



Application:

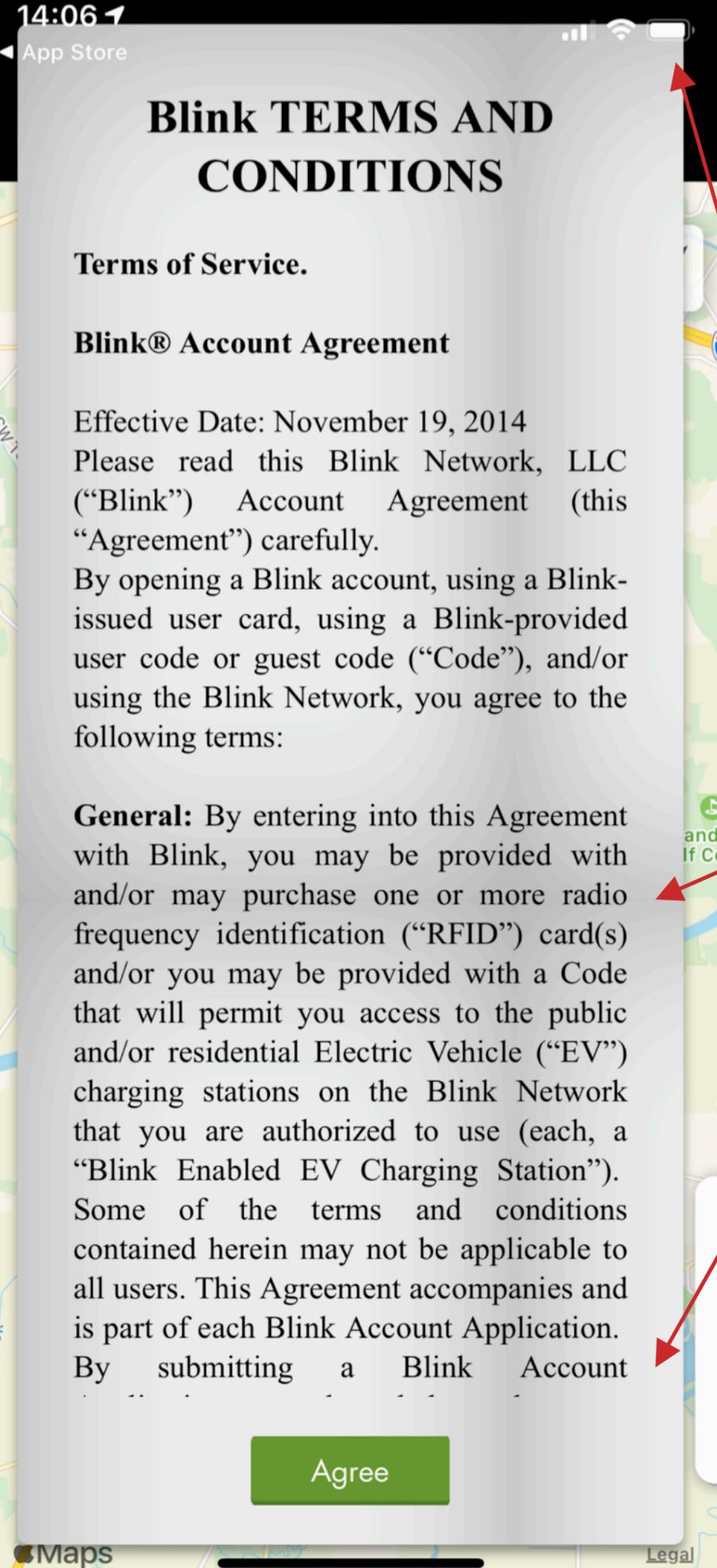
Blink Mobile

Blink Mobile is the companion application for the Blink EV charging network.

It provides a map of nearby charging stations, the user's charging history, and a handful of other utility functions such as account management and a 'report a problem' flow.

The map is the primary user flow:

1. Open the application
2. Find a nearby charging station
3. Check to see if it is ready and available
4. Use the charging station.



Step 1:

Open the Application

On first open, the application immediately presents the user with a "Terms and conditions" page.

Conflicts with system interface, reducing legibility.

