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Park&Pickup

Parking back home, charging the car and picking up the pre-ordered groceries; for a seamless journey

Observation

The rise of electric cars is adding electricity points in our city landscape, and being integral parts of our daily commute. The location of these charging points are thought to be well distributed around the city for convenience and reach of the user from they home.

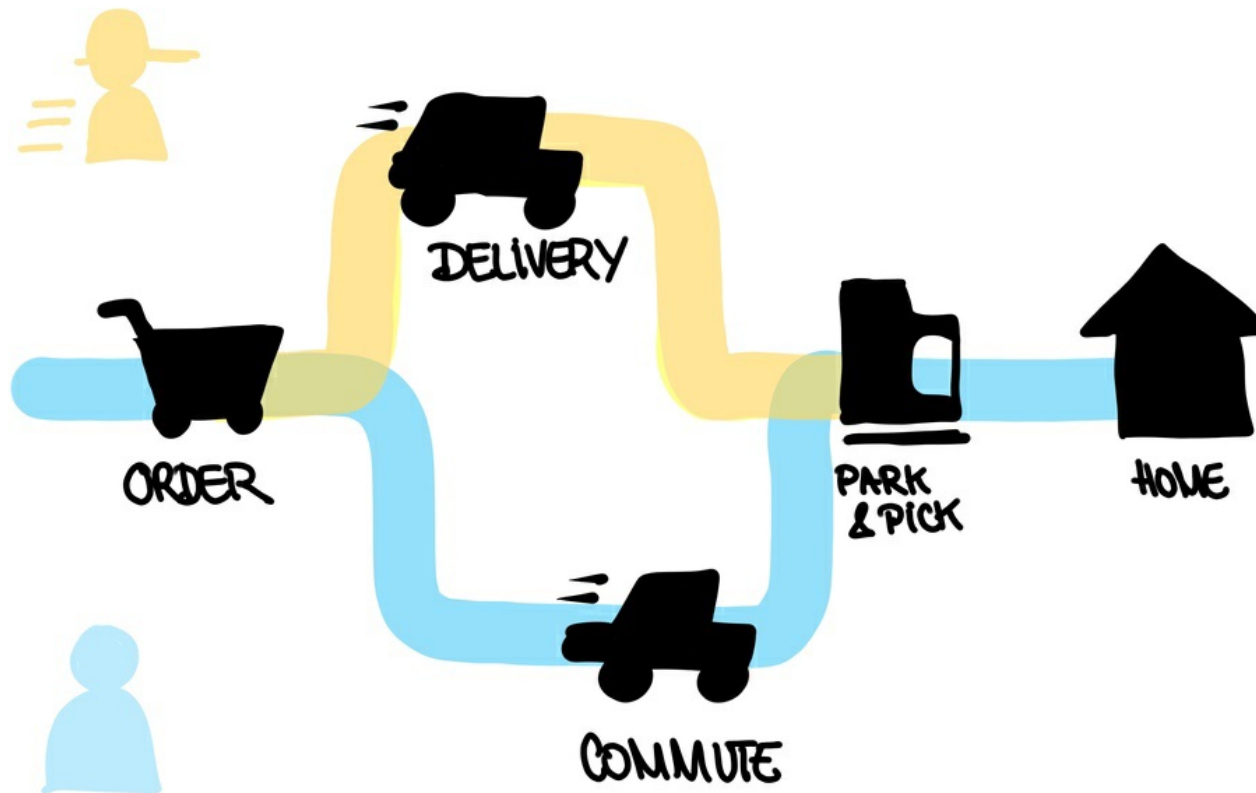
Conclusion

The use of existing infrastructure and growing need seems a perfect match with another daily need -groceries-. Both using electricity for cooling or car charging, and both needing to be seamlessly integrated in the way home. Cities will have to enrich their infrastructure and will need reliable partner, equipment and maintenance service.



