



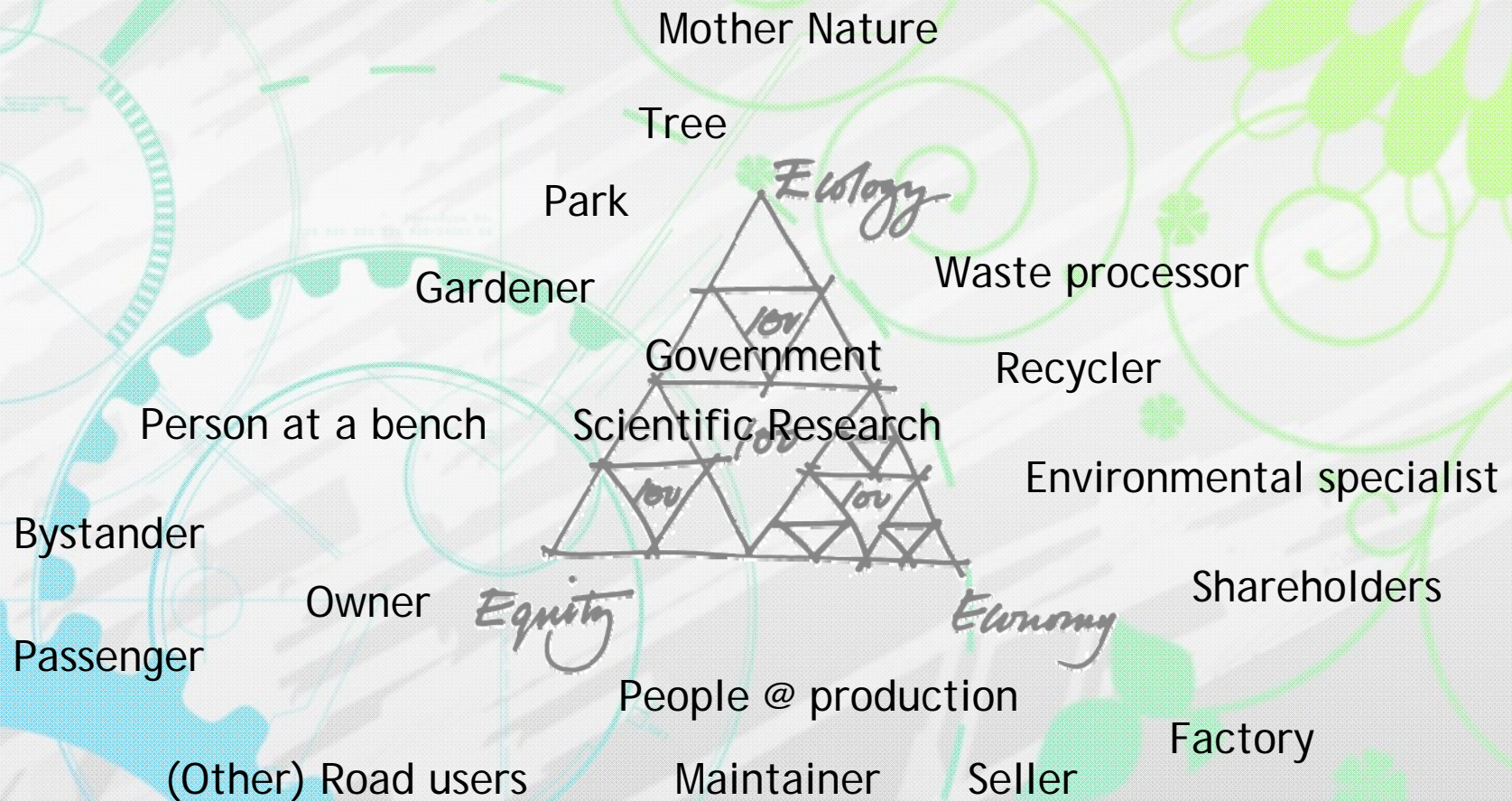
Brainstorm

Bram, Jeroen, Marjoleine
EVE

Outline

- **Personas** (10 min; individual)
- **Invent solutions** (25 min; post-its with group)
- **Apply + reality check** (25 min)
- **Poster** (10 min)
- **Elevator pitch** (25 min)

Persona



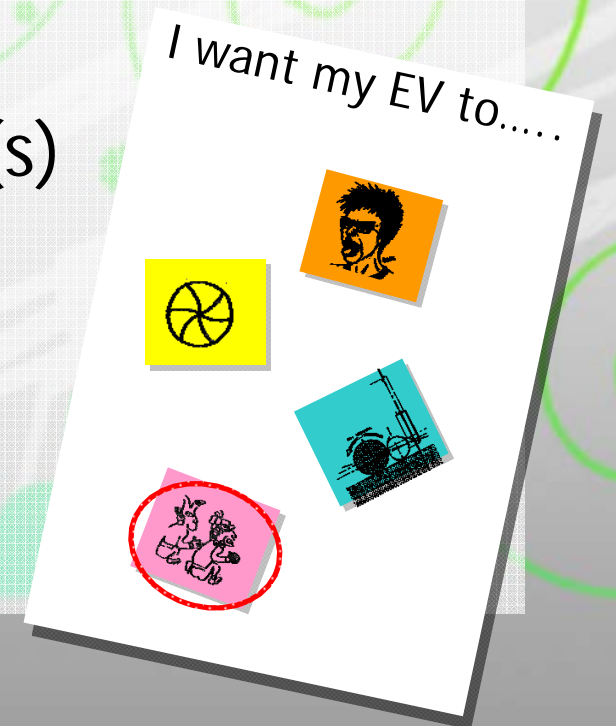
Explore your persona (10 min)