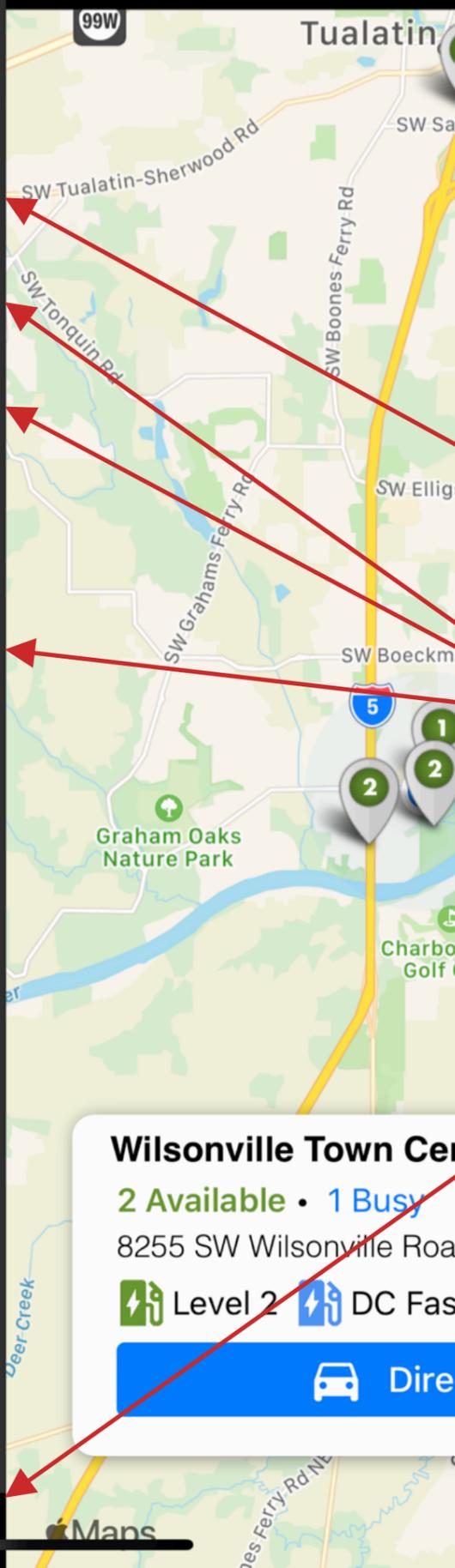
Patterned background is distracting.

Weak affordance for scrolling.

Instead of using a custom control, this screen should use one of the system-default controls to present a large block of text.



- Activity
- Blink Map
- Account
- Blink Code
- Support
- Settings



Step 1:

Open the Application

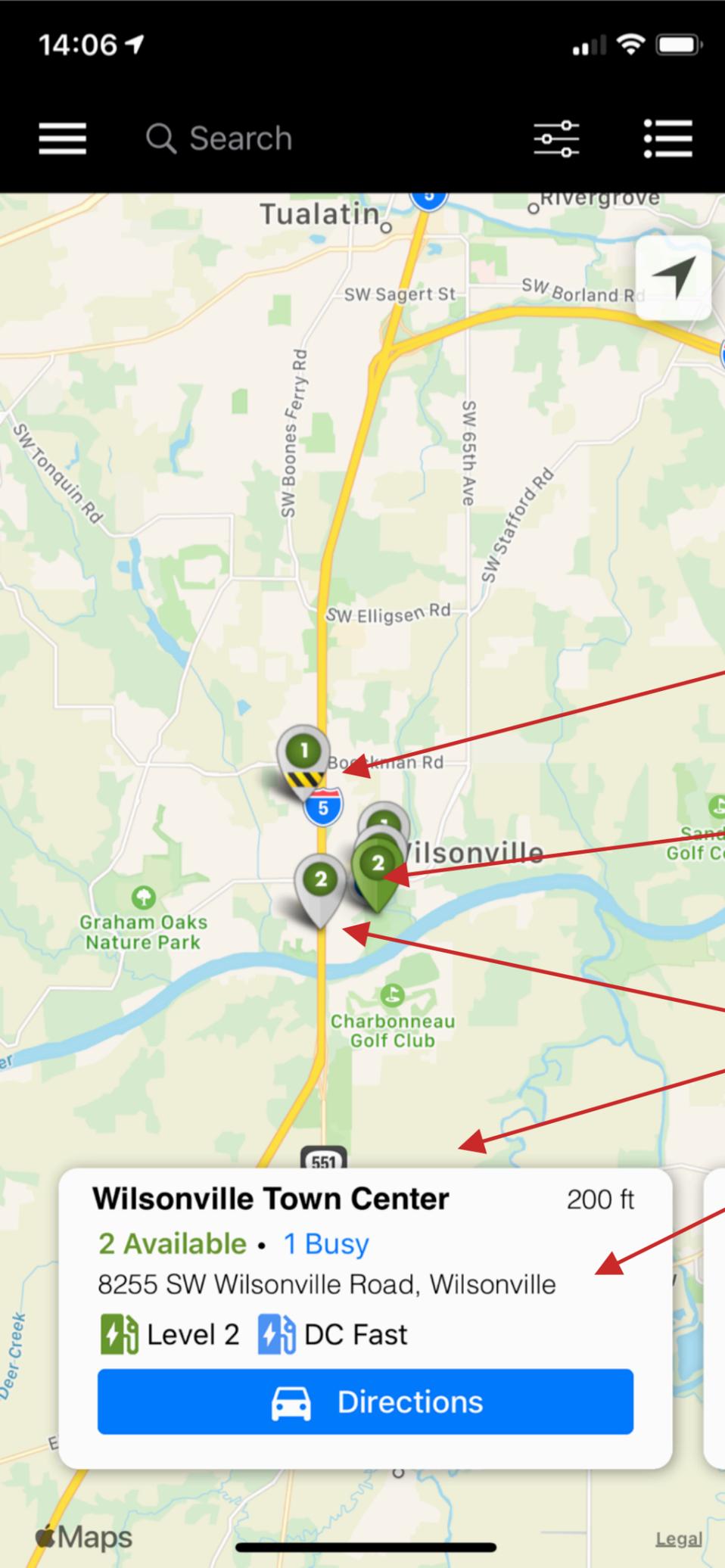
The application's primary navigation is a sidebar menu, accessible through the 'hamburger' icon at top left.

Sidebar is narrow, and feels cramped in places.

Several items are structurally redundant and could be combined.

Menu does not align with device size.

Merge redundant items, and switch to a tabbed navigation to match system conventions.



Step 2:

Find a Station

The map is the core of the application. Using pin icons, it shows nearby charging stations; details are shown in cards.

Default options do not hide 'restricted access' charging stations.

User's current location is obscured.

Tapping a pin does not always open the correct card.

No indication that cards can be tapped to view more details.

Use sensible defaults for filtering and zoom level, and match the interaction patterns of other navigation applications.



Step 2:

Find a Station

Users expect smooth panning and zooming in maps, with accurate information. Blink does not meet these expectations.

Map often stops to load, preventing user interactions.

Pin locations are inaccurate. (Actual location shown.)

Station information is inaccurate. (Station has 2 Level 2 and 2 DC Fast.)

Improve the accuracy of the information presented, and remove loading delays.

Search Filters



Charger



Level 2



DC Fast



Restricted

Availability



All



Ready



Busy

Step 2:

Find a Station

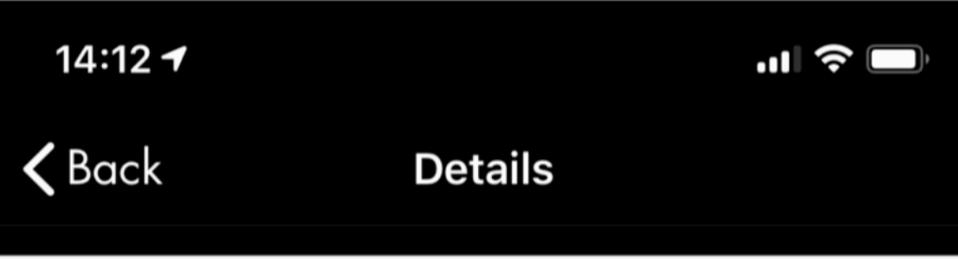
The map can be filtered by charger type and availability.

