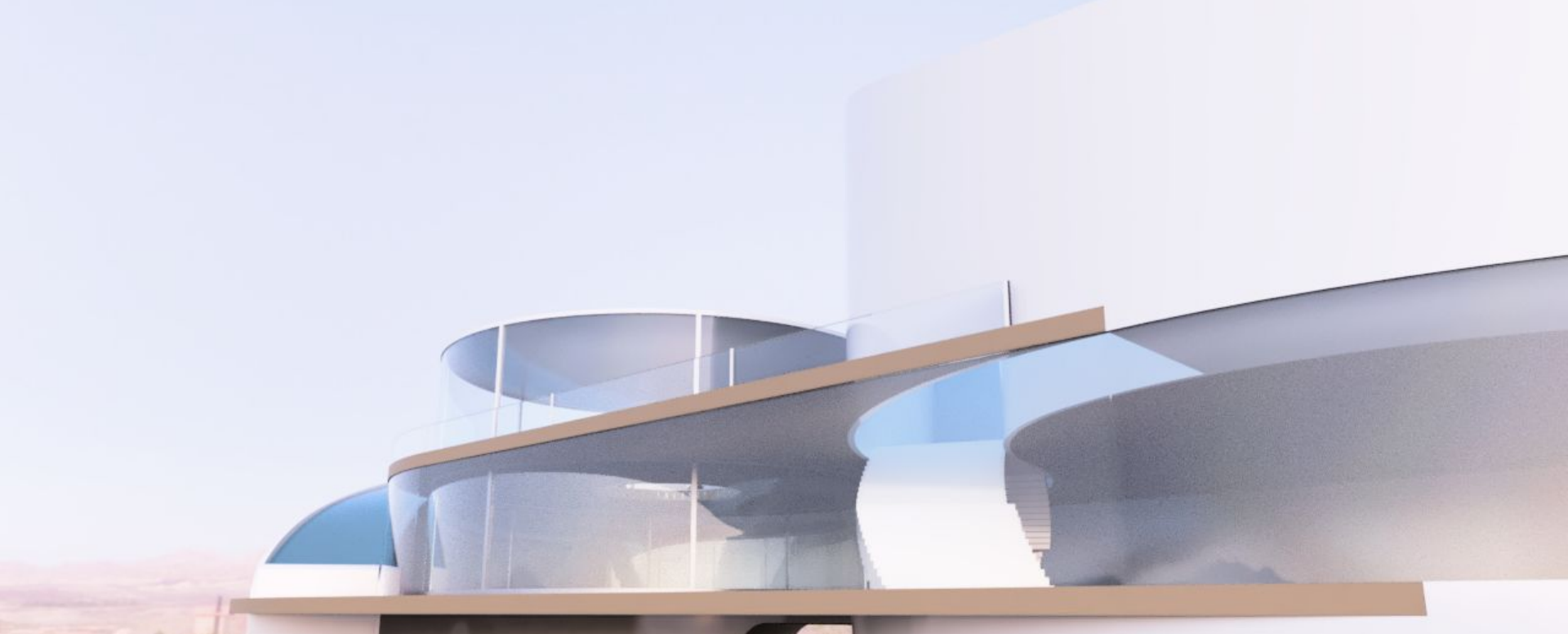




The Future of Urban Mobility

REFUELING GUESTS

cognizant x **Georgia Tech.**

Hannah Fralick

Ella Hoogs

Sophia Kim

ID 3051

Nolan Helmuth

Meet the Team



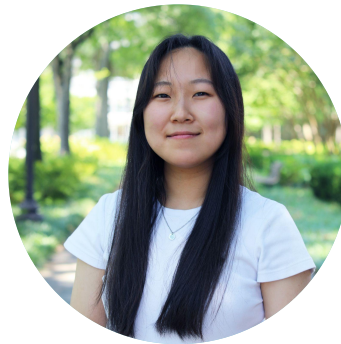
Hannah Fralick
hfralick@gatech.edu



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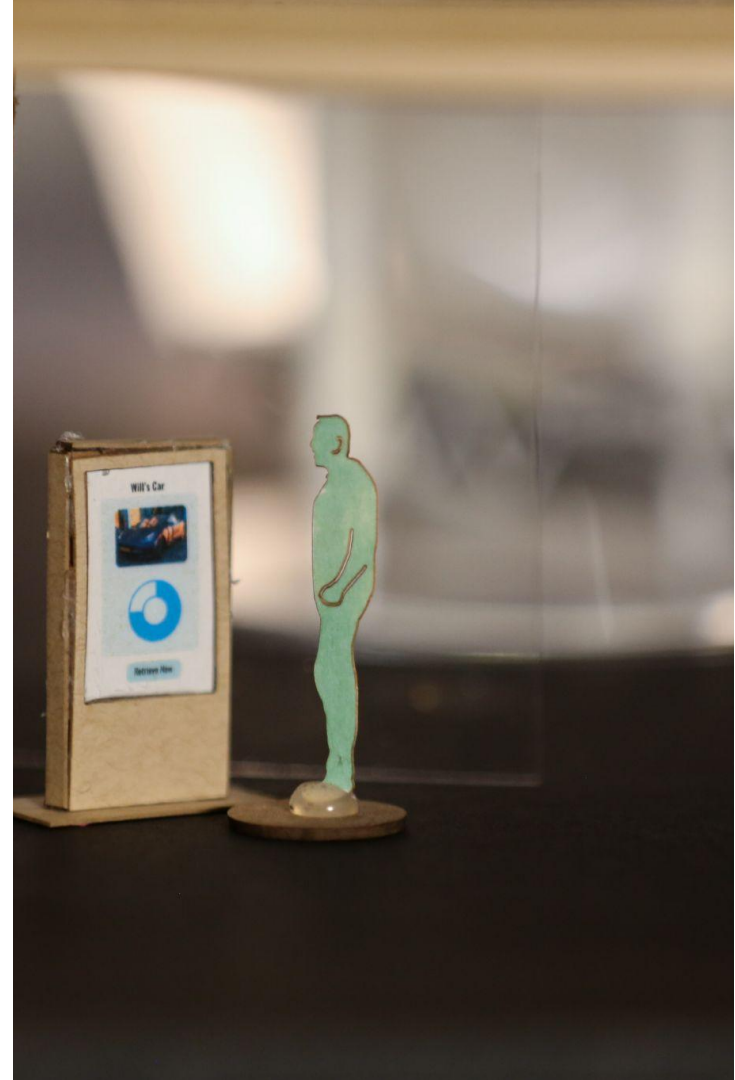
Ella Hoogs
ehoogs3@gatech.edu



Sophia Kim
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From gas station to Charging Destination.

Evolving mobility habits (pedestrian & vehicle) in the future habits call for new physical **accommodations**.



Context

Why does it matter?

Process

How was it developed?

Community Charge

What are its features?



