



Connected app for Electric motorcycle

Company

yuj designs pvt. ltd.

Lead Designer

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Prize

Winner in Graphic Design/ Apps

Design Challenge

The connected application presented us with a series of complex design challenges that demanded creative and curated solutions. Among them was the need to boost the adoption of electric vehicles, create personalized online purchasing experiences, foster a thriving user community through loyalty, retain subscription model users, and enable re-sale options for those looking to upgrade their vehicles. We tackled each challenge head-on with design thinking, breaking down barriers to deliver solutions that enhance user experience, promote sustainability, and drive business success.

Design Solution

The design approach was centered on a data-driven optimization strategy to enhance user experience and engagement. Our effective communication and engagement strategies were aimed at fostering re-subscription, while personalized recommendations were aimed at reducing maintenance costs. A comprehensive route planner was prioritized to provide users with convenient tasks such as rides, charging, and maintenance. Gamification elements were also introduced to sustain interest and desirability which in turn contributed to faster adoption, regular usage and retention. The result was a user-centric design solution that significantly improved the overall user experience, establishing trust, and encouraging customer loyalty.

Design Impact

The application provides the user an engaging and intuitive collaboration platform by leveraging data-driven personalization, effective communication, and gamification. This user-centric design approach fosters trust, loyalty, and increased daily adoption, leading to a significant positive impact on EV adoption countrywide. The application also empowers automobile company's sales and after-market channels to closely engage with customers to set up a fabulous ownership experience. Leveraging best-in-class user experience, this automobile giant is set to expand its dominance in the two-wheeler segment in India and become the market leader with the EV motorcycles industry.