

The Future of Urban Mobility

REFUELING GUESTS

cognizant x **Georgia Tech.**

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Meet the Team



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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

2050

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

2
0
5
0

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
O
D
A
Y

Today,

> 80%

of electric vehicle charging is done at home.

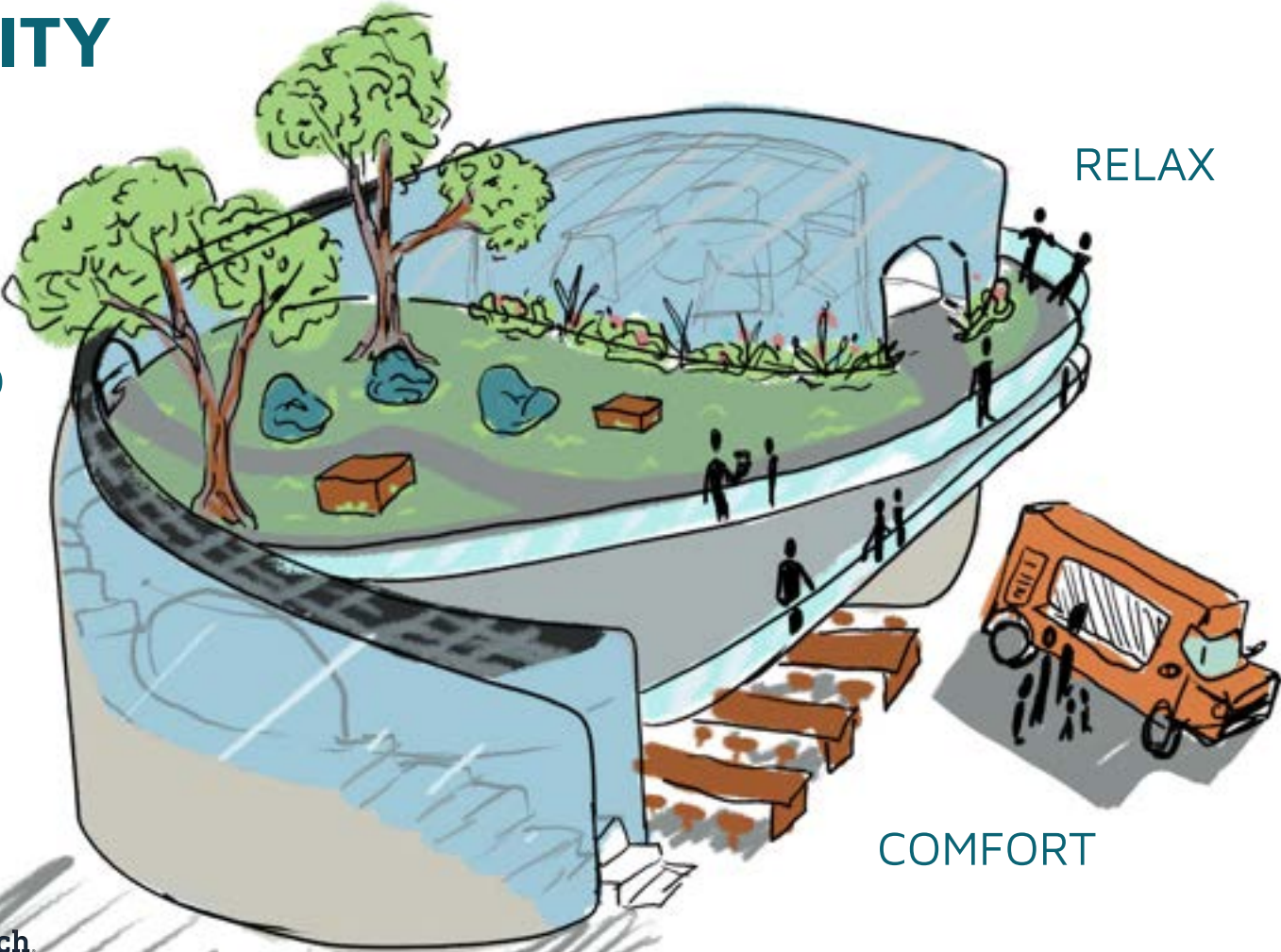




COMMUNITY CHARGE

TIME GAINED

RELAX



COMFORT

A photograph of two people in a workshop or office setting. They are standing around several large whiteboards on wheels. One person is pointing at a board while the other looks on. The scene is brightly lit with overhead lights. A large, bold, dark blue word 'PROCESS' is overlaid in the center of the image. Below it, the words 'concepts, testing, hierarchy' are written in a smaller, italicized font. In the bottom left corner, the text 'cognizant x Georgia Tech.' is visible, and in the bottom right corner, the number '11' is present.

