The future
of auto(motive)

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Get out of the tunnel ...
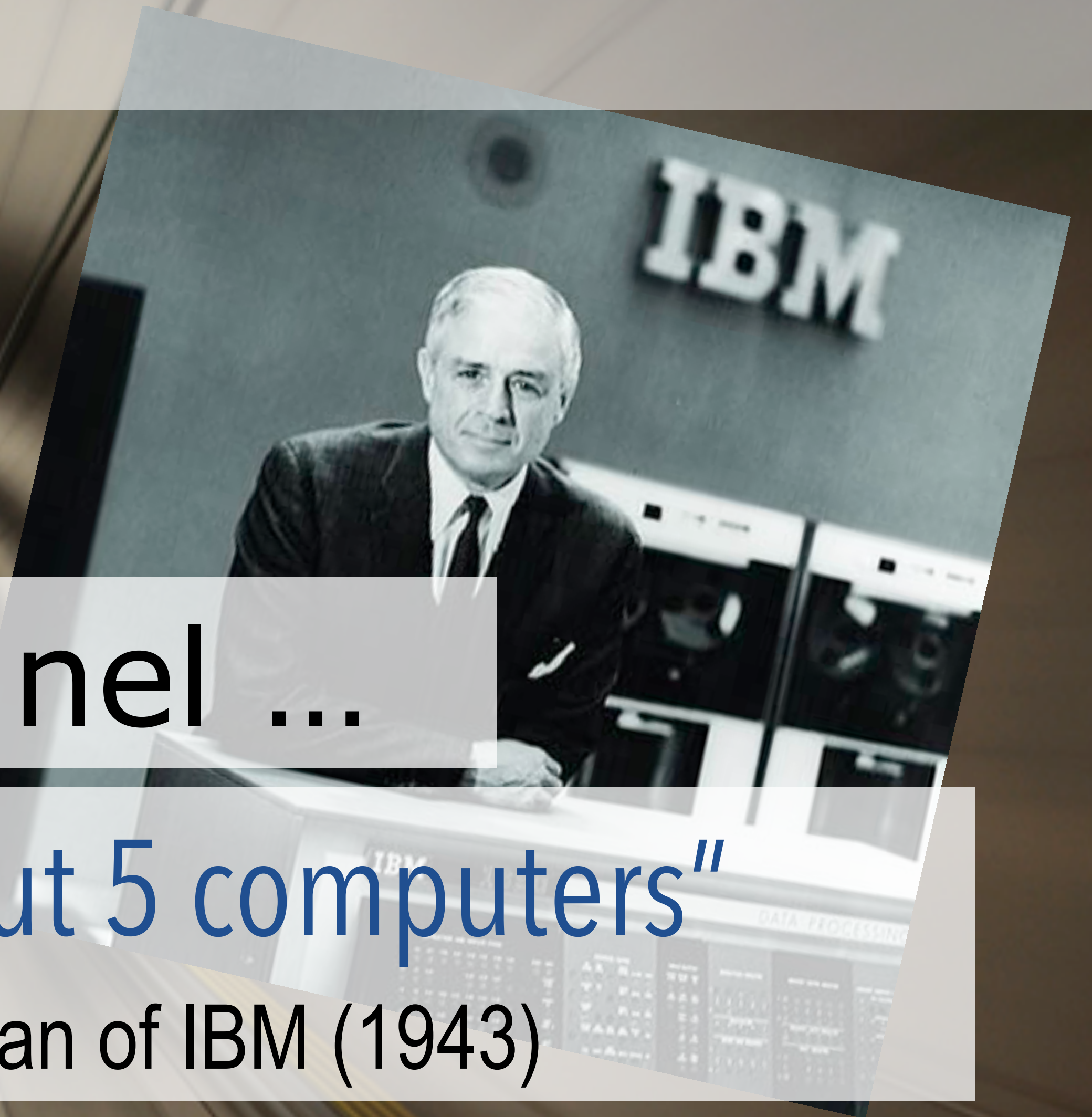
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Get out of the tunnel ...