CONTEXT

setting, insights, purpose

“From liminal to memorable space, what does the urban mobility space of the future look like?”

2050

“From liminal to memorable space, what does the urban mobility space of the future look like?”

2050

EVs will be **60%** of new sales.



2050

EVs will be **60%** of new sales.



90% of the US will live in cities.



2050

EVs will be **60%** of new sales.



90% of the US will live in cities.



City dwellers are **77%** more likely to develop psychosis.



T
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Today,

> 80%

of electric vehicle charging is done at home.

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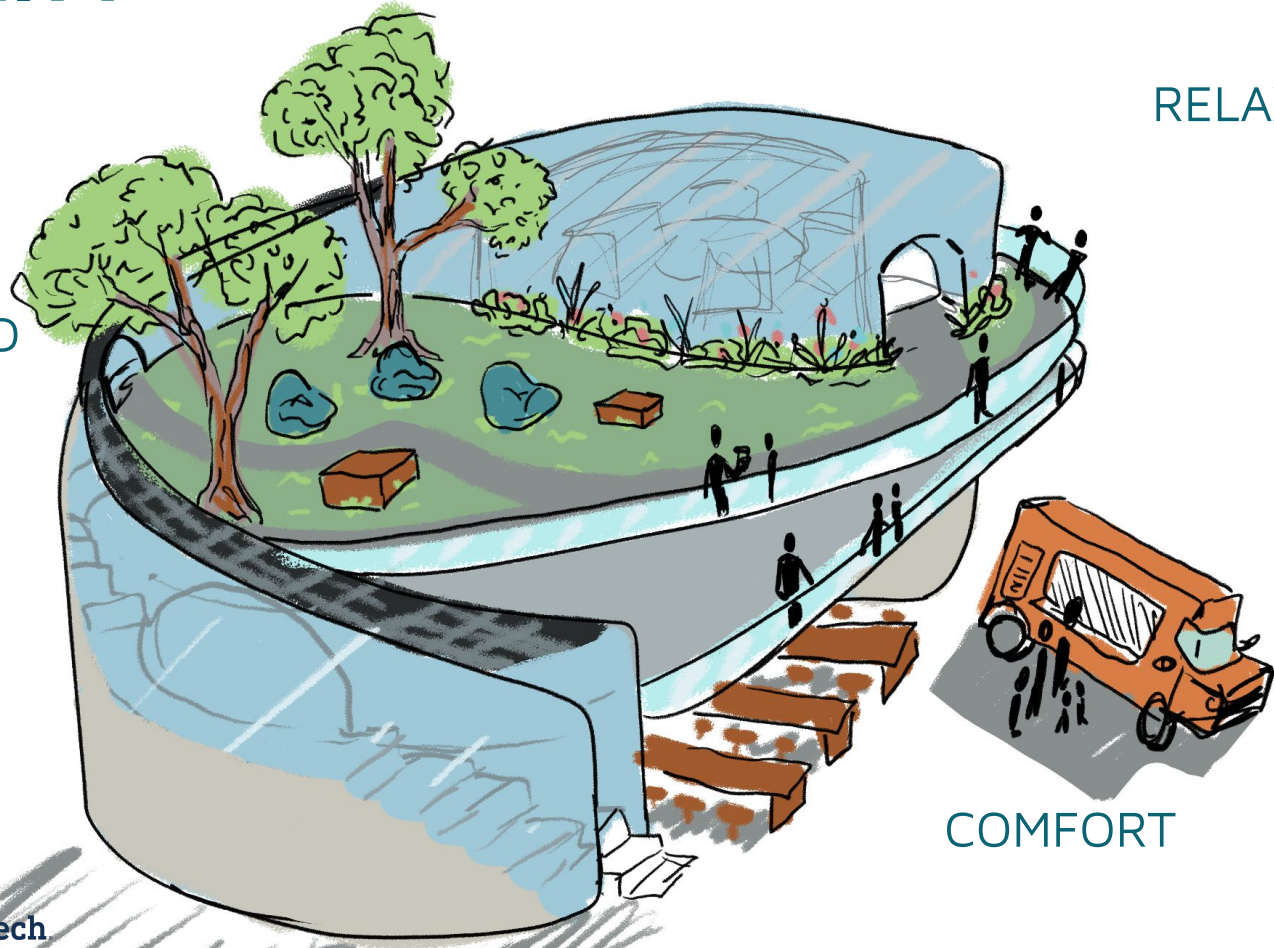


