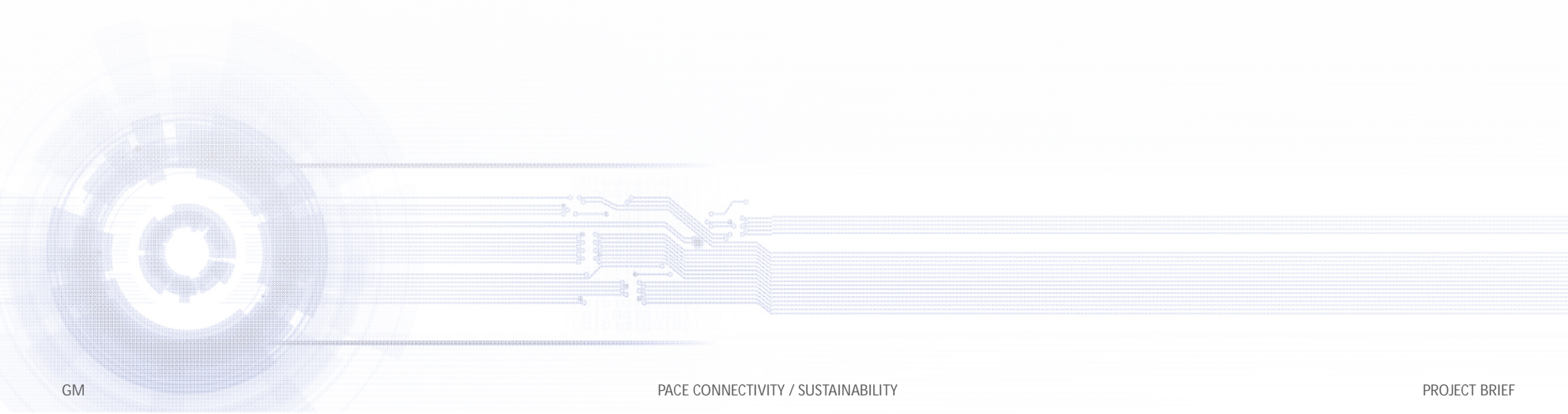


A Sustainable World enabled by Connected Mobility Solutions

PACE
2015 PROJECT BRIEF





Throughout history man has sought to Connect & Communicate with others

To communicate

To tell Stories

To Record history

To share ideas or give instruction

To build relationships



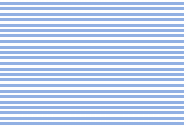
To build communities

To do work


To explore & create

To change the world

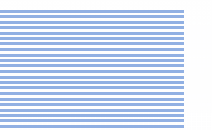




He has done so by creating multiple ways of connecting throughout history



Through all of this innovation and development throughout history , 1 thing has remained constant . . . The desire to Connect and communicate and share with others.



The “Jobs to do” hadn’t really changed . . . The ability to address them did with the advent and progression of technology. Each new succession helped to better deliver the desired state . . . To Connect



Facebook has 1.5 billion Monthly users

WhatsApp has 900 million Monthly users

Instagram has 400 million Monthly users

Messenger has 700 million Monthly users

Total users 3.0 Billion Monthly users

12 billion messages are sent each day on Facebook

(For reference, there are only 7 billion humans on the planet)

