



EV Impact: Consumer Brands

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Epic Link

(Add link to Epic in project management software)

Overview:

The goal is to provide an insightful and comprehensive understanding of the electric vehicle (EV) landscape in the Washington area, targeting both the general public and policymakers. By focusing on the prevailing EV models, their features, and the surrounding infrastructure, the data aims to be both comprehensive and easily digestible. This will cater to the needs of the press, ensuring it's readily usable for articles, press kits, and public dissemination.

Problem Statement:

There is a discernible gap in the representation of the burgeoning EV market in Washington, especially in terms of its growth, significance, and broader impact. To bridge this gap and provide a holistic view, there's a need for a series of intuitive, user-friendly dashboards. These dashboards will be built upon three pivotal datasets and are intended for widespread public consumption.

Expected Outcome:

Creation and public launch of a suite of dashboards that eloquently depict the trajectory, relevance, and ripple effects of EVs in the Washington market. These dashboards will prioritize user experience, ensuring that journalists and other stakeholders can seamlessly incorporate them into their narratives and press materials.

User Acceptance Criteria:

1. Highlight the most popular EV models over time.
2. Showcase the salient features that are resonating with consumers.
3. Enumerate the EV models that qualify for CA FV (Clean Air Fuel Vehicle) incentives.
4. Delve into consumer choices: BEV (Battery Electric Vehicle) vs. PHEV (Plug-in Hybrid Electric Vehicle).
5. Capture the year-on-year growth patterns for salient metrics.
6. Establish the ratio of EVs vis-a-vis charging stations in the area.
7. Gauge the geographical distribution and accessibility of charging stations.
8. Map the density of EV ownership by zip code.
9. Contrast the adoption trajectory of EVs with that of traditional internal combustion vehicles.

Dependencies:

1. Comprehensive and accurate datasets, emphasizing key metrics for seamless integration.
2. Prompt and consistent data provisioning by the client.
3. The necessity for manual data extraction due to the unavailability of an API.

Risk:

1. The challenge of curating data in a format that resonates with a diverse audience, especially journalists.
2. Potential delays in receiving data from the client, further exacerbated by the absence of an API.

Assumptions:

1. The client remains committed to delivering all requisite data files punctually.
2. The data provided by the client will undergo monthly updates to ensure relevancy.

Out of Scope:

1. A granular analysis of vehicles powered by traditional fossil fuels.
2. Potential policy shifts that might introduce variances in the observed trends.

Stakeholder & SME

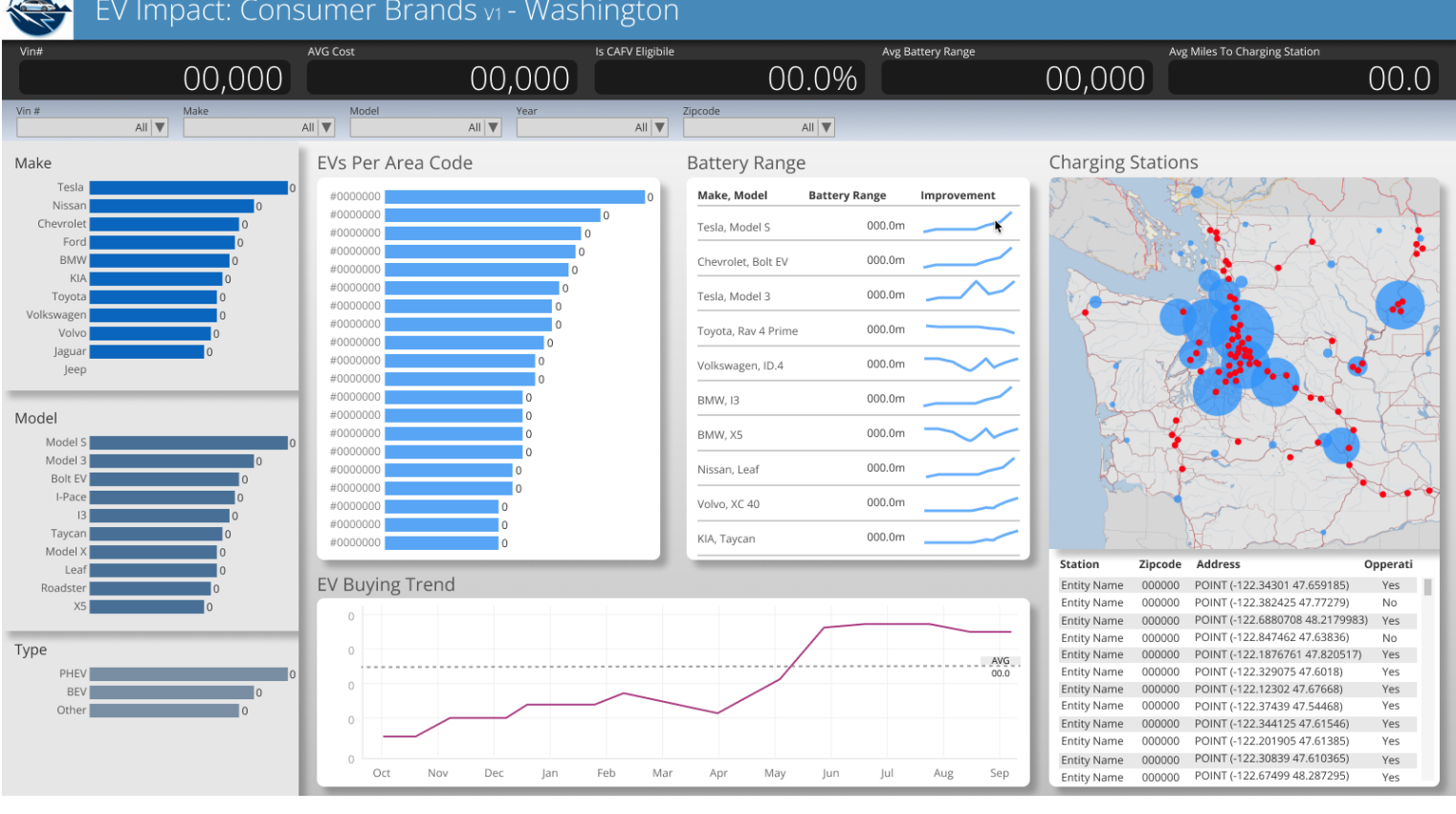
Executive Sponsor: First Name, Last Name

