

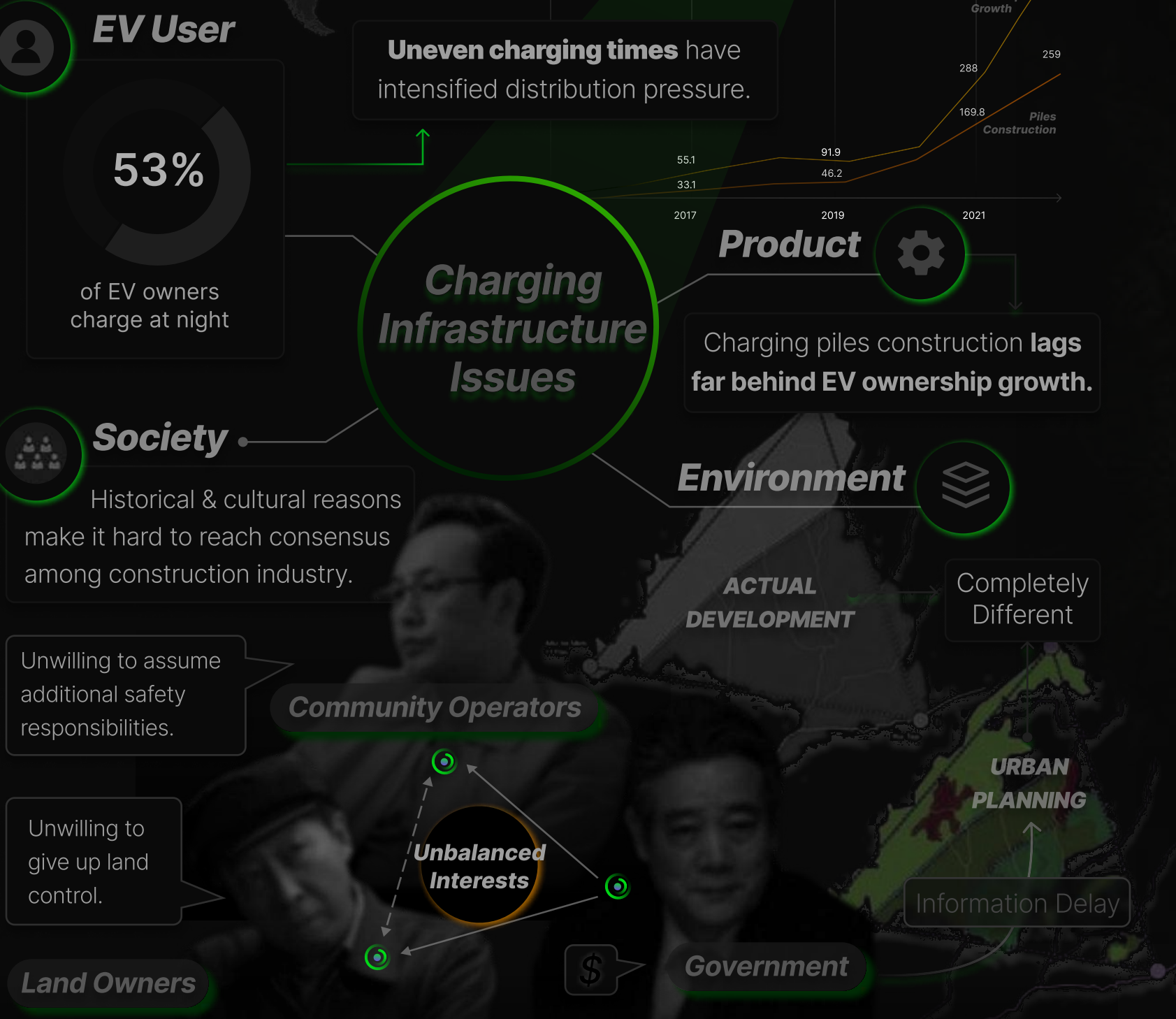
Context

China's EV companies have achieved remarkable success over the past decade, driven by substantial government and business investment.

Initial Research

Current Problems of EV Charging Infrastructure

Rapid growth has brought a range of industrial challenges and social issues. Current EV infrastructure hasn't kept pace with commercial development, limiting further market expansion.



Field Research

Developers grouped Guangzhou's urban spaces into three categories based on their distance from the city center and conducted on-site surveys.



User Interview

During research, developers interviewed around 20 EV users and highlighted 4 representative ones to showcase their habits and pain points.