"There is a market for about 5 computers"

Thomas Watson, founder and chairman of IBM (1943)

Get out of the tunnel ...

"The telephone is an amazing innovation but who will ever use it."
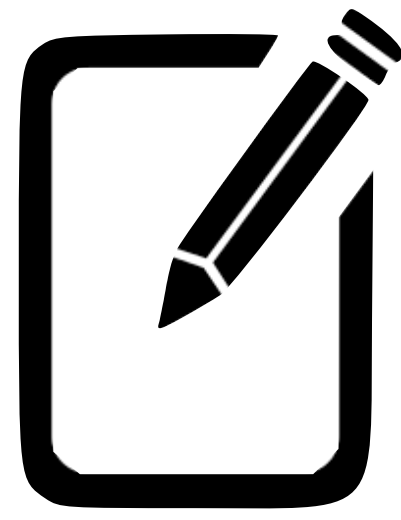
Rutherford B. Hayes, American president (1875)

Get out of the tunnel ...

"The development has been so remarkable that we don't expect any improvements in the future ."
German car manufacturer (1914)

The future
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Why do people use a car?
How do people use a car?
What need does a car serve?
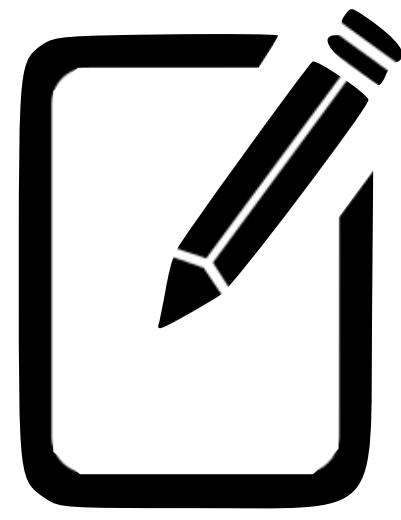
(Don't forget the generational perspective!)

The future of auto(motive)

Why do people use a car?
How do people use a car?
What need does a car serve?

(Don't forget the generational perspective!)

What is a car?
What are the positive sides of car usage?
What are the negative sides of car usage?

What is mobility?
What is the relationship between the car and mobility?
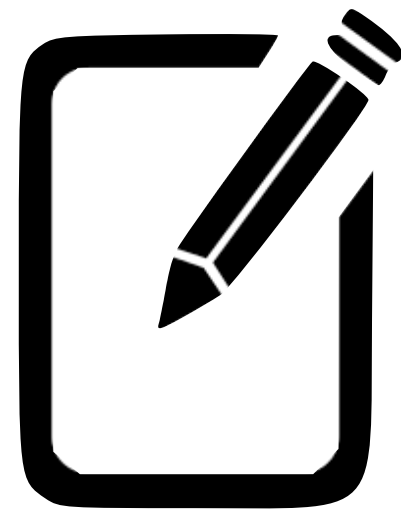
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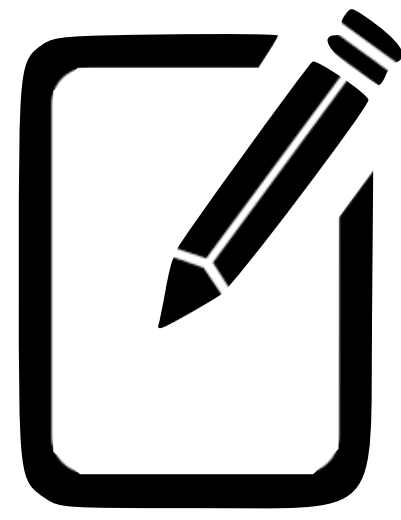What are the negative sides of car usage?

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What is the relationship between the car and mobility?

What are alternatives regarding mobility for people today?
What are the positive and negatives sides of these alternatives?