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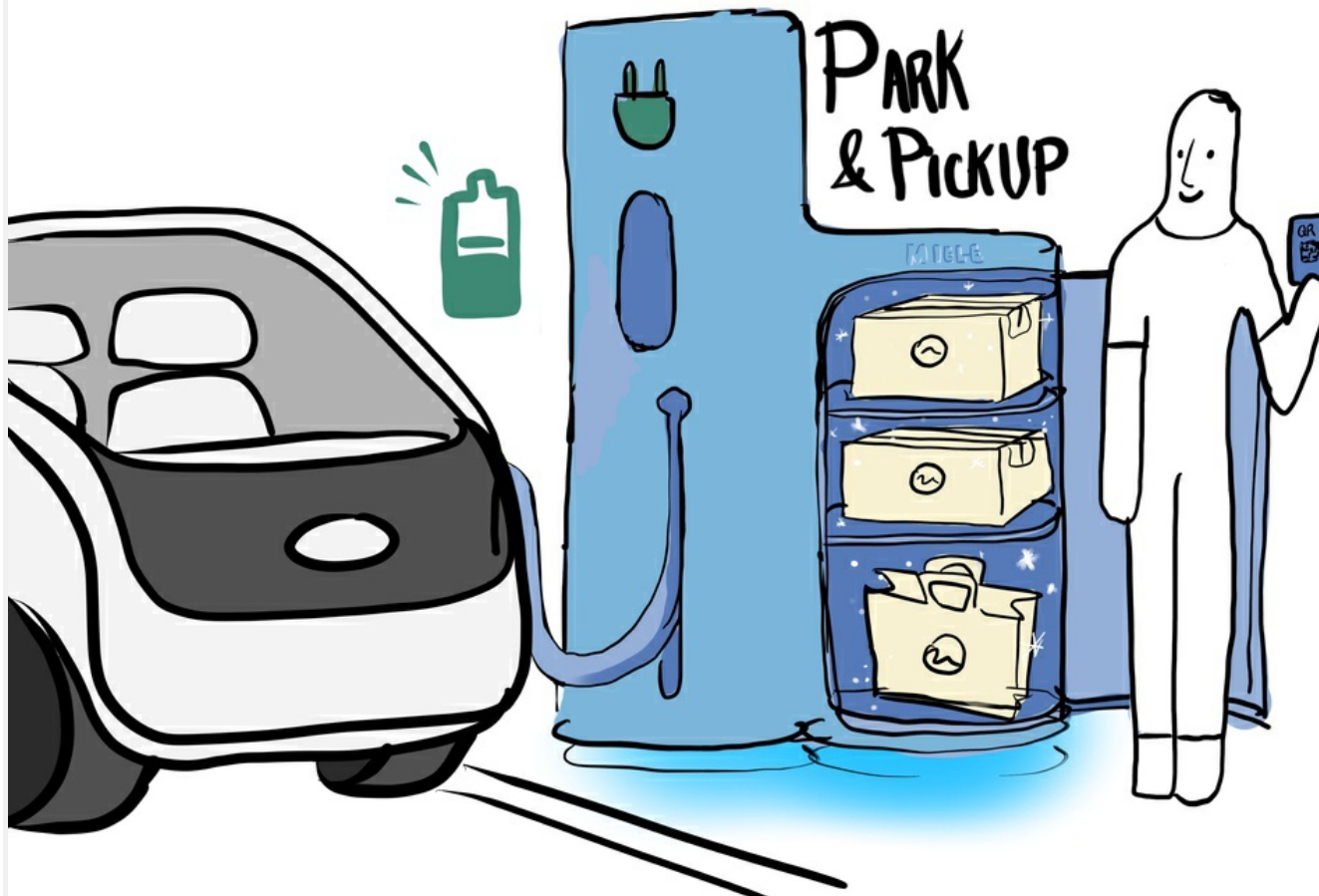


Pain Point

The pain points of many new services or commodities are their lack of integration in the existing user flow/journey., or their lack of flexibility. The Park&PickUp aims to be flexible in terms of location deliveries, time of pickup & opening times possible, and user's journey.

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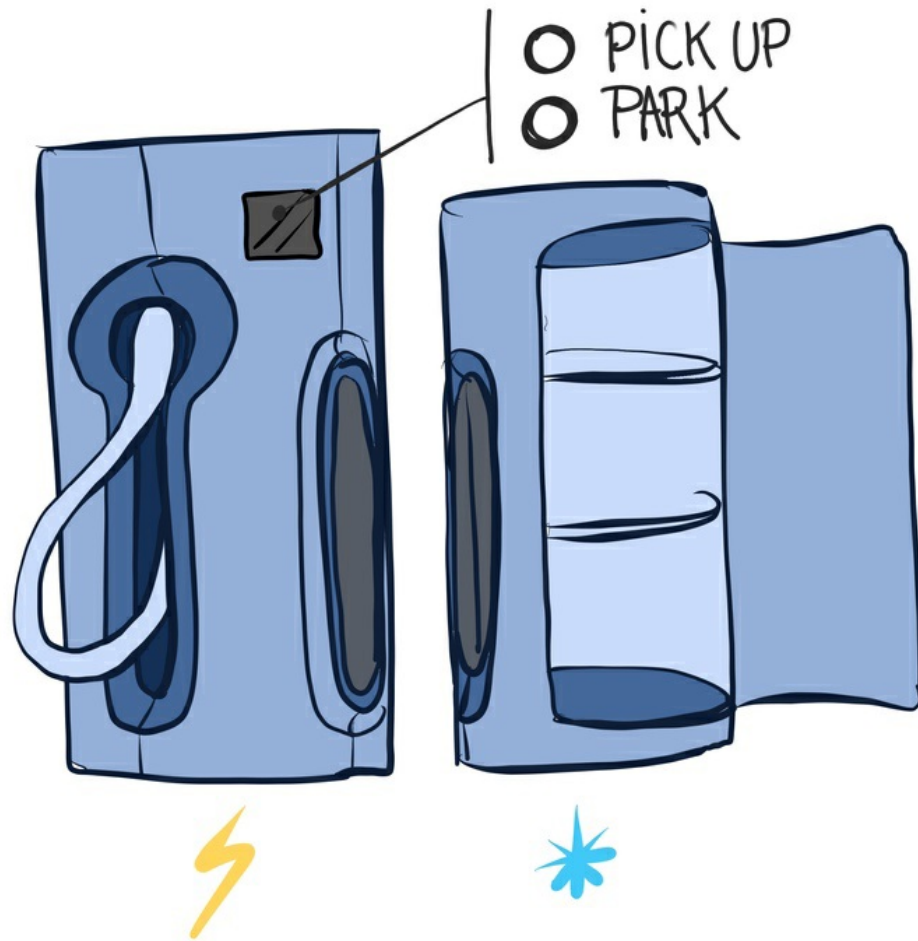


