



# From idea to live EV charging platform

**MultiTankcard.**

## From concept to ecosystem

MTC had a clear idea: combine electric charging with promotions and loyalty. Not a standard charging app, but a concept in which users are rewarded based on their charging behaviour. Together with MTC, Product League developed this idea further, from initial concept to a working and scalable mobility platform. The challenge turned out to be bigger than expected. The EV ecosystem consists of multiple parties, including charging networks, payment systems, location owners and end users, who all needed to work together. Product League played a central role in bringing all those parties together, both technically and organisationally.

SOLUTION

EV charging platform

TECHNOLOGY

OutSystems

INDUSTRY

Energy & Utilities



### Building on OutSystems ODC

The EV charging platform was built on OutSystems ODC, the cloud-native platform of OutSystems.

### Immediately

deployable through integration with existing charging infrastructure

### More insight

and control for location owners

### New concept

electric charging combined with promotions and loyalty

### Better UX

User Experience with clear costs and rewards

## Case Overview

Company name

**MultitankCard | Travolta**

Industry

**Energy & Utilities**

### Challenges

- The EV ecosystem consists of multiple parties that needed to be connected technically and organisationally
- The concept of combining electric charging with promotions and loyalty did not yet exist and had to be fully conceived and built
- Location owners such as petrol stations were protective of their customer base and reluctant to participate in tests with real users
- The context of use, outdoors, on the move, with multiple physical actions simultaneously, placed high demands on the simplicity of the app
- The financial processing of charging sessions and promotions required a separate flow for location owners, with their own user needs and legal requirements

### Solution

A complete EV charging platform built on OutSystems ODC, with integrations to charging networks, payment systems and external partners, complemented by a location owner back-office and an extensive UX process including on-location user testing

### Benefits

- Immediately deployable through integration with existing charging infrastructure, without hardware modifications
- Location owners gain insight into charging behaviour, users and the effectiveness of their promotions
- End users experience a complete, intuitive charging experience with rewards and transparent costs
- Scalable OutSystems ODC platform as a foundation for further growth within the EV ecosystem

Product League realised integrations with charging networks, payment systems and external partners, and ensured the platform works with existing charging stations without requiring hardware modifications. This made the OutSystems ODC solution immediately deployable at existing locations. The platform was further developed into an environment where charging, promotions and loyalty come together. Location owners such as petrol stations gained insight into users, charging behaviour and the effectiveness of their promotions, with the ability to actively act on that data. For end users, this resulted in a complete experience: from finding charging points and starting charging sessions to paying, gaining insight into costs and receiving relevant rewards.

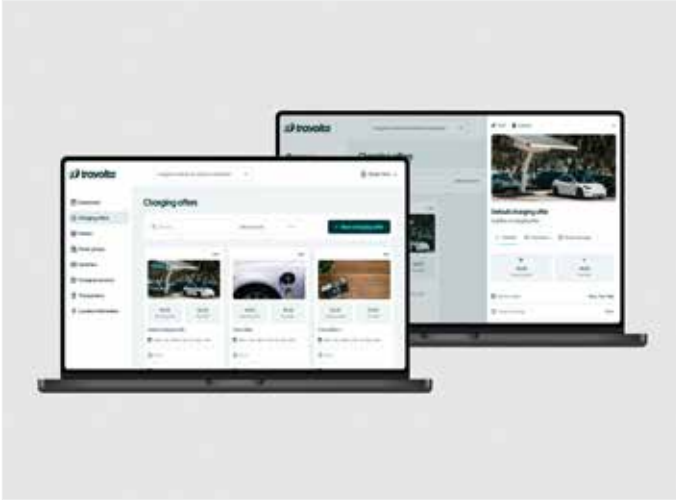
### UX on location: testing where the product is actually used

An important part of the OutSystems ODC project was the UX work. Product League's UX designer Kevin started the project at Loogman, a petrol station and car wash that served as the first test location for the new charging stations. Building trust with this location owner required a thoughtful approach. Loogman was protective of their customer base and reluctant to involve real users in tests. By taking stakeholders through the design process step by step, involving them in design decisions and keeping them continuously informed of progress, trust grew gradually.