1.5 billion monthly active users are on Facebook

1.25 Billion monthly MOBILE users on Facebook

1 billion search queries are made every day on Facebook

1 billion people use Facebook on their phones

968 million people use Facebook every day

800 million people are connected to public figures on Facebook

798 Million Daily Facebook users

900 million people use WhatsApp

200 million people use Facebook's Messenger app

400 million people use Instagram

30 million small businesses use Facebook

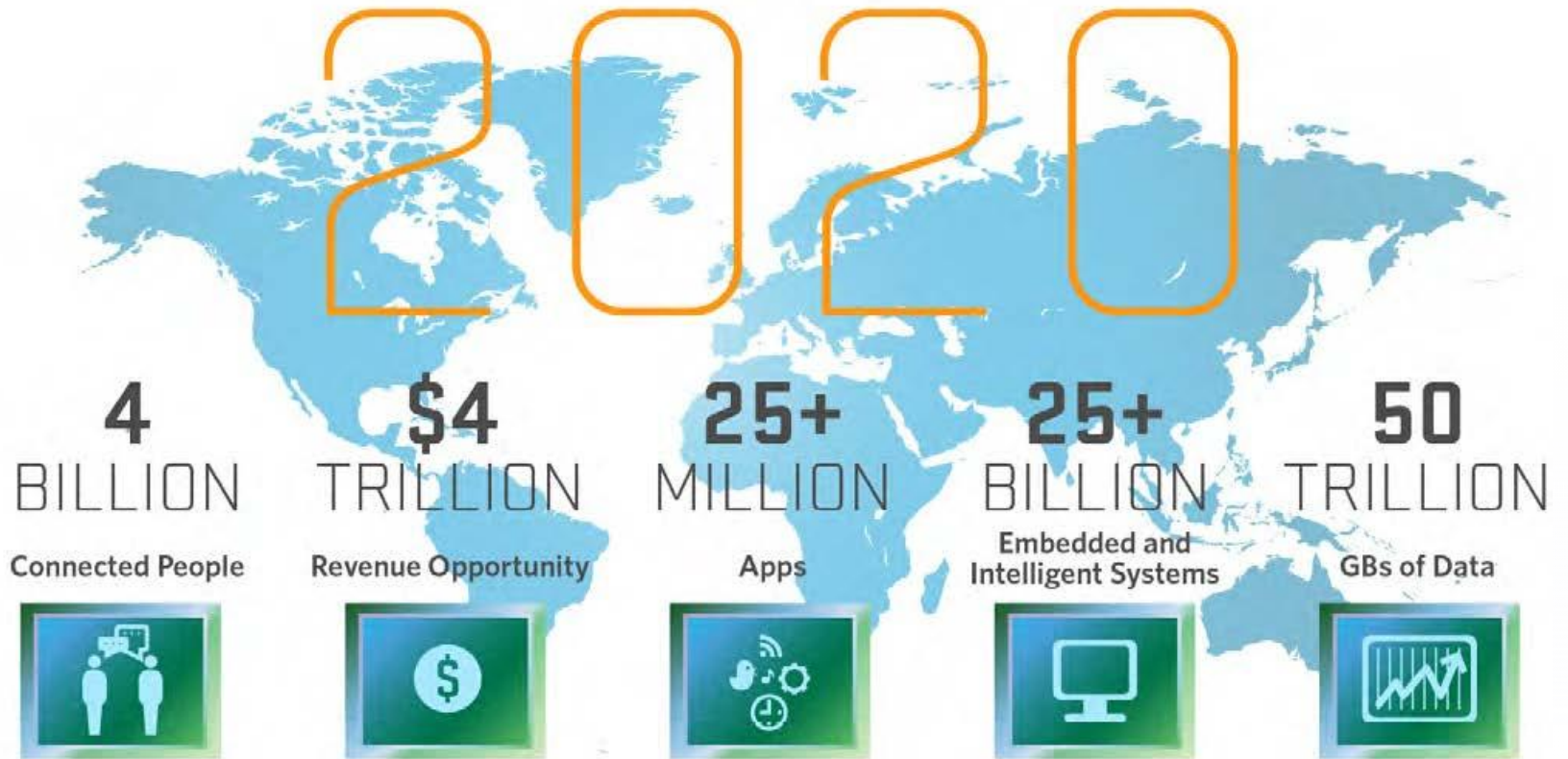
1.5 million businesses use Facebook for paid advertising

