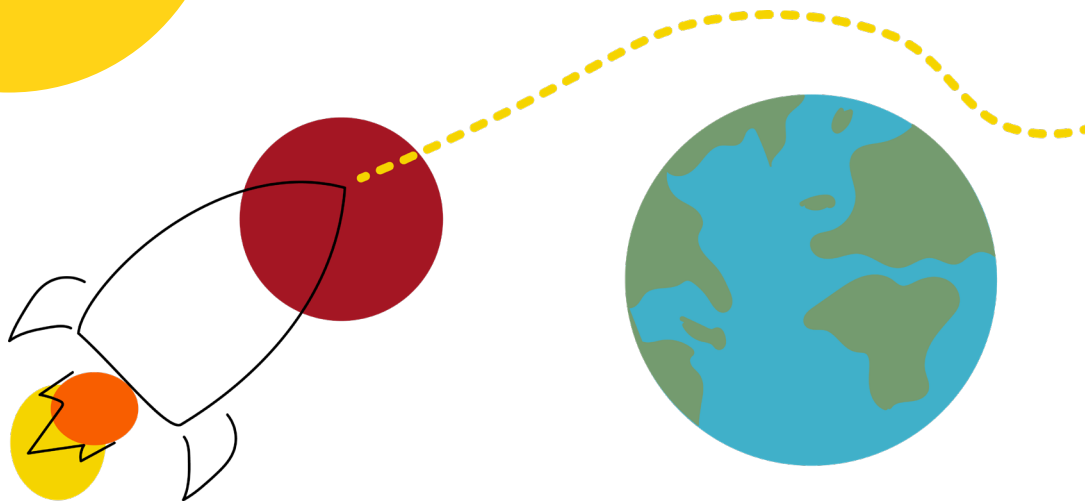


The New Electric

Technology and Culture



The pandemic has allowed people to take advantage of flexibility in working hours to reconnect with nature. As people have reconnected with nature, they have wanted to do more to protect it and strive to live more sustainably. While people are interested in moving to electric vehicles, they have concerns around the range, maintenance, and cost of these vehicles.



Technology

Electric vehicles available on the market are pushing to be slick and modern. While this new technology is exciting to consumers, many have expressed uncertainty regarding maintenance, range, and cost of these new vehicles. We are proposing ways to combat these anxieties by making the new technology more approachable.

Many electric vehicles currently available look very futuristic. The culture around this new technology is that is it very minimalist and unfamiliar. Because many users are already uncomfortable with the new technology, we are proposing a way to make the culture around electric vehicles feel more familiar.



Culture



Technology

Users are interested in lowering their carbon footprints and switching to electric vehicles, but express concerns regarding the cost, range, maintenance, and charging of electric vehicles. To help ease people's concerns with EVs, we suggest Ford take steps to better familiarize users with EVs.



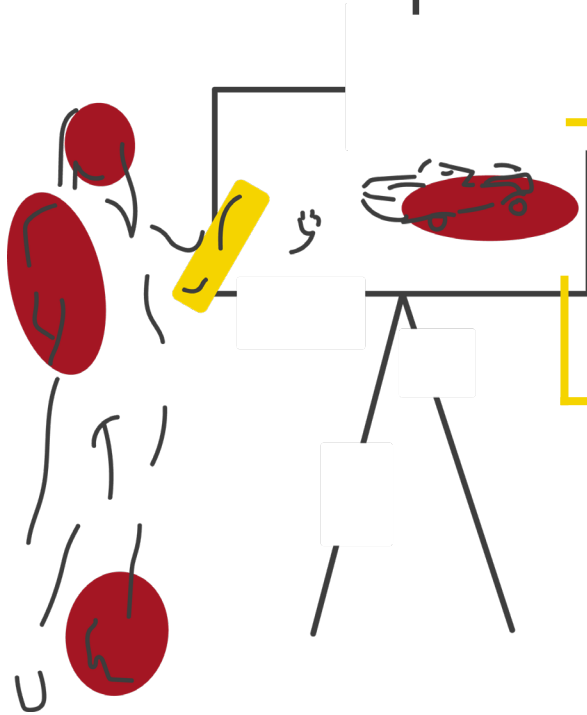
Ford Electric: Your Future
Looks Familiar



Better Uses
Driven by you

By creating better information to increase the accessibility of electric vehicles, users can feel empowered to take sustainability into their own hands. We see the desire from users to “go electric” but they still express doubts and concerns that make it hard to take the leap.

