Problem Statement

“Goodyear wishes to become more engaged with its customers. As adoption of autonomous vehicles increases, fewer users will be the drivers of their vehicles. Users will become less engaged with their vehicles, and consequently less engaged with Goodyear.”
Problem

NOW

Physically connected to Driving Experience
-II
“Sense of Control”

FUTURE

No Physical Connection
-II
“Feeling Unsafty”

Needs for Filling the Emotional Gap
Engagement - Negative factor

Users tend to be less engaged with autonomous vehicles when faced with complex concepts, maintenance, or the concept of a blackbox.
**Problem - Statistics**

**Top 3 Reasons for Buying a Fully AV**
- Increased safety: 96%
- Lower Insurance Premium: 92%
- Multitasking & Productivity: 83%

**Motivations for Purchasing a AV**
- Increased Safety: 25.0%
- Multitasking & Productivity: 41.7%
- Better Mileage: 8.3%
- Tax Breaks: 8.3%
- Others: 16.7%

Reference: BCG “Revolution in the Driver’s Seat” 2015
Data from a survey done by group
Engagement - Positive Factors

Productivity, cost savings, and safety/reliability are the three most important reasons users want to be more engaged with an autonomous vehicle.
Engagement - Positioning Shift
Engagement - Positioning Shift
Developing IDEA
We connected you to the road. Now let us connect you to your AV.
What is Jarvis?

“Cross platform personal concierge”

connects users to AVs as interface
Value Proposition of Jarvis

Remove Emotional Barrier

Users

Maintenance Advise

Communicate

Interact

GOODYEAR

GOODYEAR

GOODYEAR
Persona - User’s Journey

**Pamela**

- 32 years old
- Single mom of a little child
- Marketing manager at a jewelry company
- Living in a city
- Used to love driving
- Doesn’t know well about car maintenance
Video Demo - how Jarvis works
User experience across various platforms

Day 1
- Wake up
- Check schedule
- Commute
- Work at office
- Call Jarvis
- Pick up her son
- Dinner
- Check schedule

Day 2
- Wake up
- Call Jarvis
- Send her son & Commute
- Work at office
- Book a car
- Call Jarvis
- Back to home
- Watch TV
- Go to bed

Day 3
- Wake up
- Call Uber
- Send her son & Commute
- Under Maintenance
- Work at office
- Maintenance notification
- Back to home watching a movie
- Dinner
- Go to bed
Significance
The concierge service stands in a position to aide users in the transition from conventional cars to autonomous vehicles. Jarvis can ease user concerns about a new, complex, technology that will take over their role within a vehicle and help bridge emotional barriers to adoption. Jarvis can furthermore act as a means to facilitating a seamless transition between fixed spaces avoiding previously disrupted experiences. And lastly, Jarvis, is a means towards facilitating greater productivity and shifting our concepts of what we can do within an automotive space.
The shift in expectations with the advent of autonomous vehicles presents a parallel opportunity in which the previously disruptive experiences in transportation, can become seamless. Increased productivity and connectivity will allow experiences to be continued as we travel between fixed locations.
Impact on Goodyear
Q&A