PROCESS

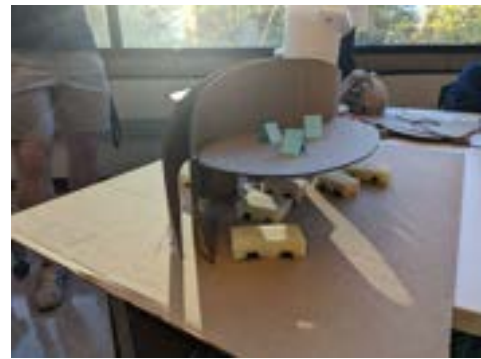
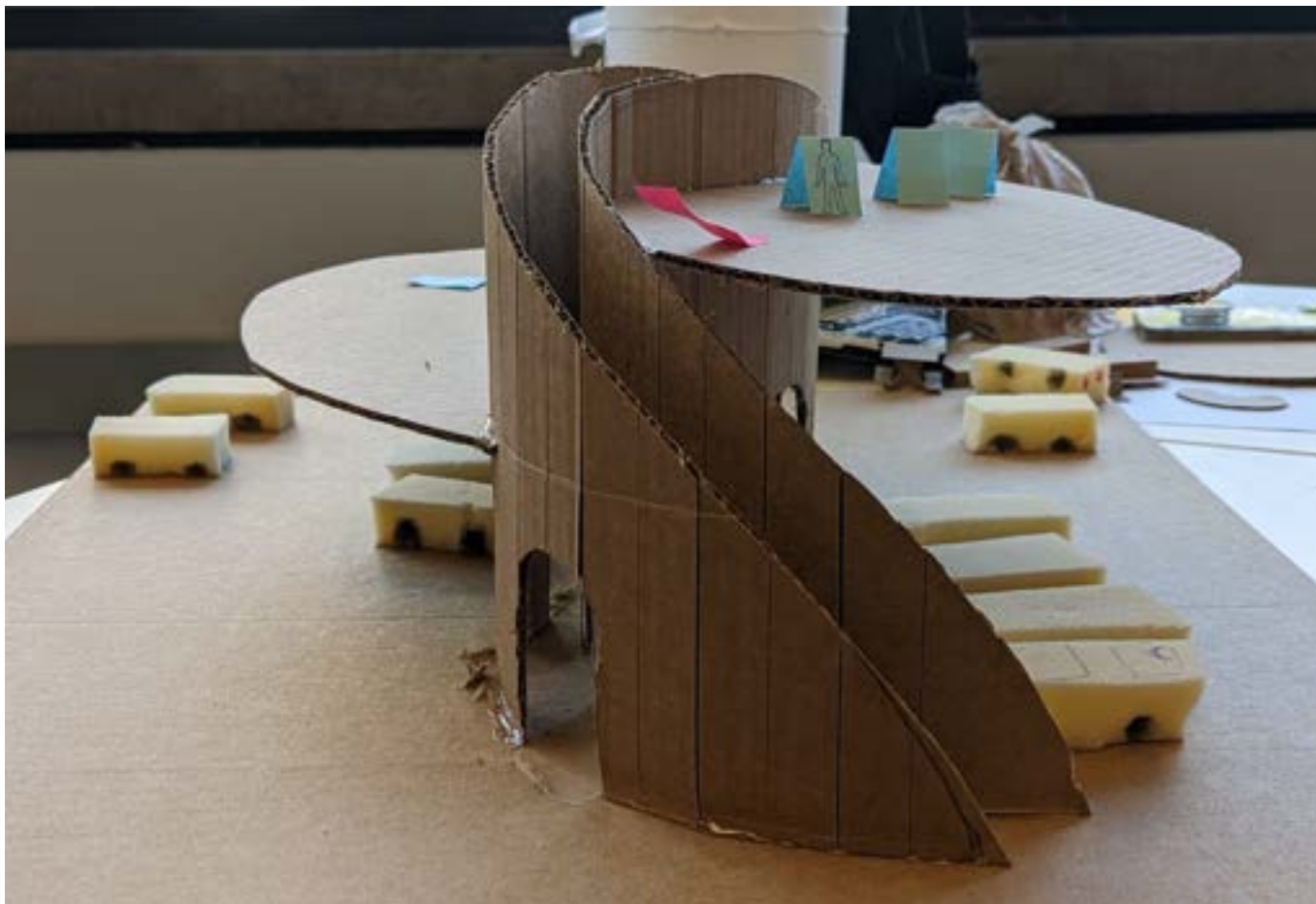
concepts, testing, hierarchy