COMMUNITY CHARGE

TIME GAINED

RELAX

COMFORT

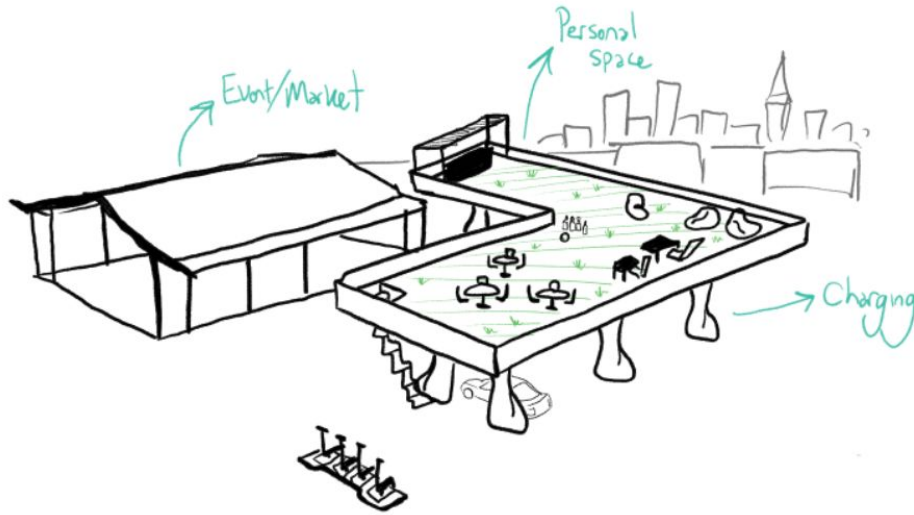


A photograph of two people in a workshop-like setting. On the left, a person with a beard and a black cap, wearing a dark puffer jacket over a red hoodie and yellow pants, is looking at a large whiteboard. On the right, a man in a red sweatshirt and black Adidas track pants is holding a piece of paper and looking at another large whiteboard. The whiteboards are on stands and have some diagrams or text on them. The background shows a modern building with large windows and some industrial equipment.

