INTRO
The trucking industry currently relies heavily on diesel fuel, but due to increasing public pressure and possible policy changes, there is a need to go electric.

GOAL
Our team created a zine to inform readers about the impacts of electrification through an empathetic, user-centered perspective. The zine showcases our research results with the goal of paving a path for future exploration around electric trucks.

RESEARCH QUESTION
How do parts of the trucking industry fit with stakeholders, the environment, and infrastructure, and how would electrification of medium-duty trucks fit into this system?

RESEARCH
Lit Reviews  PACCAR research  Interviews
IDEATION
PACCAR Meetings  Ideation Workshops  Final Concept
ZINE DEVELOPMENT
Outline  Content Writing  Zine Design

The electric battery, charging station, and infrastructure all contribute to a large overhead cost.

The city will see major changes in its electric grid to support charging stations.

When going electric, the reliability, safety, and efficiency of the trucks needs to be ensured.

The job market will see an increase in roles like battery engineers, city planners, and route operation planners.

With fewer diesel engines on the road, the air will be cleaner and healthier.