4 Billion Video views a day

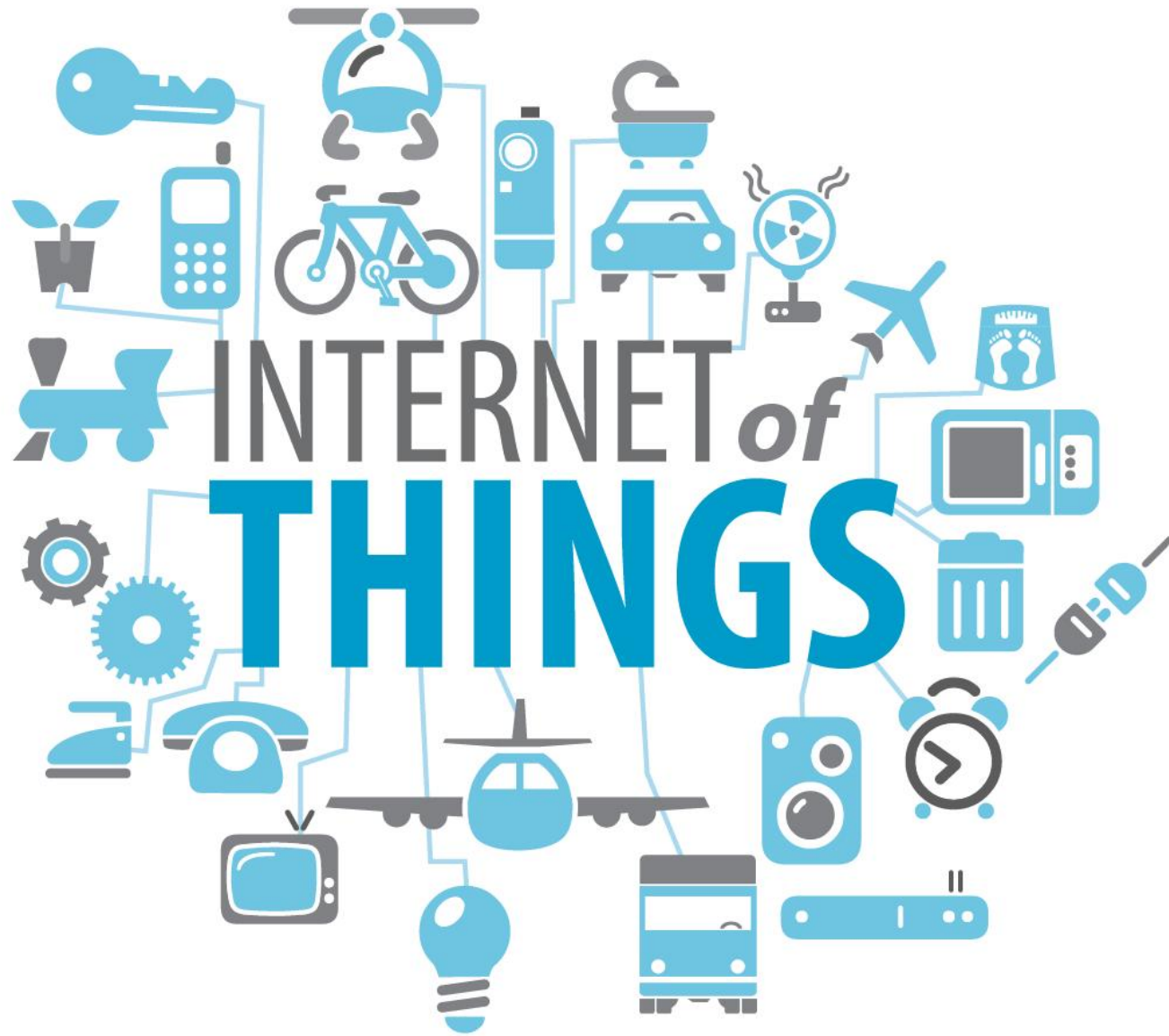
15 Billion Daily searches

75% of Facebook users outside of the U.S.

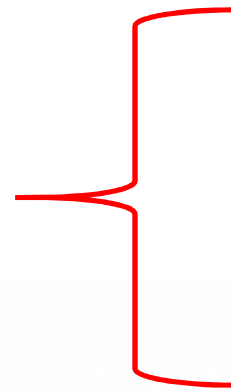
We also learned that Americans spend 40 minutes each day on Facebook and that one of every five minutes a person spends on a mobile device is on Facebook



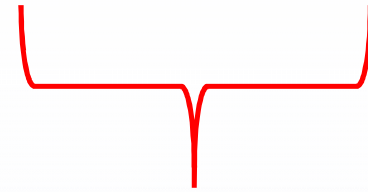
Source: Mario Morales, IDC



CONNECTIVITY



Connectivity
Infotainment
Navigation
HMI
UX/Interaction



Products
Services
Systems



Project Assignment: Connected future

Focus: Create CONNECTIVITY solutions that are linked with MOBILITY that can create & promote sustainability, while solving either a problem or an unmet customer need

- Locations: Urban, Suburban and Rural, developed and emerging
- Timeframe: 2020 and beyond
- Technology bandwidth: open (A vision with an idea how to get there with either current technology or emerging tech will be necessary) No Fantasy or Sci-Fi !!



||| Potential areas of focus

- No wheelers: Commuters who do not own cars
- 2 wheelers
- 4 wheelers
- Owned and shared markets
- Freight and commercial
- Commerce
- ? ?