PROCESS

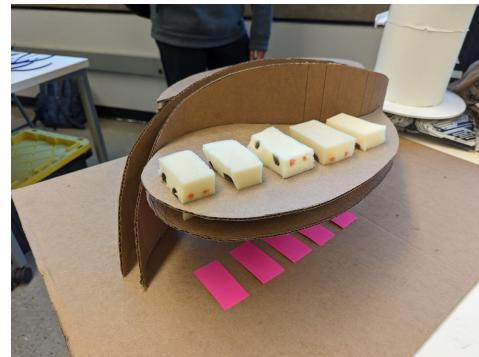
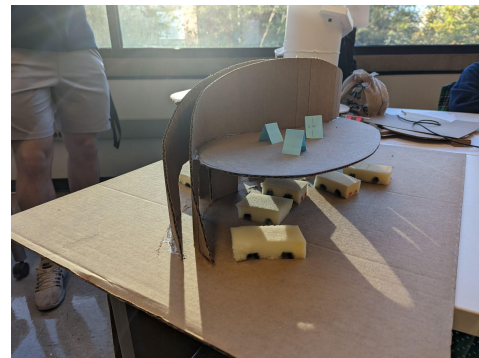
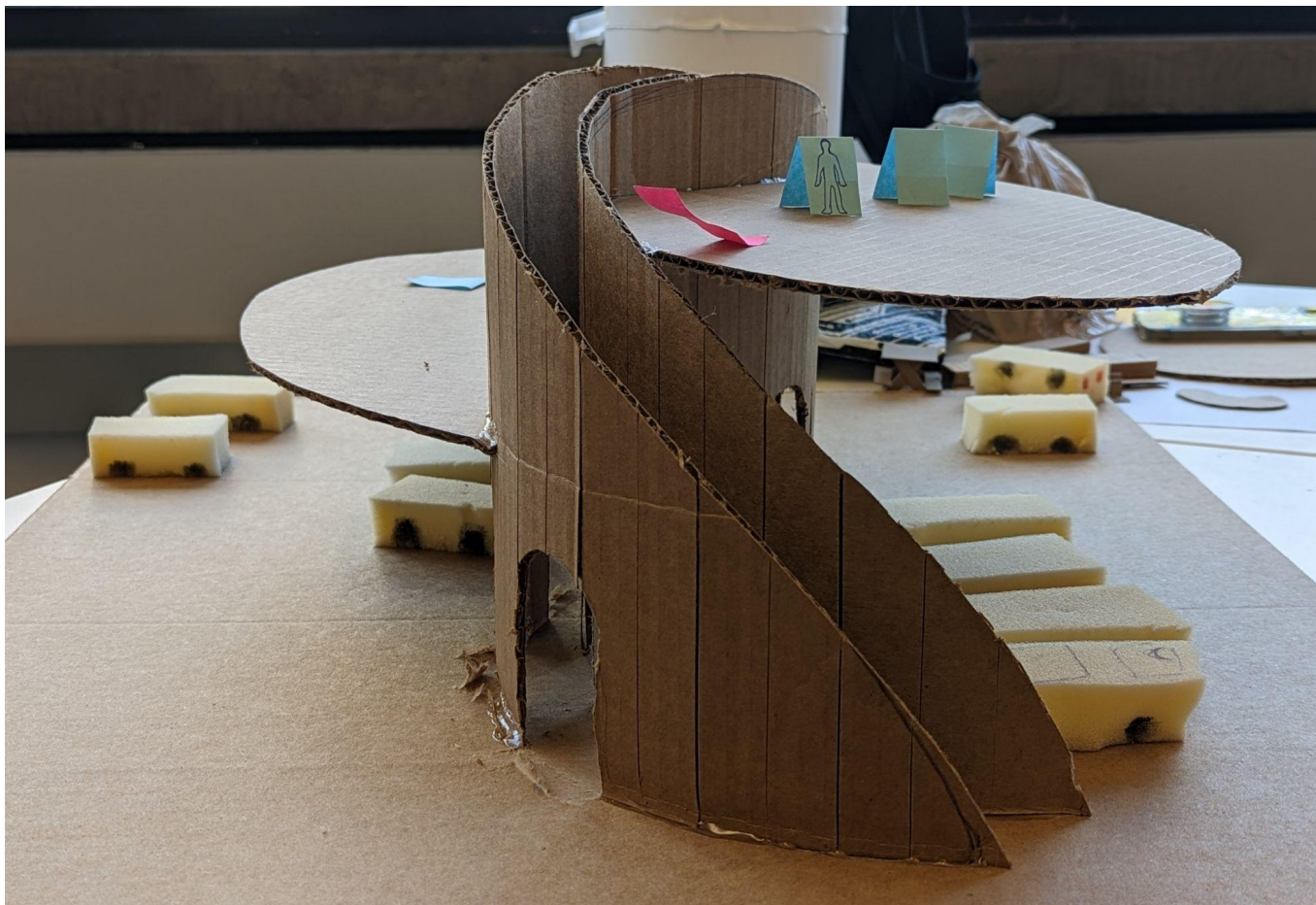
concepts, testing, hierarchy

Designing with Insights

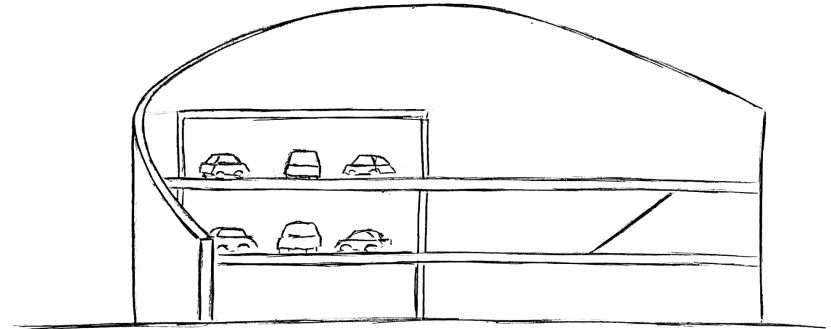
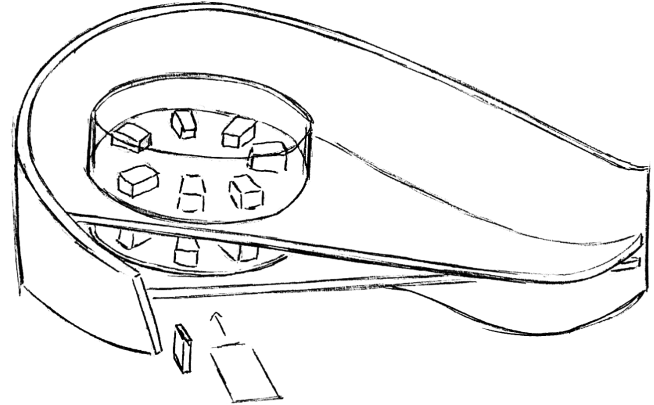
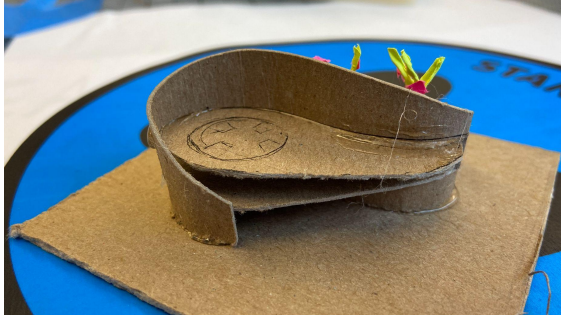


