Products and Services

Beginner-friendly videos.

Clear, concise explanations.

Everyday tips and best practices.

E-guide with a systematic structure.

Classification of error patterns without technical overload.

Range, charging and everyday tests.

Comprehensible purchasing advice.

Community observation and summary of relevant experiences.

Practical tips you can use right away.

Greater safety during use and operation.

Reassurance through transparency about known issues.

Clear recommendations for settings and handling.

Clarity when charging, planning and travelling.

Structured purchase and usage guidance.

Gain creators

Pain relievers

Reduction of information overload through clear selection of relevant facts.

Explanation of unexpected vehicle reactions without technical details.

Confirmation that display or software errors are common and are not due to incorrect operation.

De-escalation of problems through clear classification.

Absence of complex or costly solutions.

Consolidation of community knowledge for laypeople.

Simple, understandable guidance.

Clear, practical recommendations for everyday use.

Reassurance from knowing that familiar problems affect many users.

Transparent classification of what is normal, what is critical and what is irrelevant.

Greater security in everyday life.

Validated basis for purchasing and usage situations.

Gains

Pains

Confusing information on the internet.

Fear of incorrect operation or technical errors.

Uncertainty when the vehicle reacts unexpectedly.

Display or software errors seem threatening when you don't know whether they are known issues.

Contradictory tips from forums.

Lack of simple, clear explanations.

Overwhelmed by technical complexity.

Functional jobs

Safely handling everyday situations with the vehicle.

Finding settings that work reliably.

Understanding efficiency, range and charging without technical depth.

Classifying problems without having to analyse them yourself.

Emotional jobs

Confidence in using new technology.

Receiving confirmation that problems are not 'individual'.

Reducing nervousness when displays or functions react unexpectedly.

Gaining confidence that they are operating the vehicle correctly.

Social jobs

Being able to pass on reliable information.

Being regarded as knowledgeable in your field without needing in-depth technical expertise.

Exchanging ideas without spreading false information.

Based on the value proposition canvas by strategyzer