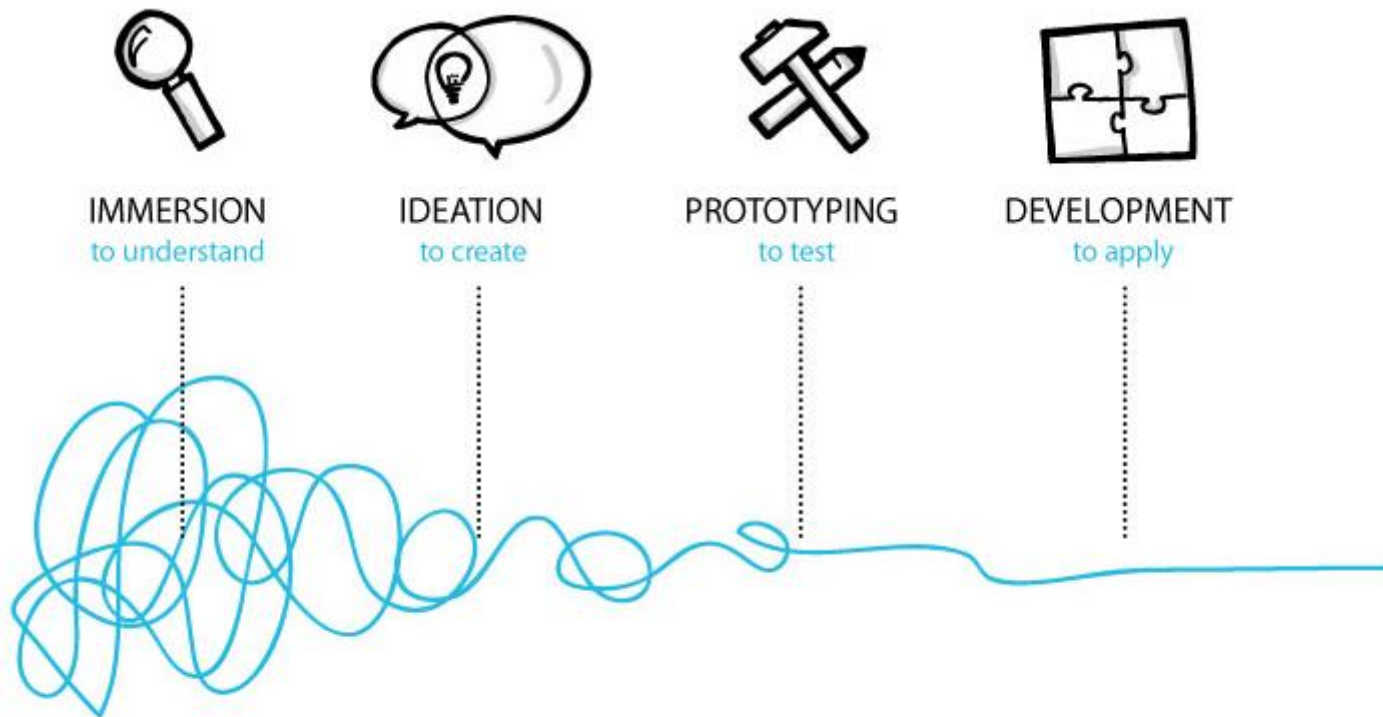


III Deliverables

- Present the BIG IDEA : Clearly articulate the problem you are striving to solve ?
- Who is the Target audience, region, market
- How are you going to solve the problem?
- Present your solutions via Storyboards, 2D or 3D models (full, or scale), visual animations, or a combination of all of the above. Have a clear vision of your solutions and their anticipated benefits + how you could implement
- A full calendar is forthcoming and will also have an early check-in for you to present your targeted area of work to PACE Mentors

Deliverables

Employ 'Design Thinking'- Immersion, ideation, prototyping, development



INNOVATION IS A COMPLEX AND NON LINEAR PROCESS
THAT CAN BE NAVIGATED USING DESIGN THINKING APPROACH.



GOOD LUCK !