Context

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



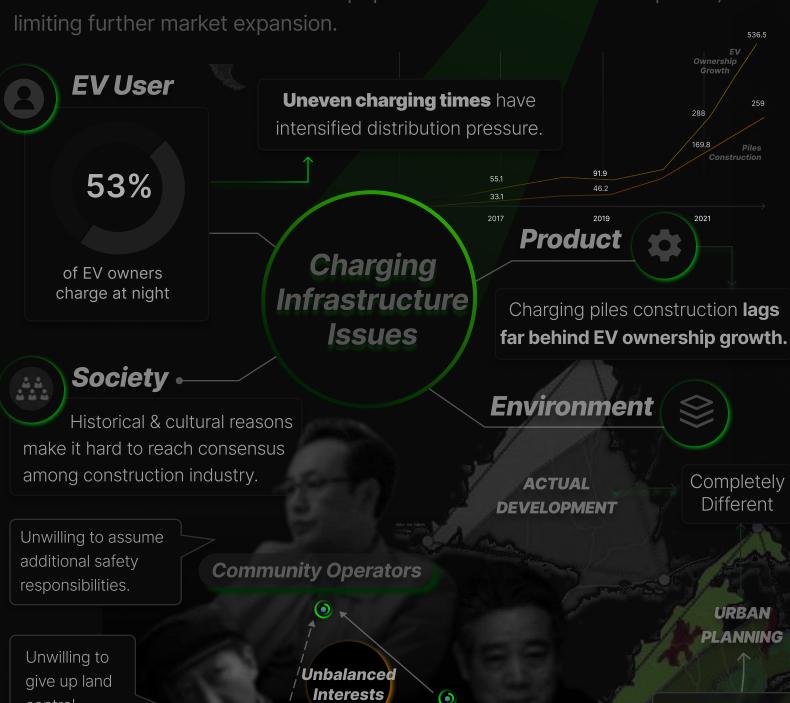
Global Chief EV Market Share

Initial Research

Land Owners

Current Problems of EV Charging Infrustructure

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



Government

Field Research

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



Urban Center Region

(Sports Center & Victory Plaza Surrounding Area)

User Interview

Charge at 5:00

peak-time costs.

Unwilling to wait.

Government Clerk

5:00AM-7:00AM 3 times / week

a.m. to avoid

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

2-6 people queuing

slow charge, 8 hours



Outskirts Region (Area around Guangzhou Pharmaceutical University, etc.)

Charging Difficulty Area

Analysis

Summery

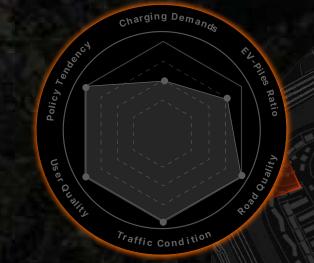
Developer Research Route

Charging Piles

Charging Difficulty Area

Charging-Friendly Area

Moderate Charging Difficulty Area



Analysis Summery



Bio Island

17:30PM-20:30PM 2 times / week

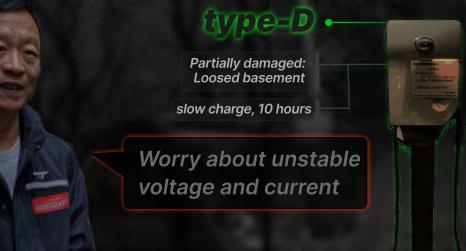
Guangzhou Bio Island hosts an autonomous driving research center and operates a driverless shuttle loop for live testing.



(Jinxiu Xiangjiang Residential Area & Panyu Tee Mall)







Electric Engineer 6:00AM-8:00AM 2.5 times / week