Designing with Insights

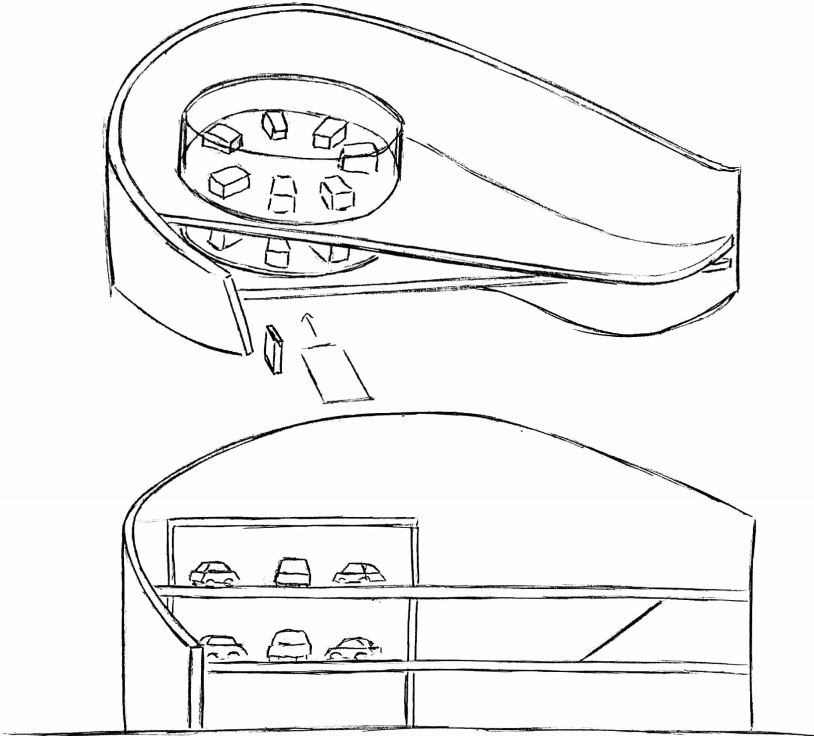
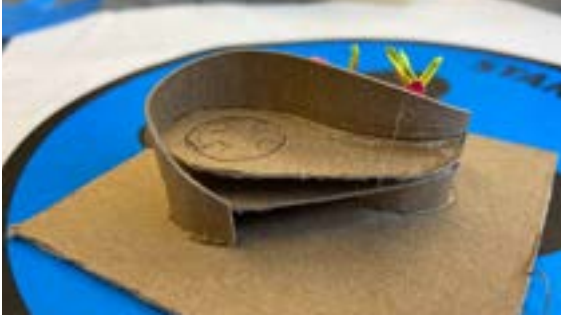


Human-centered Architecture





Parking Lot to Car Elevator



Park & Charge Elevator





Autonomously Park & Charge

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



A Third Place

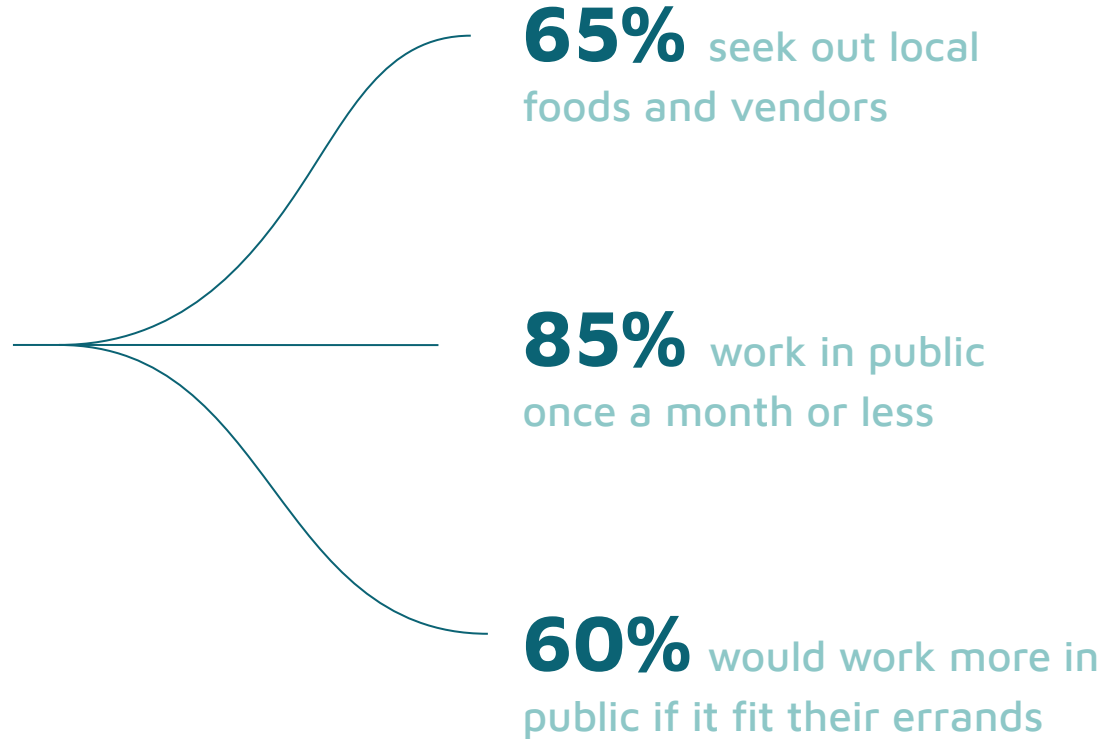




Third place: somewhere to spend time, separate from work & home

Third Place Habits Survey

52 responses



THIRD PLACE

DESIRES

VS.