SME: First Name, Last Name

Design

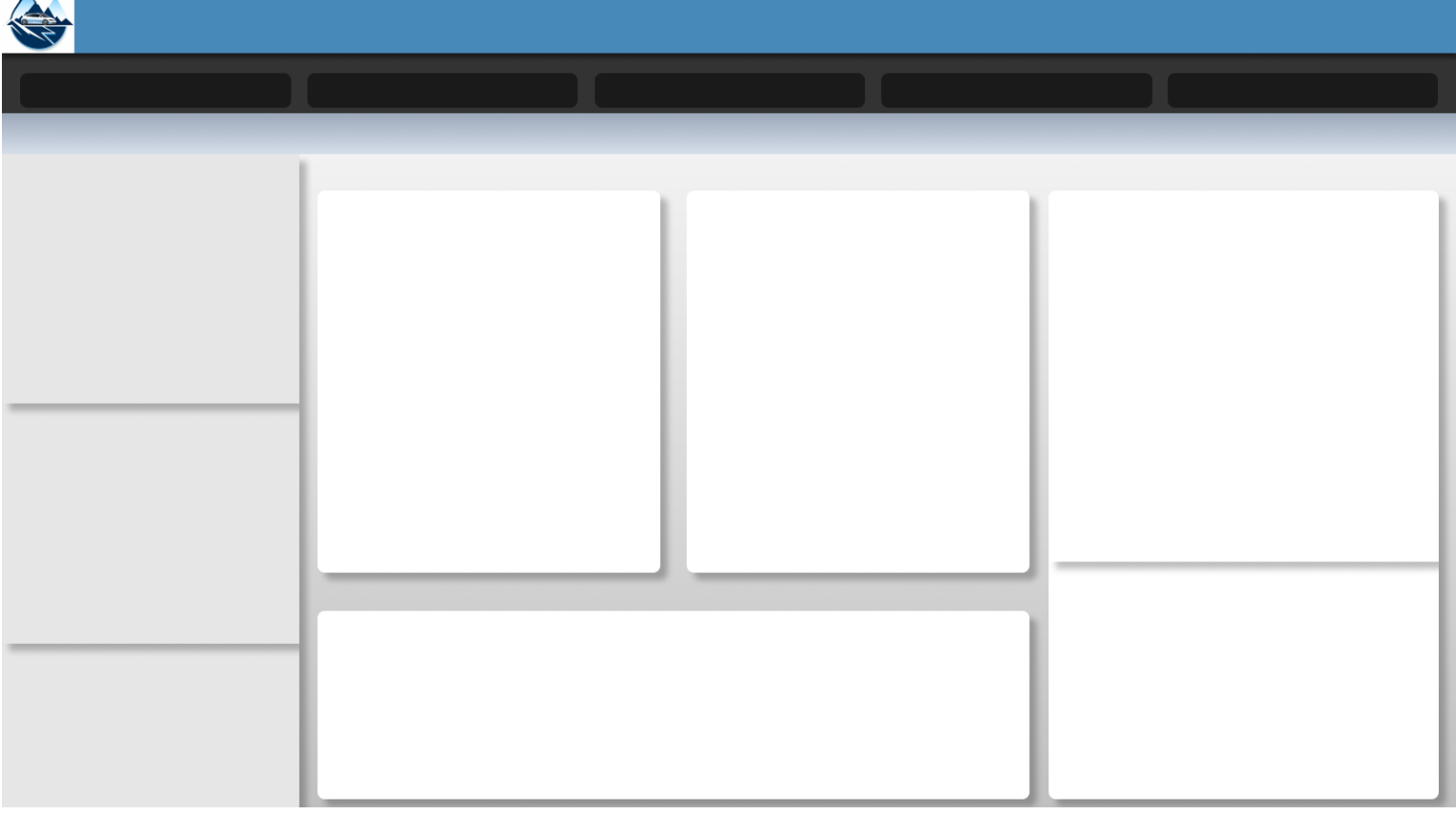
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last updated 00/00/0000