- Merits and burdens?
- Priorities?
- Explain: What is an EV for you?



Invent solutions (25 min)

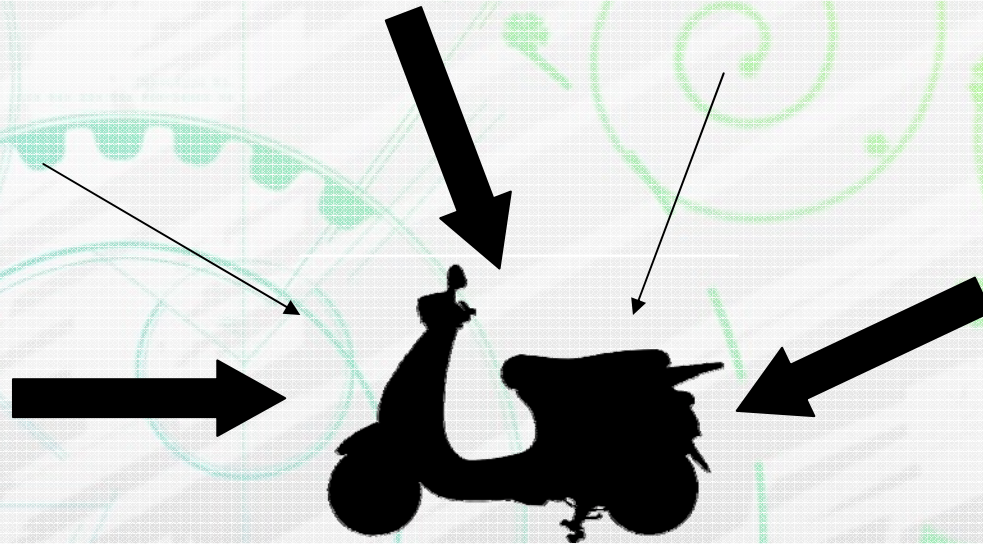
- Explain: What you (as persona) want from an EV
- Create A4 with your wish(es)
- Post memo's with ideas
- Choose or combine your favorite(s)



Apply and reality check (25 min)

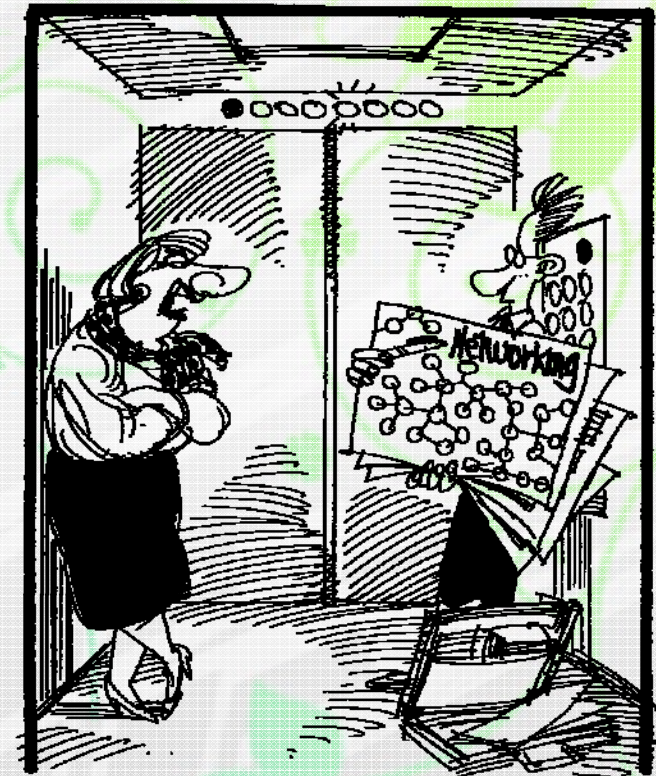
- Apply chosen favorites to an EV
- What parts are involved?
- Are parts replaced?
- No new mono-functional parts needed?
- How to realize? Research needed?
- Effects for other personas?
- At least: 1 function per persona

Poster (10 min)



Elevator pitch (25 min)

- 1-Minute presentation
- Q and A



"Is this elevator really stuck?"



Electric Scooter....

What is your 1th thought?

Golden Rules

- Associate
- No comments
- Out of the box
- Ideas are from the group