Once the charging stations were installed at the location, test sessions were organised with MTC employees as test users. What those sessions made immediately clear: operating

a charging station is not a sofa experience. Users were simultaneously managing their phone, car keys and a heavy charging cable, sometimes in the rain, surrounded by moving traffic and customers filling up. The user's attention was constantly divided. The app needed to be simpler than simple.



Logman stakeholders were invited to watch live during the test sessions, without the testers being coached. They heard in real time what users experienced: what worked, what took too long, what was confusing. That had a direct effect. Stakeholders who had initially wanted to pack as much functionality as possible into the charging flow began adjusting their own expectations. They suggested saving promotions in advance, showing receipts only after the session and using push notifications after a charging session had ended. They started reasoning like UX thinkers, not because they had to, but because they had seen it for themselves.

### **The back-office: a project within the project**

Alongside the end-user app, Product League also developed the back-office for location owners. For the financial processing of charging sessions and promotions, the financial department of the location owner turned out to be an entirely new user group, with their own needs, working methods and legal requirements around data retention and reporting. UX designer Kevin mapped their needs through direct conversations with the financial department and translated them into a dedicated flow for exports, logging and reconciliation. Location owners could then see at the end of each month exactly which

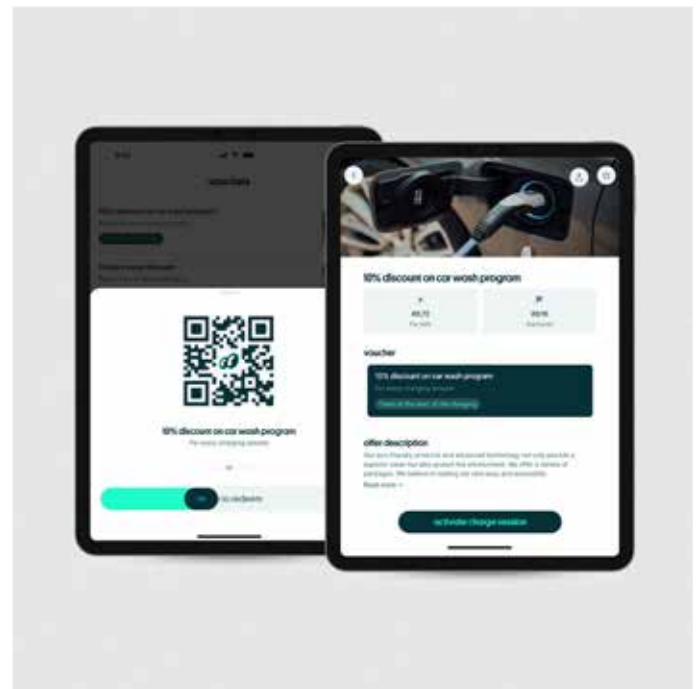


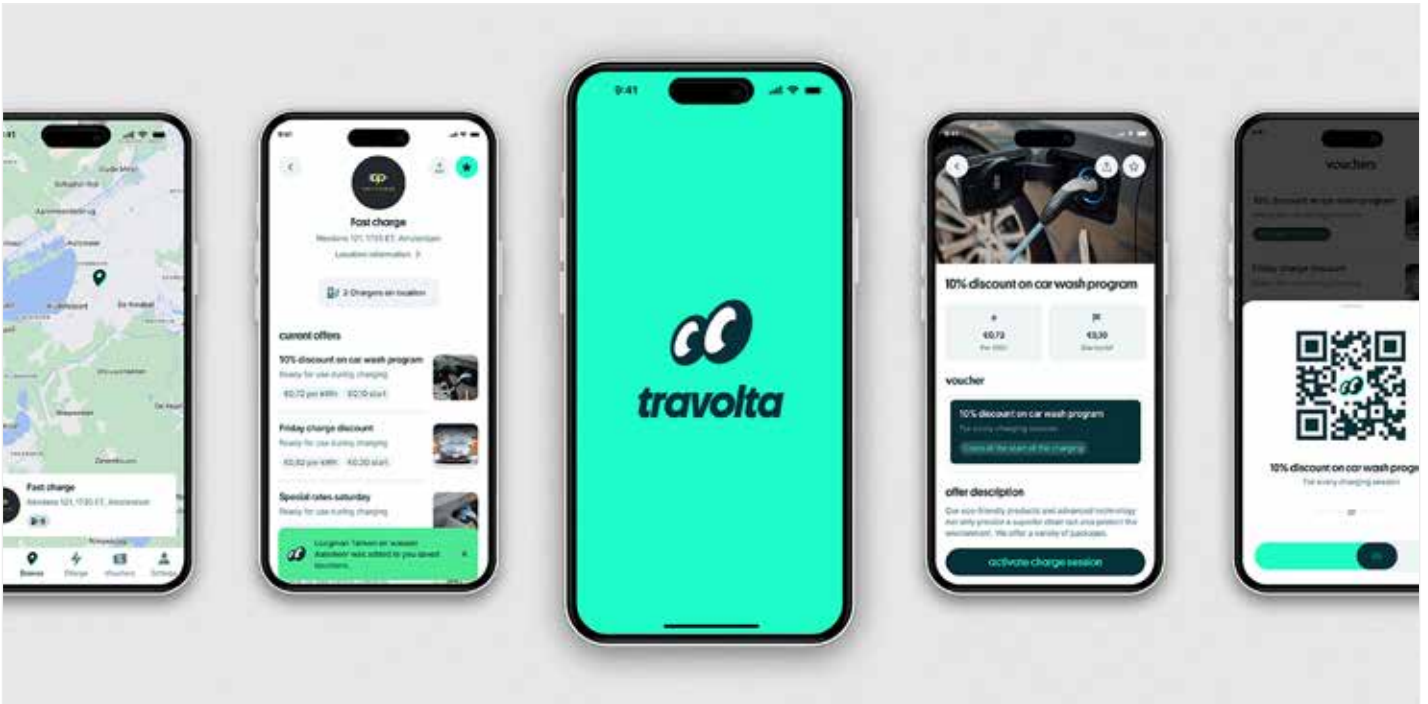
