

Services Commute Journey



	Home	Motorway	City+Parking	Public transport
Needs	<ul style="list-style-type: none"> Leaving early to beat rush hour Planning each day ahead with the kids Checking multiple applications in the morning to prepare for the drive (e.g. traffic, weather) 	<ul style="list-style-type: none"> Most of the time the car is the fastest option Making confidential business calls Premium car sharing with clients Relaxing time 	<ul style="list-style-type: none"> Finding parking takes a lot of extra time Storing belongings in the car Knowing the parking zone + which app to use Knowing the cost of parking in advance Knowing that the car is locked 	<ul style="list-style-type: none"> Buying extra ticket for the bike on the train
Thoughts	<ul style="list-style-type: none"> Having a car is freedom In the suburbs where I live, trains are the only alternative What if I need to do something urgent and I need the car right away? 	<ul style="list-style-type: none"> Will I lose my freedom? 	<ul style="list-style-type: none"> Not having a car is freedom 	<ul style="list-style-type: none"> Why Sunfleet is not part of public transport?
Emotions	<ul style="list-style-type: none"> Commuting is one of those moments when you'd like to just close your eyes and wish to be somewhere else 	<ul style="list-style-type: none"> Driving into the city is dull and frustrating at times 	<ul style="list-style-type: none"> Worrying about being late Frustration 	<ul style="list-style-type: none"> I like my three moments in the mornings - cycling with the kids, me time on the train and the walk to work

Design Ideas