Human-centered Architecture





Parking Lot to Car Elevator



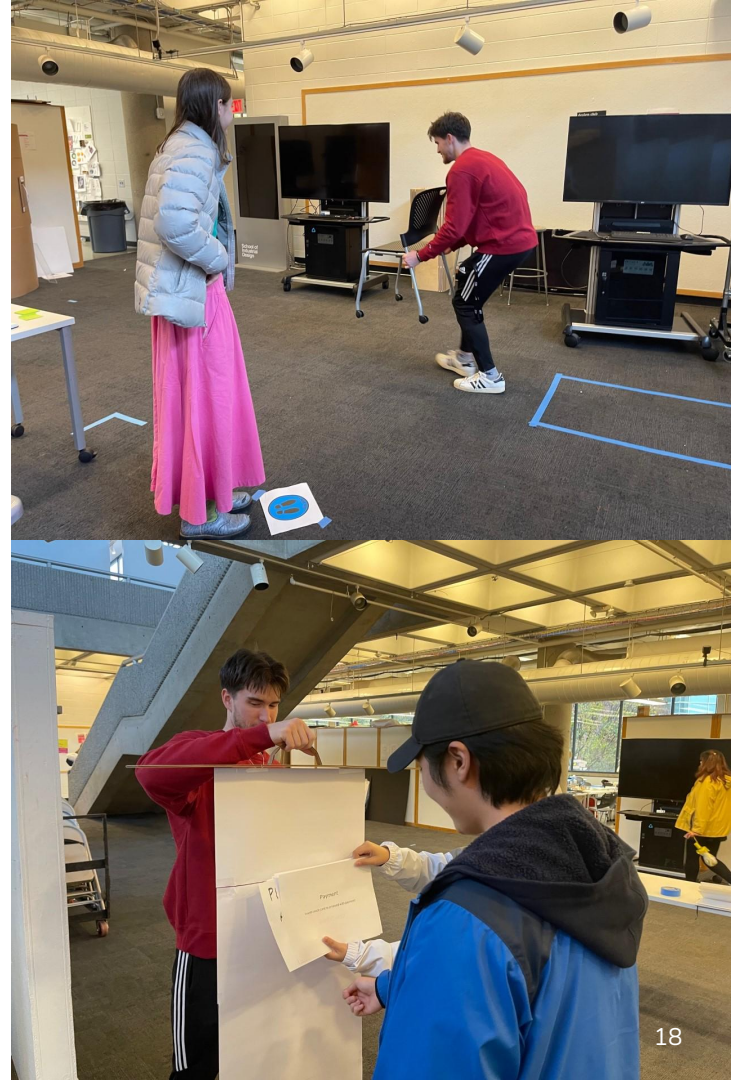
Park & Charge Elevator





Autonomously Park & Charge

- Parking System
- Car Elevator Safety
- Charger Kiosk UI
- Human Aspects



Autonomously Park & Charge

- Parking System = **mobile app**
- Car Elevator Safety
- +
- Charger Kiosk UI
- +
- Human Aspects
- = **Valet system**