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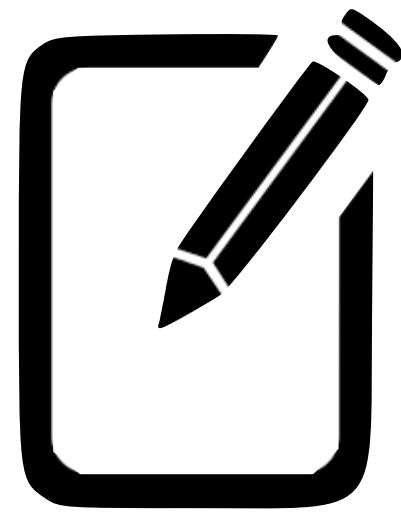What are the negative sides of car usage?

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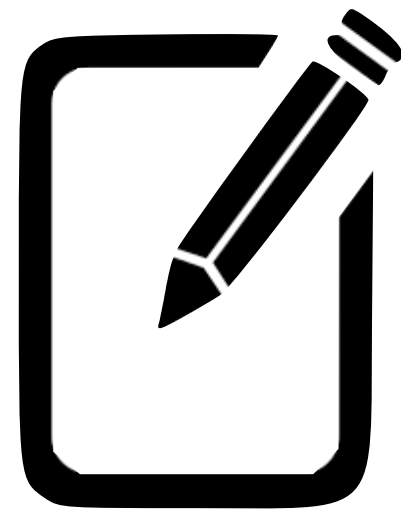What are the positive and negatives sides of these alternatives?

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Develop for each mobility alternative
a value proposition canvas for the present situation.
(Tip! Focus on the Pain (reliever)s and Gain (creator)s.)

Each group presents one value proposition in class.
(different mobility alternatives)

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What was the impact of phase 1 and 2 on mobility?

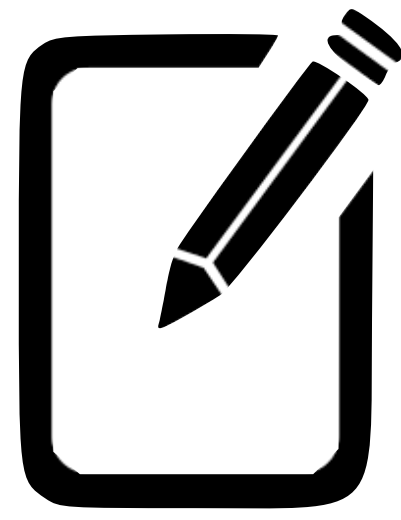How did/do/will phase 1 and 2 affect customer gains and pains?
How did/do/will phase 1 and 2 affect the value proposition?

Start from the VPC (=as-is situation).
Add where phase 1 en 2 did/do/will have an impact.
You share a least one effect in the afternoon session per group

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What is the impact of phase 3 on mobility.

How does/will/can phase 3 affect customer gains and pains?
How does/will/can phase 3 affect the (current) value proposition?

