How Empathy Can Fuel EV Adoption

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“Altruistic” Behavior in Rhesus Monkeys

Jules Masserman, Stanley Wechkin and William Terris
Northwestern University 1964
EMPATHY

a powerful, motivational, driving force in both individual behavior change and larger, system-wide change
When is the last time a product made you feel understood?
The Key Customer Problem
Why is in-car tech leading the way?

What is the role of IVI design in the EV?

How complicated will IoT make this experience for customers?

What about automation? The sharing economy?
Thank you.

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