

“LadenPunkt” Charging Infrastructure Communication



“LadenPunkt” is a knowledge-transfer hub when it comes to charging electric vehicles in Switzerland. At the heart of the multi-year communication mandate is the laden-punkt.ch website. We supply information and resources on all aspects of this topic to facilitate the promotion of e-mobility by all stakeholders. Ultimately, the aim is to empower and motivate them to become active themselves.

Our services

- Developing a marketing strategy and user journeys based on input from target-group interviews
- Creating a corporate design, including Office and Miro templates
- “laden-punkt.ch” website: UX/UI concept, UX writing and UX design
- Producing various informational design elements (illustrations, infographics, icons)
- Designing and implementing newsletters and social media content
- Graphic design and text editing of guidelines
- Organizing technical meetings with **Planair** and **TicinoEnergia**

Client

Swiss Federal Office of Energy (SFOE)

Facts

Period	2022 - 2026
Project Country	Switzerland

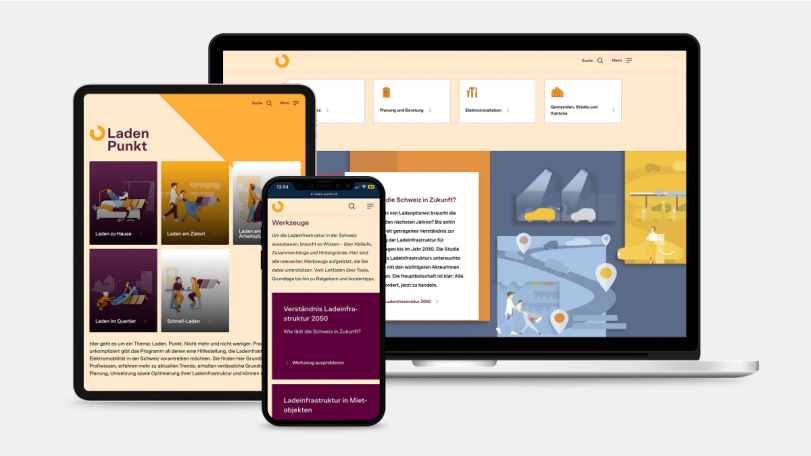
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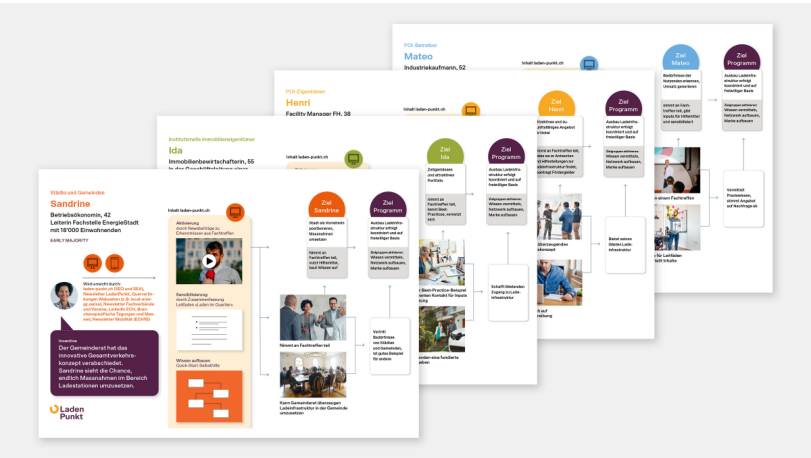
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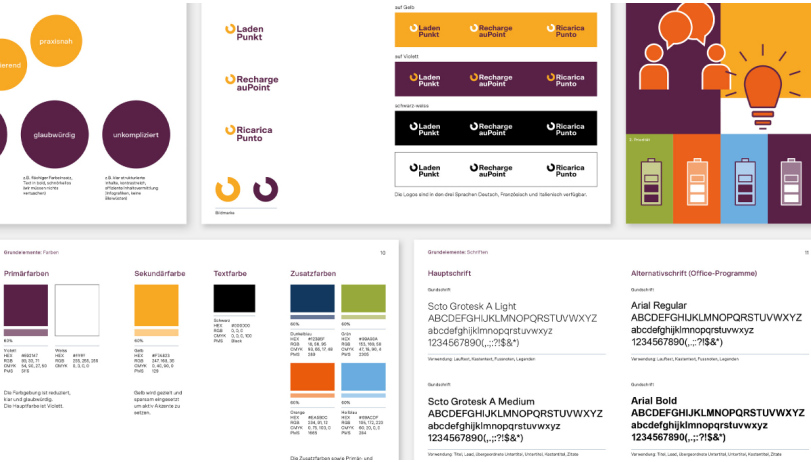
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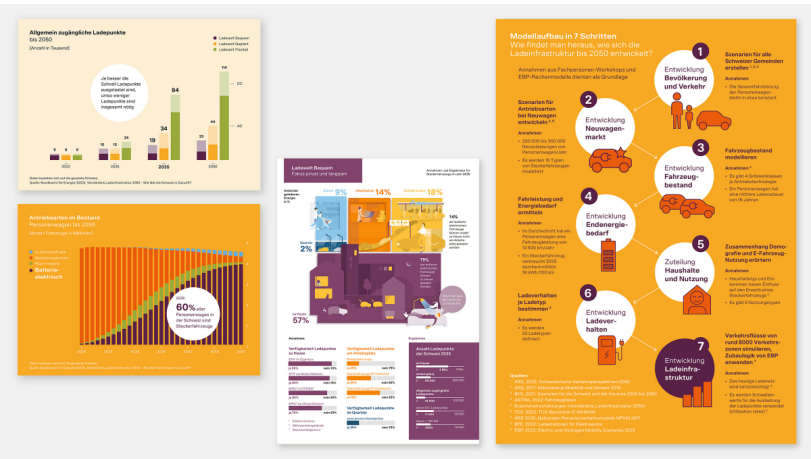
Knowledge-transfer hub about charging: laden-punkt.ch



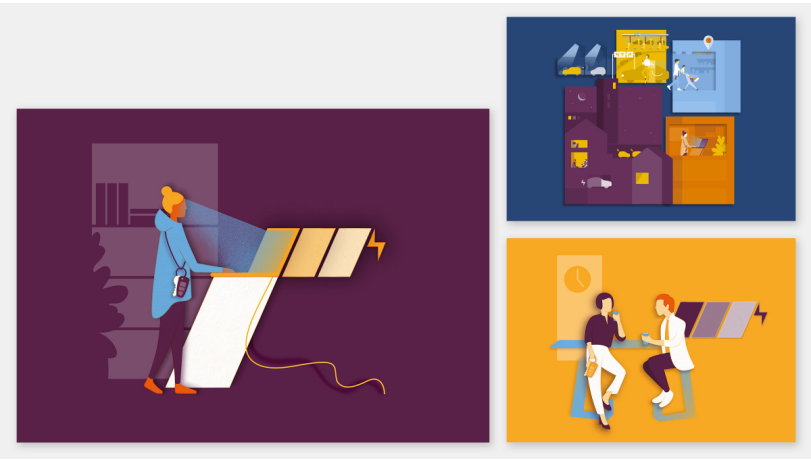
Determining target group needs via user journeys



Excerpt from the “LadenPunkt” corporate design manual



Infographics help to simplify complex issues



Illustrations make technical subjects more accessible



Information design guide for charging infrastructure in rental properties