

# 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><b>Understand the value of the EV car-share program</b></p>	<p><b>22 RESIDENTS</b> of the EV car-share service area</p>	<ul style="list-style-type: none"> <li>• Explored the value of the EV car-share service to resident lives</li> <li>• Identified motivators and benefits of service use</li> <li>• Articulated barriers to service access</li> </ul>	<p><b>FLEXIBILITY, FREEDOM, AND INDEPENDENCE</b> 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><b>Determine the types of trips for which users will rely on EV carshare</b></p>	<p><b>19 RESIDENTS</b> of the EV car-share service area</p>	<ul style="list-style-type: none"> <li>• Completed a 7-day travel log of their transit behaviors</li> <li>• 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</li> <li>• Discussion explored cost/convenience trade-offs associated with different transportation modes</li> </ul>	<p><b>TIME, EFFORT, AND RELIABILITY</b> were the most important factors in choosing EV car-share vs. other transportation options</p>
<p>TEST 3:</p> <p><b>Articulate how to drive awareness for the EV car-share program in the community</b></p>	<p><b>300 RESIDENTS</b> (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 <b>NAME AND BRAND</b> the service for optimal understanding, what <b>COMMON QUESTIONS</b> people had and therefore needed to be addressed in initial program information, and <b>WHERE BEST TO ADVERTISE</b> 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.”