A Third Place

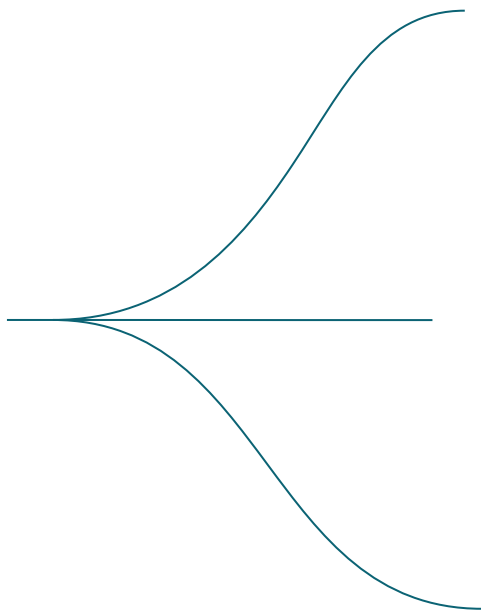




Third place: somewhere to spend time, separate from work & home

Third Place Habits Survey

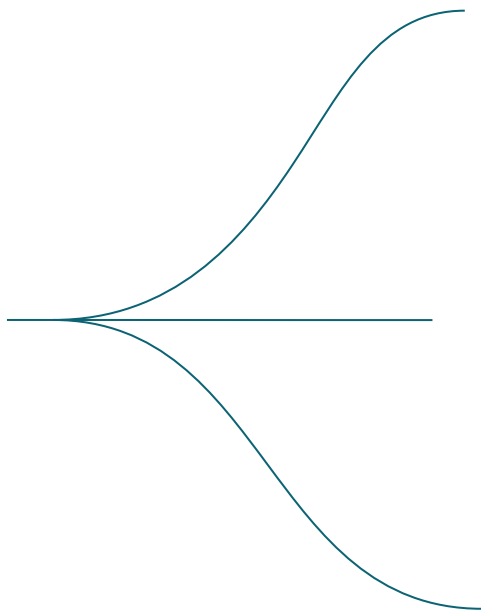
52 responses



65% seek out local
foods and vendors

Third Place Habits Survey

52 responses

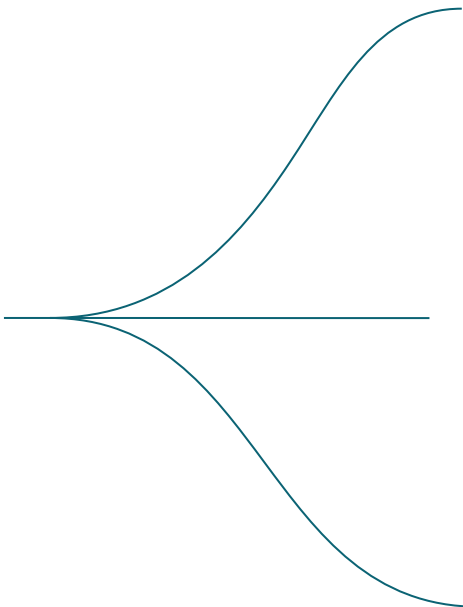


65% seek out local
foods and vendors

85% work in public
once a month or less

Third Place Habits Survey

52 responses



65% seek out local
foods and vendors

85% work in public
once a month or less

60% would work more in
public if it fit their errands

THIRD PLACE

DESIRES

VS.

