

Vehicles are a platform of significant lived emotional experiences.

The Automotive Trust Index provides a means of understanding the intentional and unintentional brand emotions that are elicited by interaction with a vehicle and its related services & systems.

We believe that the most important attribute to the future of ownership and adoption of shared rides, multi-modal movement and autonomy is Trust.



# The Automotive Trust Index



We study your imprinted memories and perceptions of a brand in combination with your everyday moments of interaction to shape an emotional index. Confusion, pride, frustration, vulnerability, self-doubt and internal motivation are just a few of the feelings triggered by the daily commute.



*Understanding the impact of Technology + Brand + Business on the Consumer Mindset*

## CONTEMPORARY INFLUENCING TECHNOLOGIES

- Smart Systems
- Augmented Reality
- Identity Recognition
- Natural Language Dialogue
- Sensors & Cameras

## INTERACTIVE INTERVIEW ACTIVITIES

- Show & Tell
- Object stories
- Metaphor exploration
- Day-in-the-life & Narrative sketches
- Future timelines



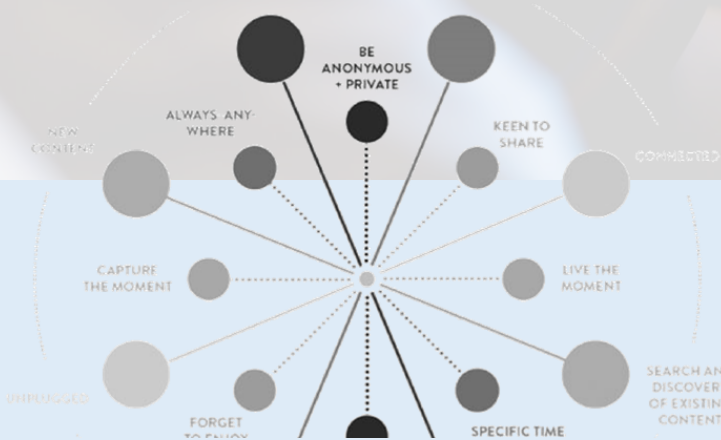
*“A good reputation may get me to try a product, but unless I come to trust the company behind the product, I will soon stop buying it.”*

**Core Business Matters:**

- The Value of My Data
- A Trusted Custodian
- How \$\$\$ is made
- Partners & Collaboration
- Being Always Connected

**67%**

of US consumers  
Edelman Trust Barometer, 2019



**PAST** (memories)  
**PRESENT** (moments)  
**FUTURE** (hopes)

# ***The Automotive Trust Index***

*Applied Emotional Ethnography + Lab-based Expression & Sentiment Analysis*

**OUR PORTAL & REPORTS CONTAIN STRATEGIC INSIGHTS & PLANS**

- Emotional Experience Maps
- Empathic Design Language
- Digital Assistant Framework
- Analogous Best Practices
- Rich raw materials

**USED TO GUIDE & SHAPE PERCEPTION**

- Functional Trust
- Perceived Convenience & Usefulness
- Symbolic Value
- Behavioral Controls
- Branding Strategy
- Innovation Affinity