

CHARGED

WHAT IF SEATTLE BANNED DIESEL?

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.

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?

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

IDEATION

ZINE DEVELOPMENT



Lit Reviews



PACCAR research



Interviews



PACCAR Meetings



Ideation Workshops



Final Concept



Outline



Content Writing



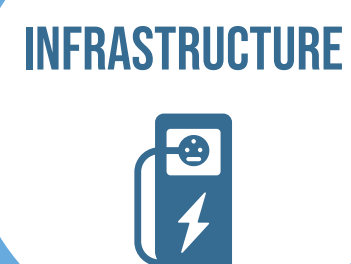
Zine Design

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



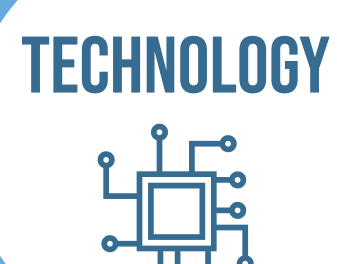
COST

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

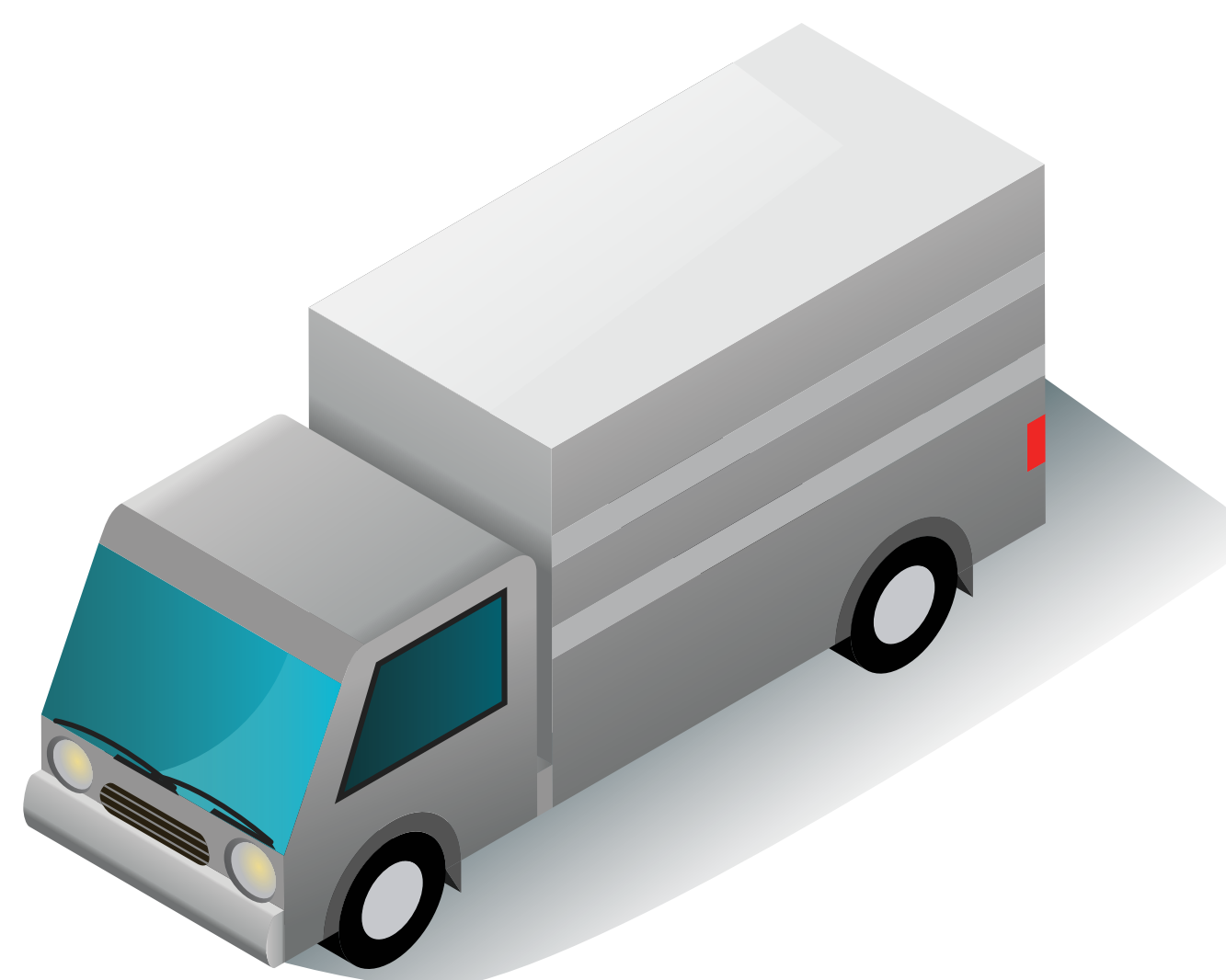


INFRASTRUCTURE

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



TECHNOLOGY



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



JOB MARKET

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



POLLUTION