



# Design Picnic's Last-mile Delivery Vehicle

## **Internship:** **Designing Last-mile Electric Delivery Vehicle**

### **Design challenge:**

*Find the perfect balance between desirable exterior design and vehicle packaging.*

Picnic has over 600 electric vehicles that deliver groceries across the Netherlands and Germany. This fleet plays an integral role in an intuitive and emissions-free last-mile delivery strategy. Our customers enjoy a first-class doorstep service while we pioneer urban logistics to reduce inner-city traffic and make neighbourhoods cleaner and safer.

In a joint venture with a research institute and OEM, backed by funding from the Dutch Government, we have begun the development of an all-new delivery vehicle. This new vehicle will continue to play a lead role in our delivery process while further contributing to a positive brand presence. The design must iconic, friendly and, of course, technically sound.

We want a design intern to join this exciting project. Your challenge is to translate Picnic's design philosophy and automotive packaging constraints into an attractive vehicle design. The result: a future-proof vehicle that will turn heads for years to come.

### **Approach:**

- Research and analysis of current vehicle design
- Iterative design process with 3D CAD models
- Harvest company wide insights and involve relevant stakeholders
- Explore the balance between form and function
- Translate and share insights with automotive production partner for actual development

### **Deliverables:**

- Realistic and wholistic CAD design
- Present design concept to all parties involved

### **Contact:**

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