***“The app was important. But what was even more important were the physical actions and the physical environment. That is not something a stakeholder is immediately aware of. You discover it along the way.”***



**Kevin Lo-A-Njoe**  
UX Designer

promotions had run, what costs had been incurred with the energy supplier and what remained as net result. A project within the project, handled with the same care as the end-user app.





## An EV charging platform ready for further growth

Travolta started as a concept and grew into a working, scalable EV charging platform built on OutSystems ODC. Through integration with existing charging infrastructure, the platform is immediately deployable at new locations. The combination of electric charging, promotions and loyalty gives location owners a new instrument to strengthen customer relationships and differentiate their charging offering. With OutSystems ODC as the technological foundation, Travolta is ready for further expansion within the growing EV ecosystem.

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## About Product League

We help you move from idea to a working solution with an approach that makes sense and keeps delivering over time. We start with **Discover** to define what is really needed, translate this into intuitive solutions during **Design**, and build it into reliable software in **Develop**. We use low-code platforms such as OutSystems and Power Apps to move fast, without compromising on quality or scalability.

You work with multidisciplinary teams where roles like UX, Business Analyst, Product Owner, and developers collaborate seamlessly. We support you from strategy through to delivery and ensure solutions truly work in practice. After go-live, we stay involved through Managed Services for maintenance, optimization, and further development, or as a separate service whenever you need support.