



CONVEYING NEW TECHNOLOGY TO THE AVERAGE CONSUMER

IPSOS QM SOLUTIONS

CASE STUDY: How to balance technical expertise with consumer-friendly executions

When auto manufacturers began to design their own take on the electric vehicle, new standards and metrics needed to be defined. 14-gallon tanks were replaced with 50 Kilowatt batteries, two-pedal systems could be reduced to one, and new driving modes were added. But as each brand designed their own system, a unique problem emerged: **how do you properly convey information pertaining to these brand-new features?**

To assist a manufacturer in adapting these new standards, the Ipsos Quality Measurement team launched the CORE advisory solution: a way to **bridge the technical and consumer-oriented executions within a vehicle**. In a recent case study, we looked at current EVs and their regenerative braking systems (i.e., the act of converting the kinetic energy of a braking vehicle into additional battery power), and how that information was conveyed to the driver. The analysis revealed multiple strategies with mixed results, but helped us outline a better execution for them to utilize in future iterations (see below).

Model A: <i>Kilowatt-hour indicator</i> <i>Technical/Unfamiliar</i>	Model B: <i>Charge-level meter</i> <i>Familiar Icon</i>	Model C: <i>Re-gained mileage calculator</i> <i>Consumer-Friendly</i>	CORE Recommendation <i>Ongoing mileage calculator</i> <i>Recommended Execution</i>						
<div><div>Regen</div><div> 5 KW</div></div>	<div> CHARGE</div>	<div><div>Added Range</div><div>+6 miles</div></div>	<div><div>Regen Mileage</div><table><tr><td>Since last charge:</td><td>+9 miles</td></tr><tr><td>Last 30 days:</td><td>+7.7 miles</td></tr><tr><td>Lifetime:</td><td>+80.2 miles</td></tr></table></div>	Since last charge:	+9 miles	Last 30 days:	+7.7 miles	Lifetime:	+80.2 miles
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Unintuitive metric	Somewhat intuitive	Familiar terminology	Expresses clear benefit						
Steep learning curve	Vague metric of power	No learning curve	Demonstrates long-term advantages						
Unclear benefit	Unclear benefit	Expresses clear benefit	Familiar terminology						

As EV technology progresses, new features and functions will surely continue to appear. But invention is only half the battle. To set themselves apart from the competition, manufacturers must also ensure the consumer welcomes and understands the execution and benefits these features provide. That balance is precisely what the Ipsos CORE solution seeks to identify, and it is where true ingenuity lies.