EV Workshops

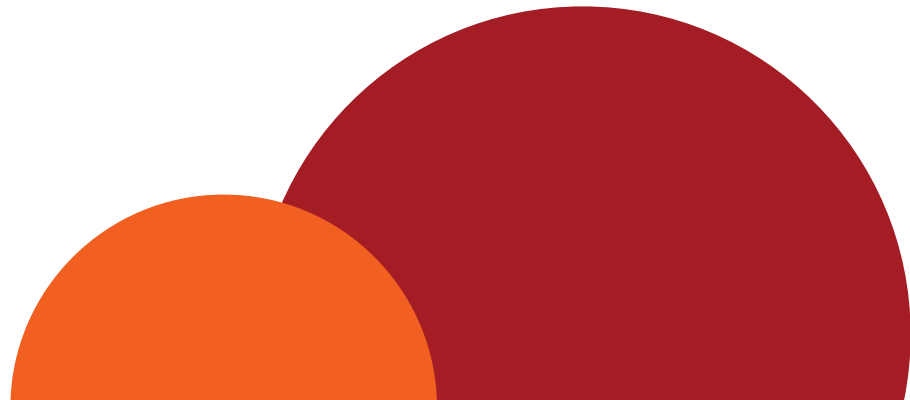


Introductory workshops

Specialists can be trained by Ford to be able to hold educational workshops. These workshops should alleviate concerns around electric vehicles by focusing on savings, maintenance needs, range of vehicles, and finding chargers.

Advanced workshops

These workshops will cover more advanced topics such as at-home maintenance, more in-depth details on tax credits, and more.



What are electric vehicles?



Electric vehicles operate using electric motors rather than an engine



They have batteries which are charged rather than a fuel tank that is filled

User Testing

After conducting preliminary workshops with members of the Olin community, we found that consumers were interested in attending similar workshops run by professionals in the future.

Features

These workshops will introduce users to the fundamental of electric vehicles. The workshops will introduce users to the functionality of electric vehicles, before delving deeper into topics such as savings, environmental impact, range of vehicles, and more!

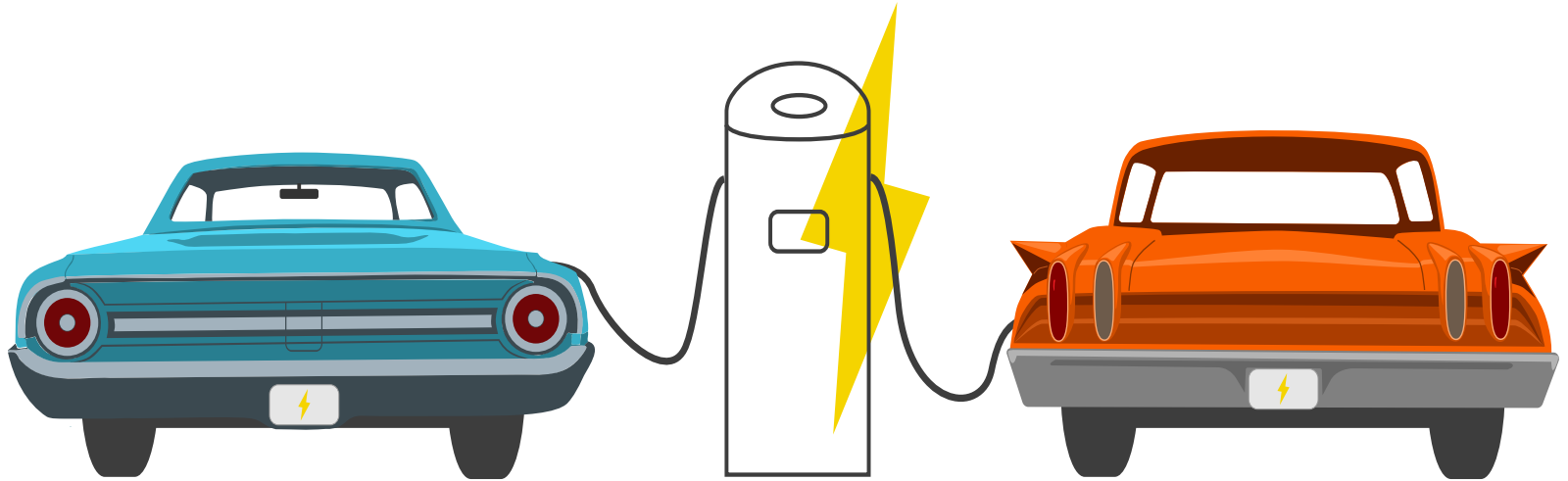
Feedback from our Test Workshop

22%
increase in
familiarity with
EVs

71%
would attend an
official
workshop

People would love to have in-depth cost comparisons, hand-outs like fact sheets, specific maintenance concerns, and info on specific models or brands.

Culture





Ford Electric: Your Future Looks Familiar

As the technology in electric vehicles continues to be cutting edge, we want to bridge the gap in the cars feeling unfamiliar by bringing back classic vehicle models. The cars will run electrically, but look and feel like they're straight out of the 60s and 70s.

On top of increasing users' familiarity with electric vehicles, we want electric vehicles to best fit the uses we have seen emerging during COVID-19. Many of these uses conflict with concerns that we have seen with electric vehicles, such as users wanting to go on road trips while having concerns regarding range of vehicles.