AVAILABILITY





COMMUNITY CHARGE

a people-centric transport hub

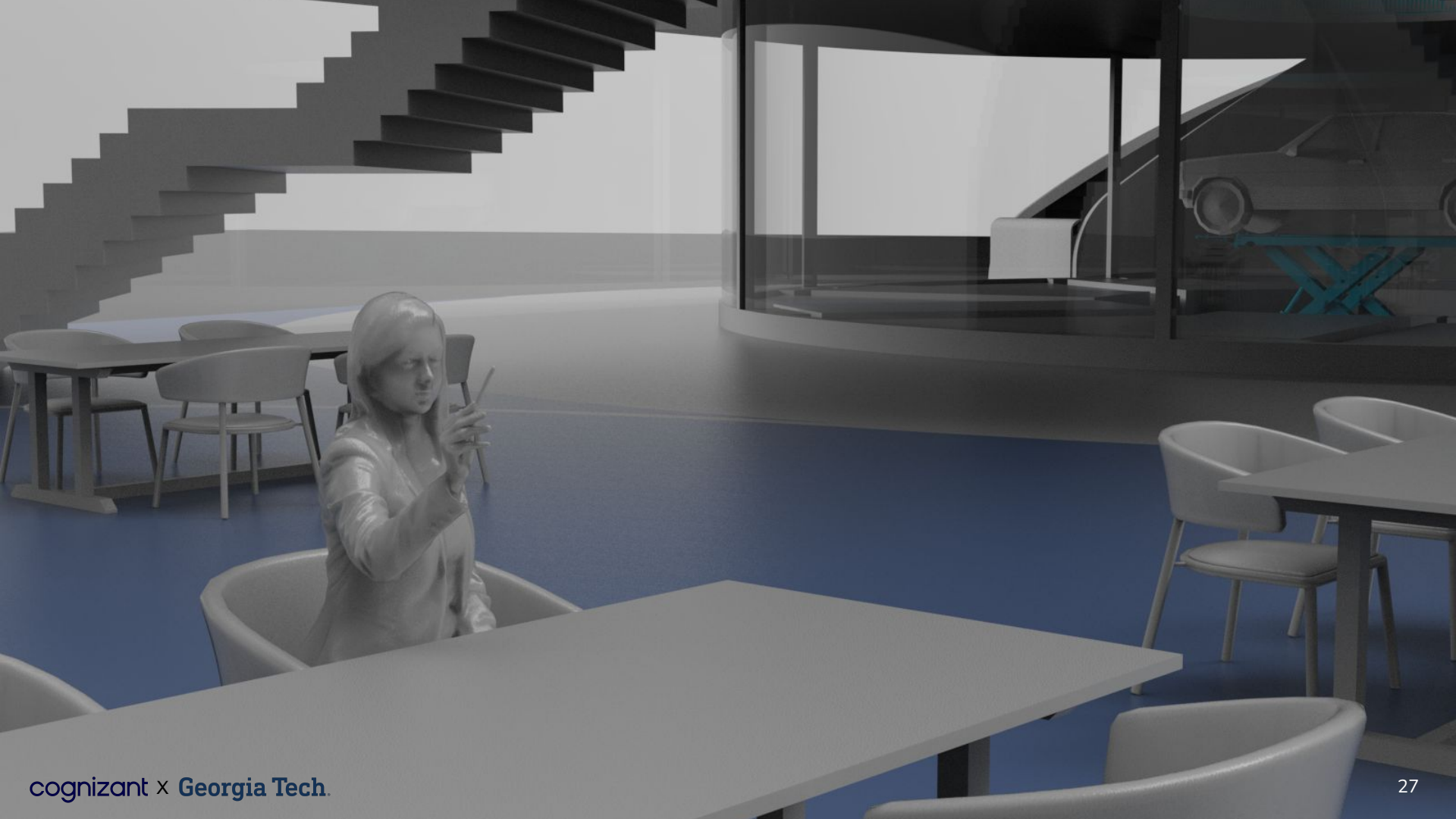
Car Elevator

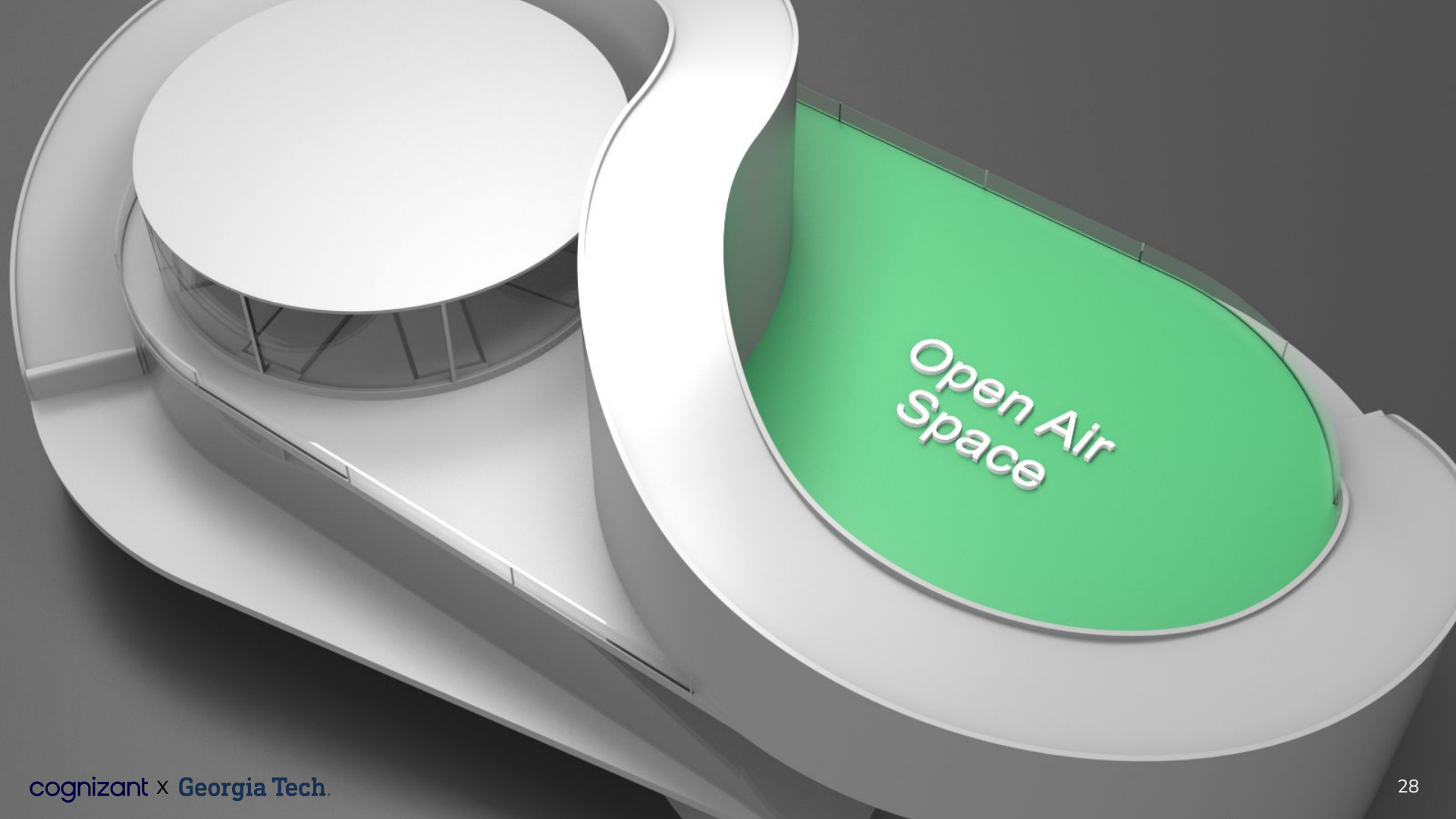


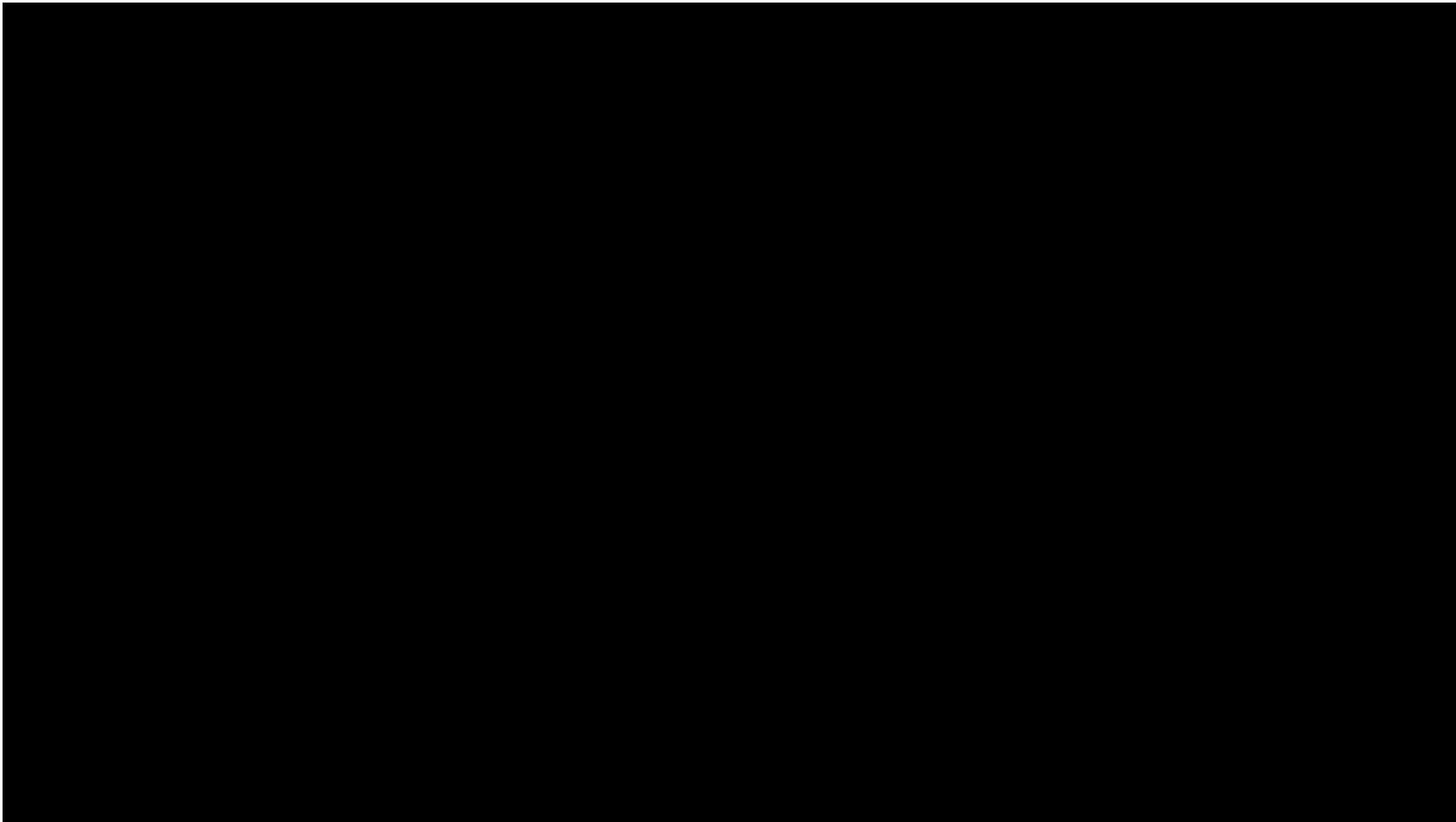


