

Helping a Luxury Vehicle Maker Enter the Electric Market

When Jaguar Land Rover (JLR) decided to make a move into the electric vehicle (EV) market, they asked the team at Particle Design to help create an IVI (in-vehicle infotainment) system for their EV that was as exciting, technologically innovative, and future-facing as the car itself promised to be.

JLR knew they were facing a critical challenge. Electric vehicles not only need to solve many of the same problems as regular cars, but they must also design around key infrastructure challenges that early adopters of electric vehicles face.

Our objective was to create a connected IVI platform experience that rewards early adopters by reducing range anxiety and delivering an elevated experience.

Our role:

- Future Forecasting Workshop
- Ethnographic Interviews
- Competitive Landscape Analysis
- Concept Design
- Interaction Design & Visual Design
- Prototyping & Front-End Development

How do you lower the barrier to adoption of electric vehicles? Reduce range anxiety.

Known as “range anxiety,” electric vehicle (EV) drivers worry that they may not have enough charge to reach their destination or the next charging station. Some electric car makers have sought to ease the problem of range anxiety by building an infrastructure of charging stations to support drivers. But Jaguar Land Rover is a car company with a global reach and creating a unique infrastructure to support its worldwide presence was untenable. They knew EVs were the transportation of the future, but until the real world caught up with this burgeoning industry, they’d need to design a vehicle that integrated with existing infrastructures and systems.

The Solution: Integrate existing infrastructure into design.

Particle Design helped Jaguar Land Rover design an IVI system that can intelligently plan and route people to charging stations, not only when en route but also as they plan their trips. The design we created allows for smart, automated, contextual updates to the navigation system. It also includes a mobile app that can deliver alerts and communications about car and battery status when drivers are away from their vehicle.

When a concept car is more than a concept.

Jaguar Land Rover asked Particle Design to help them design the electric car four years before it was expected to hit the market. We developed early concept designs and prototypes that were user driven and customer validated; the IVI design we created has been integrated into the soon-to-be-released 2018 I-Pace all-electric car.

From idea to marketplace, Particle helped JLR bridge the gap between high concept and on-the-road usability by keeping future forecasting and design grounded in solving problems instead of just catching the eye.