-345411692>
- hear by Gregor Cresnar from the Noun Project
- see by Icongeek26 from the Noun Project
- say by Adrien Coquet from the Noun Project
- think by Adrien Coquet from the Noun Project
- Head pain by Gan Khoon Lay from the Noun Project
- goal by Gregor Cresnar from the Noun Project
- Principle by Yu luck from the Noun Project
- educate by Adrien Coquet from the Noun Project
- solve by Adrien Coquet from the Noun Project
- Loop by Timofei Rostilov from the Noun Project
- [Illustration by Freepik Storyset](https://storyset.com/work)
- <https://www.istockphoto.com/vector/female-hand-holding-smartphone-with-city-map-on-screen-gm1310654237-399989892>
- This is Service Design Thinking by Mark Stickdorn