AVAILABILITY





COMMUNITY CHARGE

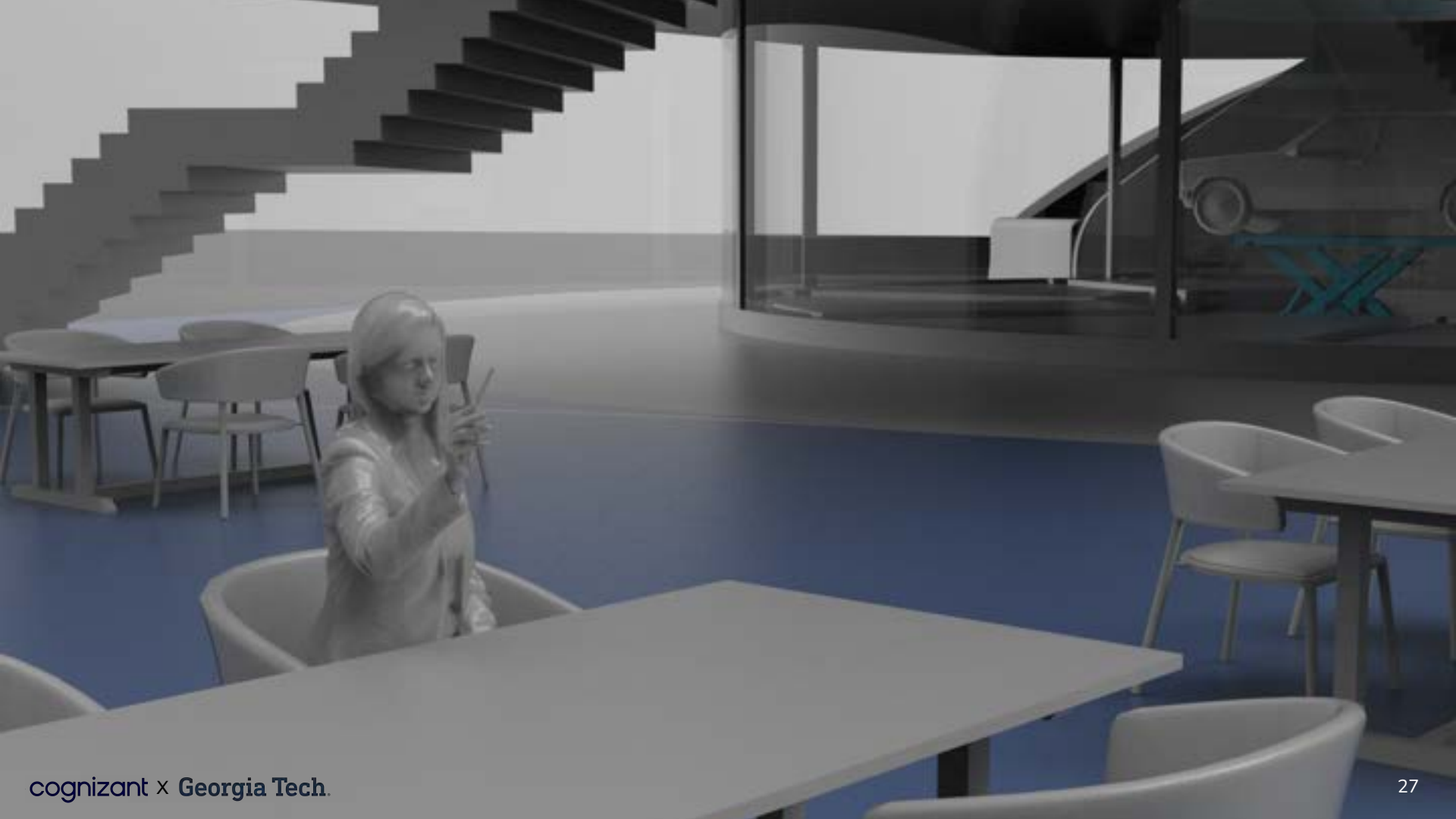
a people-centric transport hub

Car Elevator



Productivity Space







Thank You!



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