Start by creating a future vision of how/what mobility will look like in 2030.
Solve remaining pains and create new gains based.
Use at least 2 (macro)trends.
Use the Digital Value Model as a tool to 'sharpen' your vision
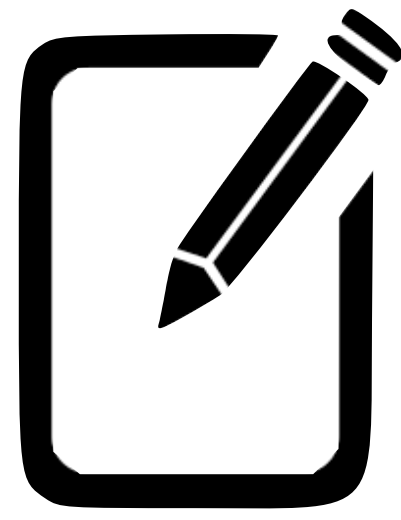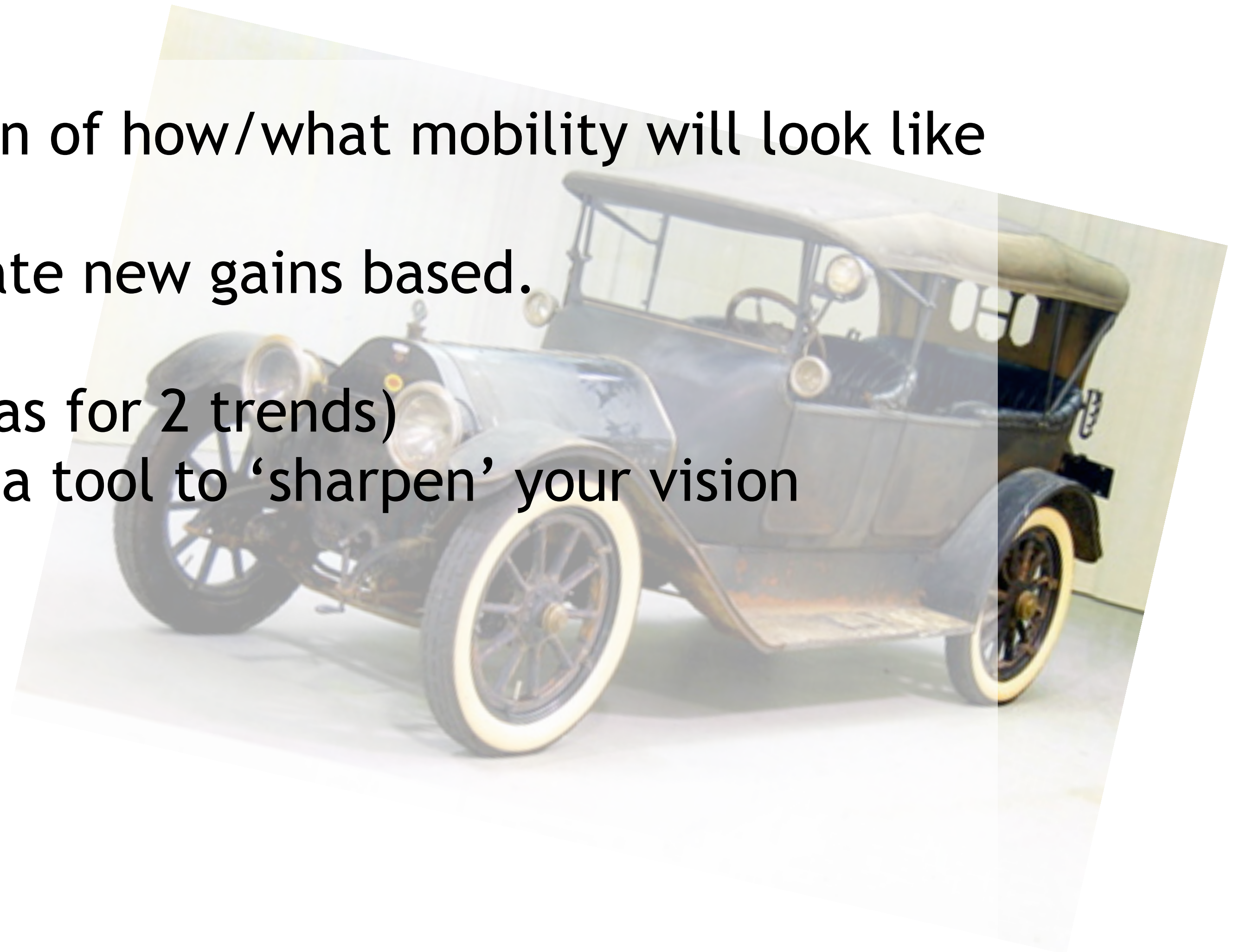
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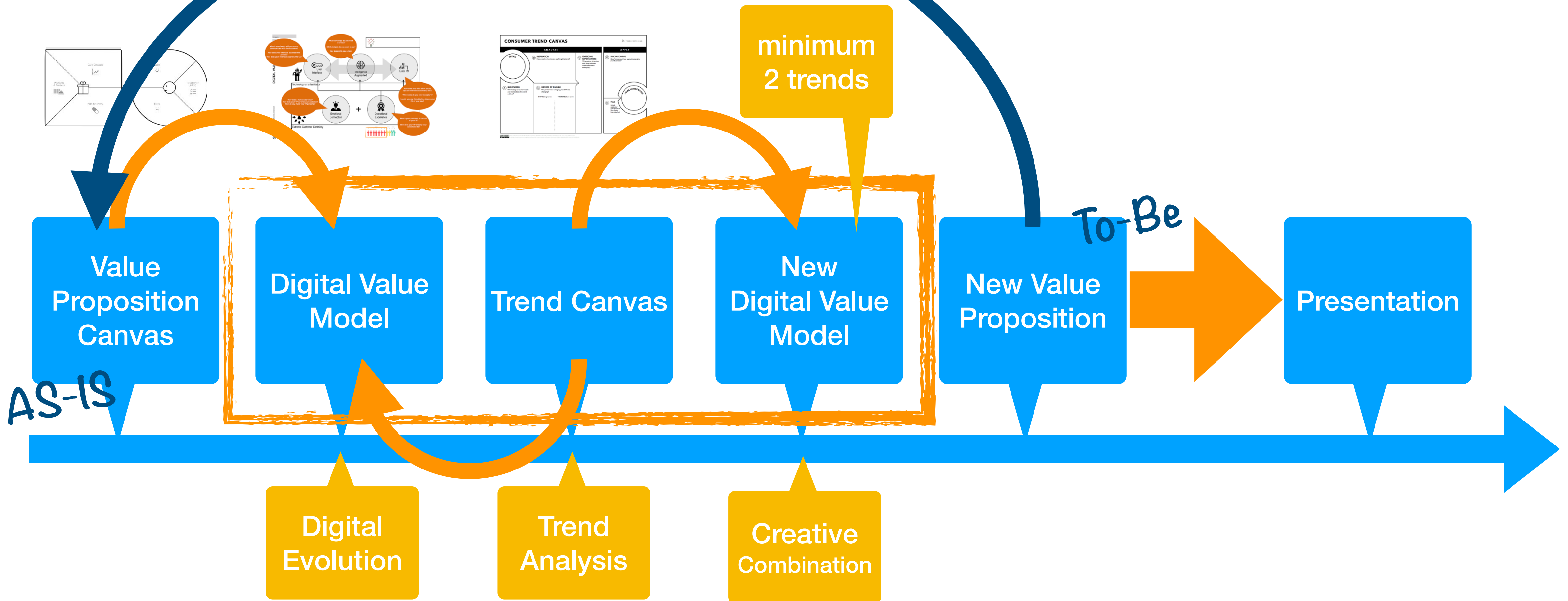Solve remaining pains and create new gains based.
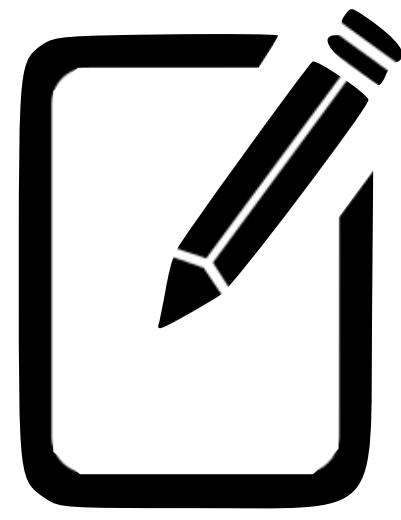Use at least 2 (macro)trends.
(Create a trend watching canvas for 2 trends)
Use the Digital Value Model as a tool to 'sharpen' your vision

Check on pains and gains

minimum 2 trends

To-Be

AS-IS

| Value Proposition Canvas | Digital Value Model | Trend Canvas | New Digital Value Model | New Value Proposition | Presentation |

Digital Evolution

Trend Analysis

Creative Combination

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25th of January 2021
Final presentations of your future vision on mobility.

Presentation 15m

- you present your future vision: what is it and how does it work.
- you explain why this is a possible future vision
- you show how customer pains are met, and gains are created

Your full analysis is paper of max 10p* with (unlimited) attachments.
Show how you use digital evolution, trends and are creative :-)

*10p of body text excluding cover page, table of content, table of figures and reference page