

Mini E powered by Vattenfall - Research on User Behaviour and Acceptance

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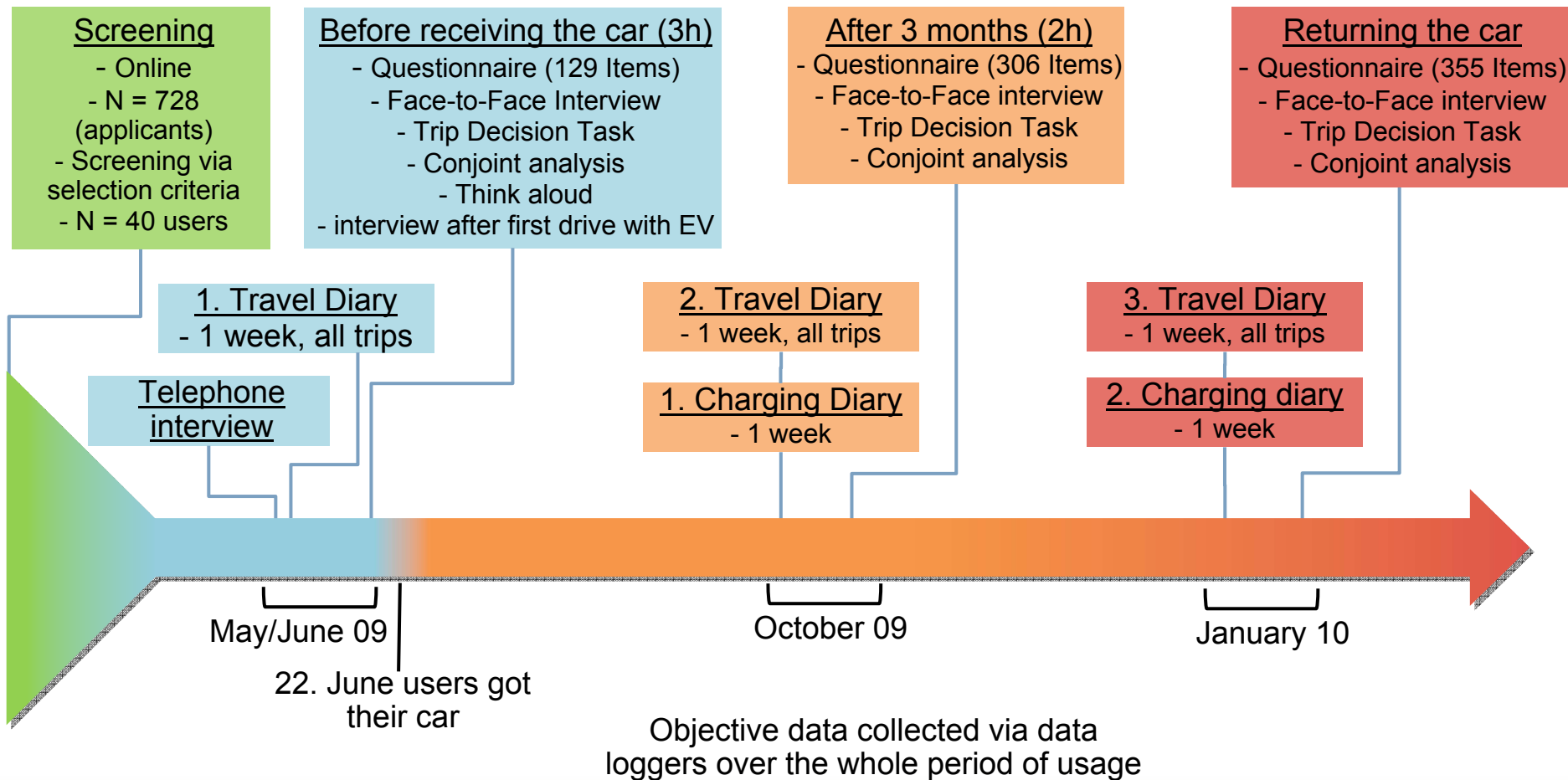


Experience in

- Planning, conducting, analyzing large scale field tests
- Research design, questionnaires, travel and charging diaries, logged data, lab-testing, statistics
- Goal:
 - Assessment of expectancies, experience, and behavior of users in the context of e-mobility.
 - Evaluation of experienced strengths and drawbacks of electric vehicles.
- Identification of further key psychological research issues in the context of e-mobility, e.g.:
 - Human-Battery-Interaction
 - Charging behavior
 - Range anxiety
 - etc.

Example: Longitudinal research design – Two periods of six months driving

First period of six month with 40 users in the `private setting`



Key Dimensions of the Electromobility:

KD 2. Usage patterns, economic models, actors involved

KD 4. Testing, trials and normative standards

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