Product in its environment

The module has a car charging point and a refrigerated module. Scanning the QR code of the order, unlocks the door to pick up the goods. The light projected on the floor offers a quick glance of the availability of the boot for the deliverers, and gives the user confirmation that their goods are in.

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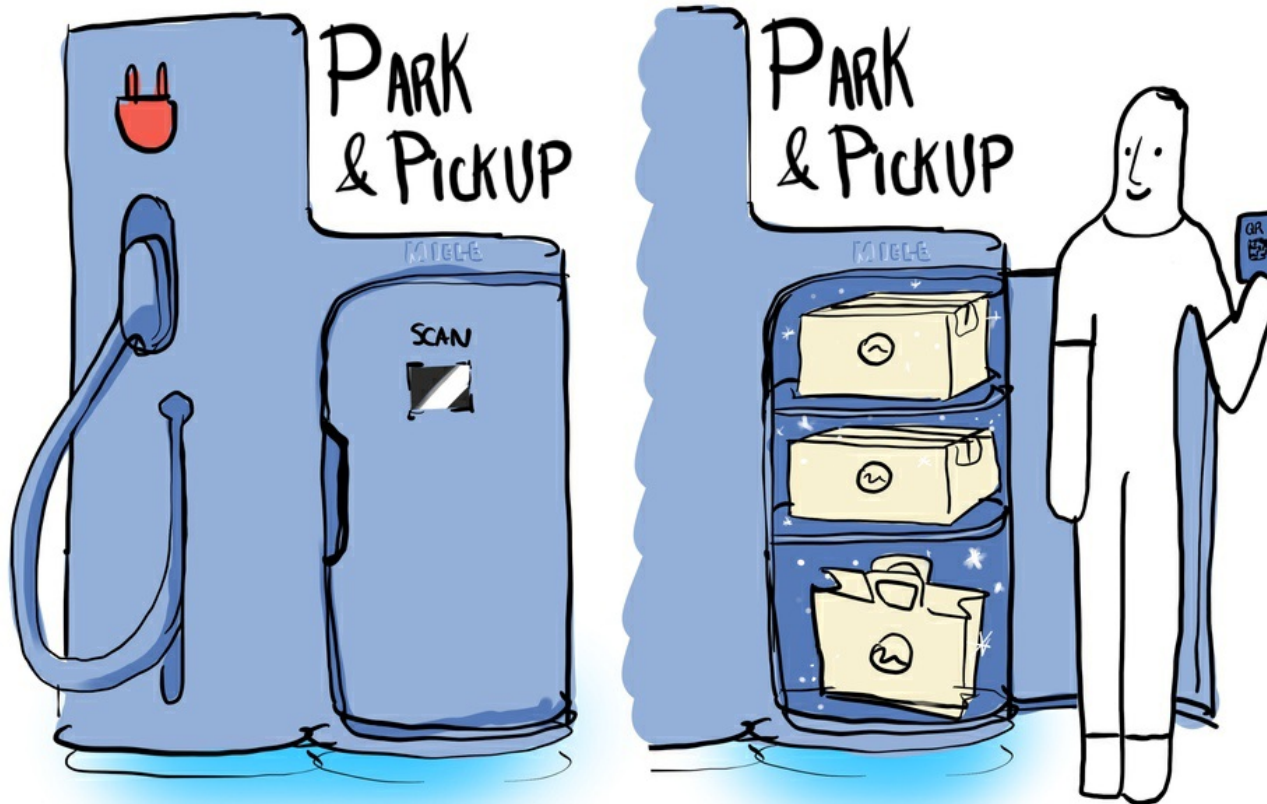


Product views

Made of two module parts, one dedicated to the energy providing and one using energy (if needed) for deliveries.

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Product in use

Scanning the QR code provided by the deliverer gives access to the delivery area.

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Creative's profile



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Lead product designer
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Creative's top 5 skills

Illustration, Mobile Apps, Product Design, User Experience, Service Design