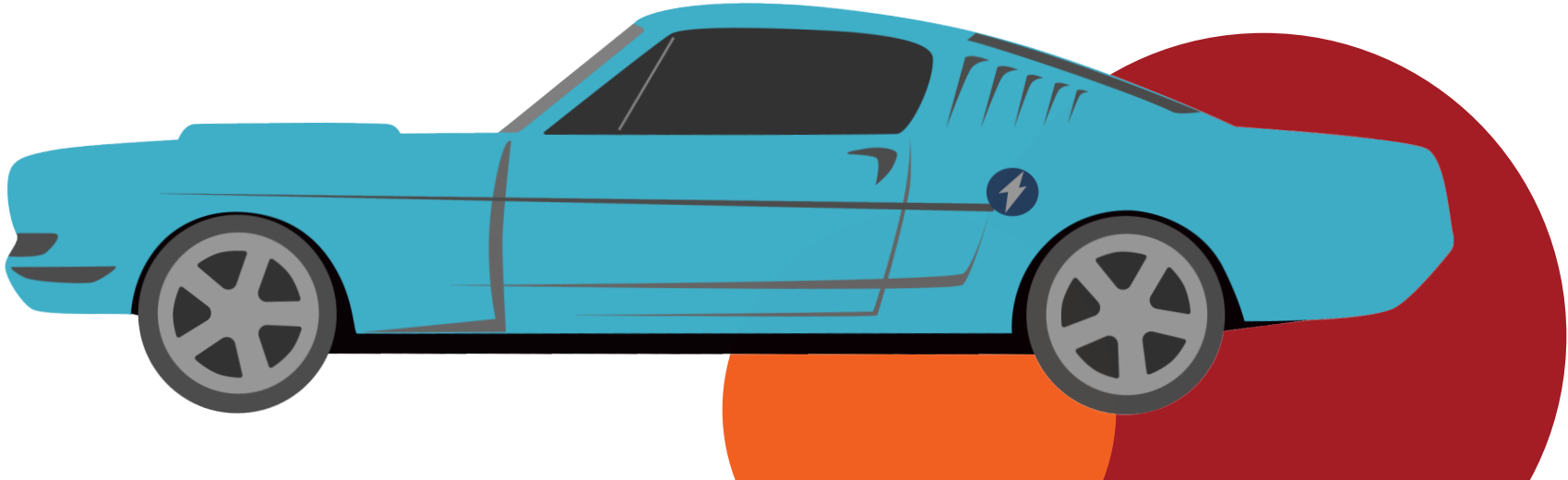


Better Uses.
Driven by You.

Vintage Renewed

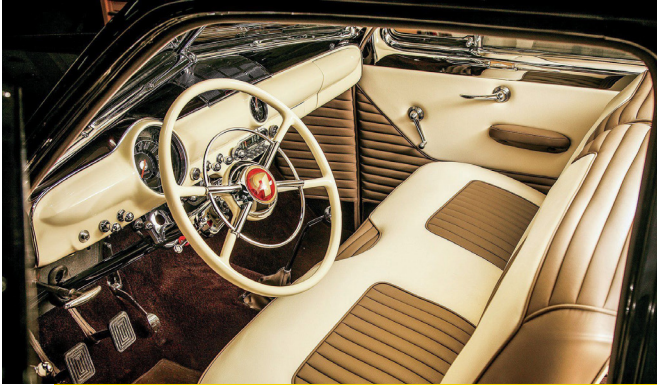
By bringing back and updating classic vehicle models, users can find the familiarity currently available all-electric vehicle models lack.

Vintage feels more familiar and comfortable, so being able to bridge the gap between the new technology and the feeling of comfort could help make electric vehicles feel more accessible.



Classic Comfort

On top of classic car models feeling comfortable, there is a lot of opportunity to modify the interior of electric vehicles. Instead of focusing on slick, modern interiors, we suggest Ford bring back more classic touches, such as warmer colors, textured seats, and more tactile dashboards.



- Textured seats
- More open interior, without feeling empty

- Warming colors
- Tactile dashboard
- Open steering wheels

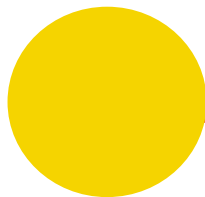


The Great Electric Roadtrip



Electric Diners

Classic diner meets electric vehicle charging lot. Users can charge their vehicles while enjoying classic American foods.



There is currently a huge spike in roadtripping. People are using their vehicles to see the world more than ever, but many have concerns around electric vehicles being able to make the same trip.



National Park Stops

National Parks are seeing an increase in visitors; adding electric vehicle chargers can add peace of mind to those looking to get out and adventure.



Roadside Attractions

Roadside attractions can be upgraded with charging stations to encourage users to spend time taking pictures while their vehicle recharges.

Creating a plan for an electric roadtrip across the USA can show people that electric vehicles can meet their range needs. With stops at National Parks, funky diners, and cool roadside attractions, people can get a taste of America on the road in their sustainable vehicle.