

Eyes on the road!

Future-proofed insight in the new and ever-changing world of EV drivers

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Introducing...



Kate



Lori

A photograph of two men sitting at a table in a casual indoor setting, possibly a cafe or office lounge. The man on the left has dark hair and is wearing a blue and black patterned shirt. The man on the right is bald with a full beard and glasses, wearing a blue button-down shirt. They are both smiling and looking towards each other. A third person's head is visible in the foreground on the right, out of focus. The background shows a wooden table, chairs, and indoor plants.

Staying close to consumers
during disruptive times

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EV: Emerging, Extreme, Exciting






Planning for an ever-evolving future

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A close-up photograph of a person's hand holding a black car key fob. The hand is positioned near a silver car door handle. The background is a blurred asphalt surface. The text 'The Moving Parts: Finding members' is overlaid on the left side of the image.

The Moving Parts: Finding members

A close-up photograph of a person's hand plugging a charging cable into the port of a dark-colored electric vehicle. The car's body features a white decorative pattern of dots. The background is blurred, showing what appears to be a parking structure. The text 'The Moving Parts: Understanding the dynamic' is overlaid in white on the lower left portion of the image.

The Moving Parts: Understanding the dynamic



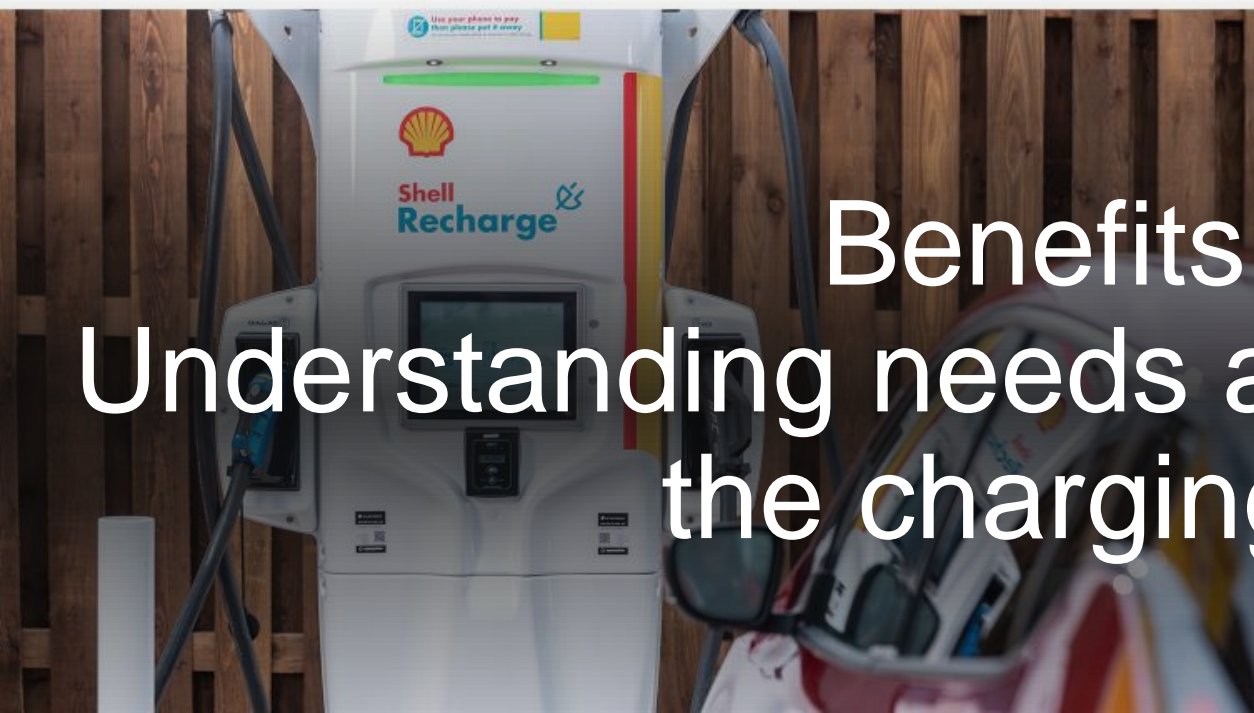
The Moving Parts: Keep them close

When previous
attempts failed



Building human connections for better insight





Benefits for Shell: Understanding needs and expectations across the charging ecosystem





Benefits for Shell: Consumer Segment Enrichment

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Benefits for Shell: Competitor understanding





Momentum is
everything

Where next?



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Any questions?

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