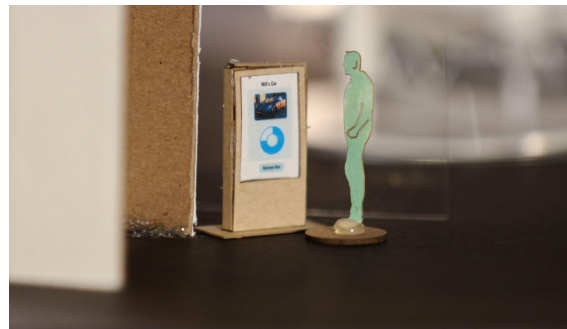
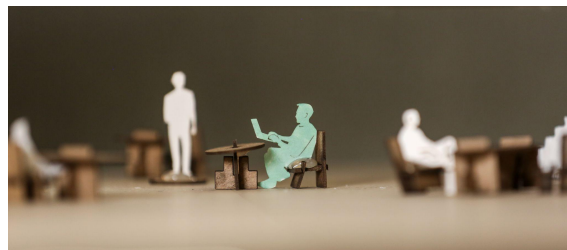
Productivity Space











Thank You!



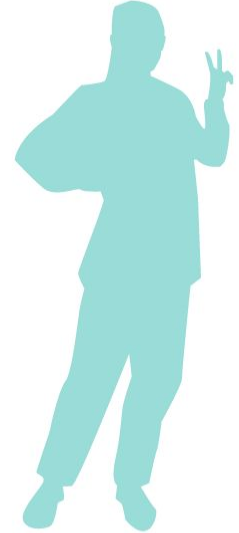
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