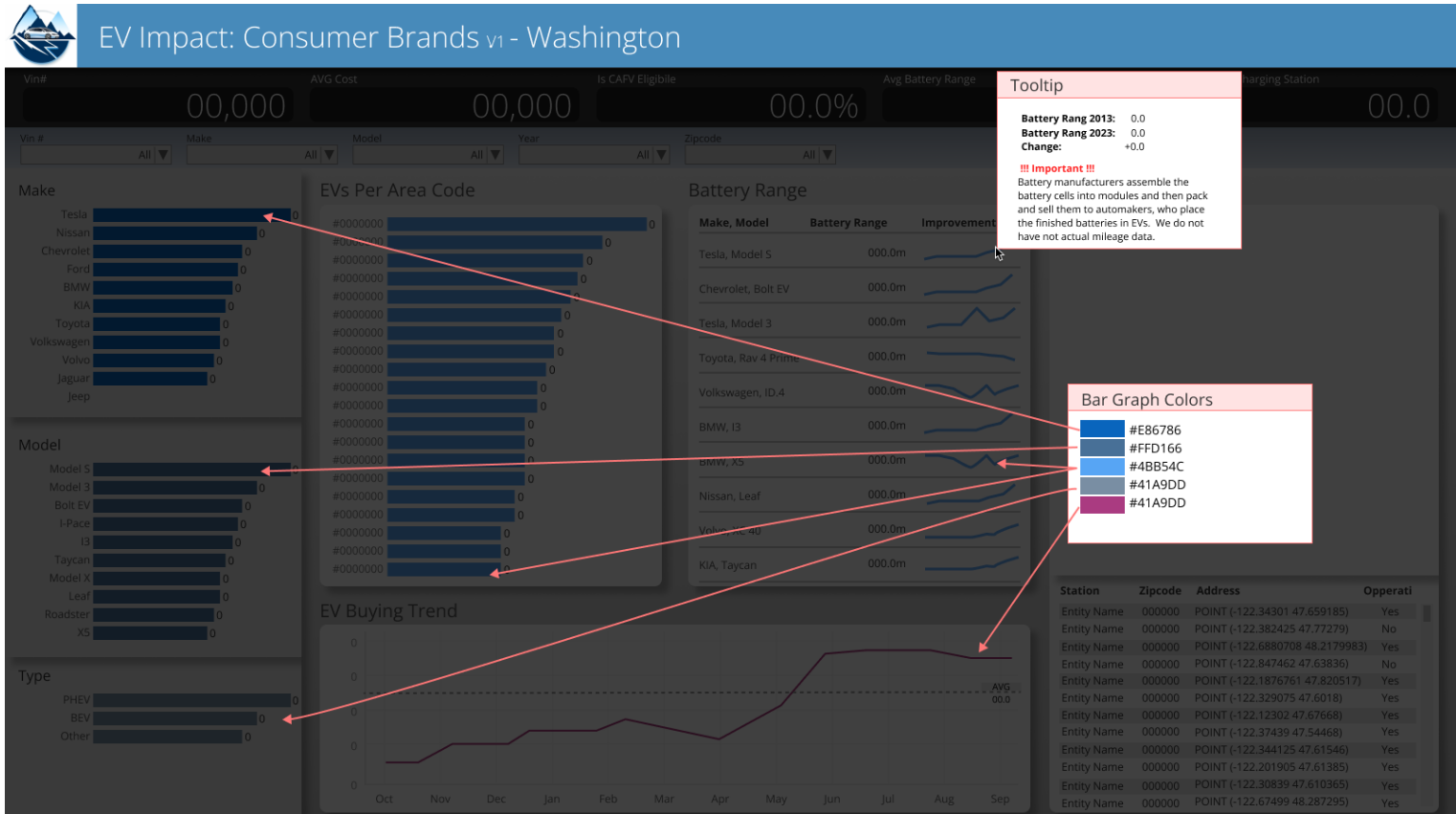
Background:

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Additional Specs:

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Animation:

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[Link to figma prototype](#)

Dashboard

Audience: Public

Data Literacy: 1,2, 3

Focus:

Educated and influenced policy makings of the progress the EVs are making in the marketplace, ease of owning, and the charging stations

Data Sources:

Client-supplied CSV files, no API is available at this time.

Data Frequency:

New Data will be sent to the team once a month.

Some data may updated and different intervals

Client Supplied Files

Attach or insert links of all the stakeholder documents and data