Restricted stations are shown by default.

DC Fast pin is not used when stations offer both Level 2 and DC Fast.

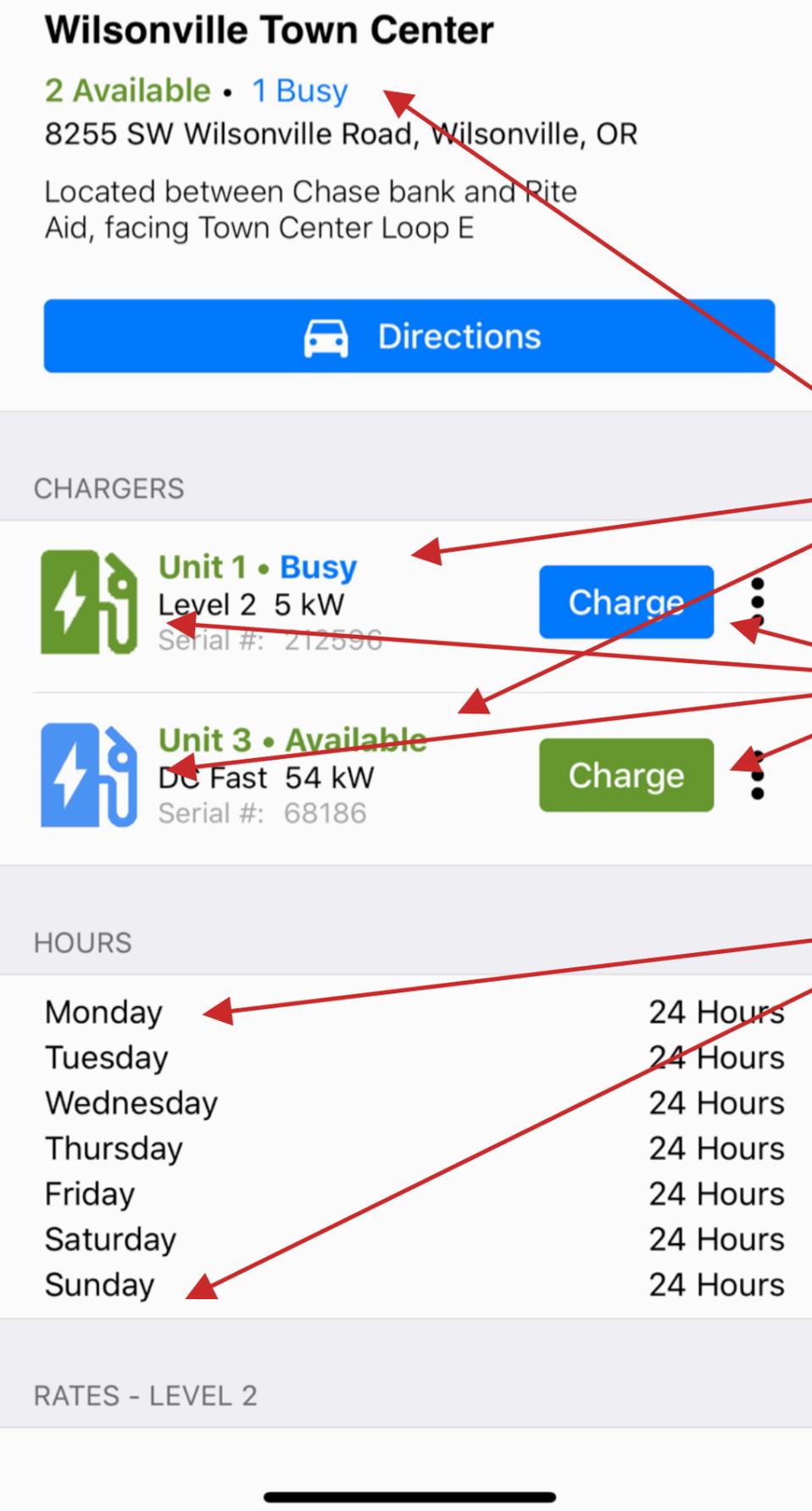
Availability is not visually represented on map.

