Catalyzing the Transition to Electric Vehicles

Our Project

In launching electric vehicle models and developing infrastructure, Ford has invested in this vision of sustainability while recognizing that many drivers still have questions about making the switch to battery electric vehicles (BEVs). By exploring known barriers to BEV adoption, this project will uncover ways to shift the mental model around BEVs to facilitate and assist the societal transition to BEVs. One of our driving questions is, “how might we encourage Ford’s customers today to become BEV adopters in the future?”

13 Interviews

6 Insights

8 Artifacts

7 Final Suggestions

Did you know!

In the Boston area, to charge a vehicle to run for 100 miles costs $8.65.

Areas of Opportunity

How might we build trust in the end-to-end experience of owning an BEV?

How might we bring familiarity into a space that feels novel?

How might we emphasize the freedom that is gained rather than lost when buying an BEV?

Co-Design Activity

Invest in ways for people to experience BEVs firsthand

Lived experiences are more efficient at building and shifting mental models than information/non-physical stimulus.

Integrate charging stations into people’s existing routines

Charging is seen as an unfortunate byproduct of owning an BEV, but by integrating it into people’s routines, it can become a benefit.

Interview Guide

Insights from Interviews

BEVs have not gained my trust.

My external trusted sources don’t have a clear stance on BEVs.

Vehicles are an accepted part of my life, but BEVs don’t fit that model.

I wish BEVs worked the way my current car does.

Artifact from Co-Designs

13 Interviews

12 Synthesis Frameworks

3 Areas of Opportunity

14 Co-Designs

Team

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