Convey more information in the pins on the map, and hide 'restricted' stations by default.



Step 3:

Check Availability



The detail view of a station shows location, availability, hours, and rates. Users can also remotely start a charging session.

Charger information does not match displayed total counts.

Colors are not used clearly.

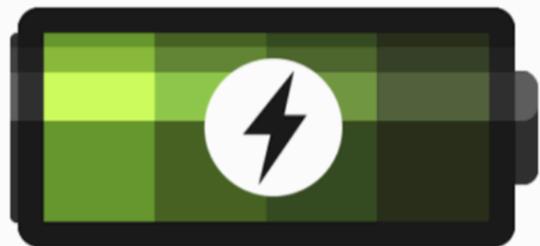
Hours are unnecessarily expanded.

Clarify the color story, and condense information where possible.



Charger Name:
Wilsonville Town Center

Status
Charging



Start Date	Start Time (EST)	Rate	Total Charge
2020-01-26	04:55 PM	\$0.39/kWh	N/A

🕒 Charging Activity

Wilsonville Town Center	\$0.32
2020-01-26	0.83 kWh
Shari's Restaurant & Pies - Sher...	\$0.81
2020-01-26	2.08 kWh
Shari's Restaurant & Pies - Sher...	\$1.92
2020-01-22	4.94 kWh
Shari's Restaurant & Pies - Sher...	\$1.94
2020-01-21	4.98 kWh
Shari's Restaurant & Pies - Sher...	\$1.66
2020-01-19	4.27 kWh
Shari's Restaurant & Pies - Sher...	\$1.95
2020-01-09	5.01 kWh
Wilsonville Town Center	\$5.44
2020-01-06	13.96 kWh
Shari's Restaurant & Pies - Sher...	\$1.71

Step 4:

Charge

While charging, the user can check their charging status and history through the Activity section of the application.

Battery icon has no relationship to vehicle's charge level.

Total charge is not displayed.

Times are displayed in EST regardless of user's time zone.

Text is cut off early.

List is cut off prior to end of screen space.

Provide more and more relevant information to the user, and use the full capabilities of their device.

Terms & Conditions

[Accept](#)

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Step 1:

Open the Application

Working with system interface, not against it.

Simple background improves legibility of text.

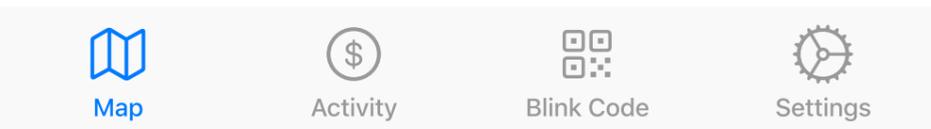
Higher contrast between text and background.

Clear indicators of more content 'below the fold'

Step 1:

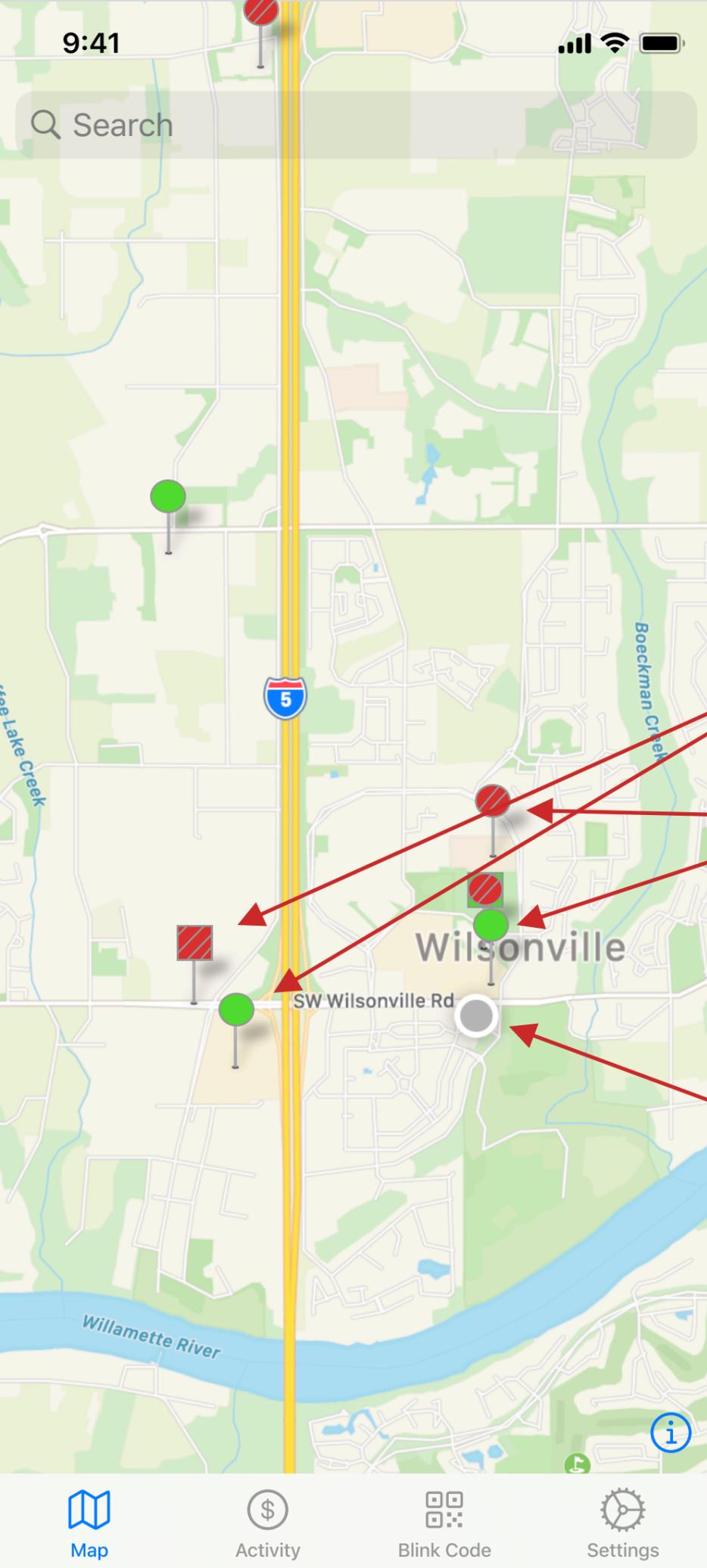
Open the Application

Tabs are immediately accessible, without needing to tap a hamburger icon



'Settings' contains Account and Support sections of application.

More breathing room.



Step 2:

Find a Station

Charging station types differentiated by shape.

Availability displayed using color and icon.

Smooth pan/zoom without stopping to load.

User location easily visible.

'Restricted' types hidden by default.

Wilsonville Town Center

8255 SW Wilsonville Road, Wilsonville, OR

Monday-Sunday: 24 hours a day

Directions

CHARGERS

 **Unit 1 - Busy**
DC Fast (54 kW)

 **Unit 2 - Available**
DC Fast (54 kW)

 **Unit 3 - Busy**
Level 2 (5 kW)

 **Unit 4 - Available**
Level 2 (5 kW)

RATES - DC FAST

Blink Member \$0.49 per kWh

Guest \$0.59 per kWh

RATES - LEVEL 2

Blink Member \$0.39 per kWh

Guest \$0.49 per kWh

Occupancy Rate \$0 per hour

Step 3:

Check Availability

Hours occupy less space.

Availability summary removed, replaced with higher-visibility status below.

Colors and icons match those used on the map.

Serial number, 'charge' moved to detail view of specific unit.

Rates displayed above the fold.

Activity

Step 4:

Charge

Charging at Wilsonville Town Center since **1:55pm today**.

Natural language, including local time.



Displays charge status and current total.

\$0.39/kWh, totaling **\$3.56** so far.

History does not truncate text unless absolutely necessary.

HISTORY

Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center 2020-01-26	\$0.32 >
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Tapping on an item opens a detail page including map, time charge started and ended, and total energy consumed.

Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center 2020-01-26	\$0.32 >
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Uses full screen size.

Wilsonville Town Center 2020-01-26	\$0.32 >
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Wilsonville Town Center	\$0.32 >
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Map



Activity



Blink Code



Settings