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Positive Findings



Issues Identified



## **Overview**

Our team performed an expert heuristic evaluation on Tesla's Model 3 minisite. The minisite allows users to configure the Model 3 of their dreams and place an order online without having to go to a car dealership.

The purpose of our report is to identify key usability issues and deliver our recommendations so Tesla can create an even more enjoyable online car buying experience for the Model 3.

Our team identified 5 positives, 8 cosmetic issues, 18 minor issues, 7 major issues, and 2 catastrophic issues across the Model 3 minisite.

MODEL 3

<u>Tesla Model 3 Minisite</u> Complete list of issues



# Why We Chose The Model 3 Configuration Experience

Tesla wants to remake car-buying with a frictionless, minimalist, online car buying path that frees buyers from the tradition of buying in person and negotiating with a salesperson.

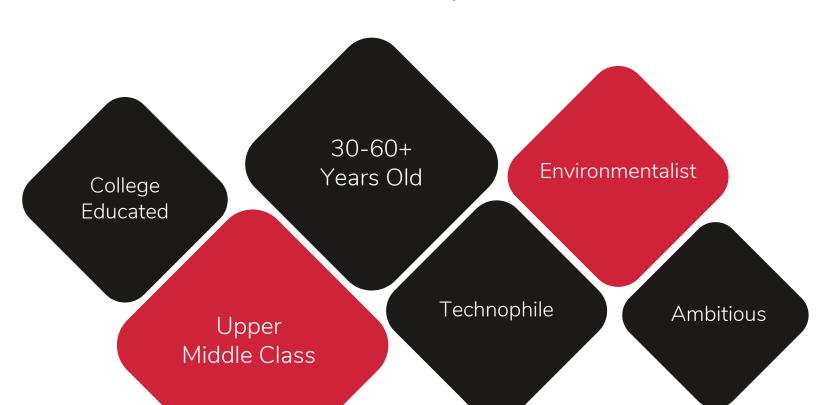
The Model 3 is the most affordable and accessible car in Tesla's lineup. Our team wanted to evaluate the car model that most users are likely to purchase online.

For a typical potential buyer, what is Tesla's current Model 3 online configuration experience like, and how does it measure up to Tesla's ideal experience?





# Who are the buyers?





# Why do they want a Model 3?



### **Eco-Friendly**

They're committed to reducing their impact on the environment.



#### **Auto Enthusiasm**

They want an all electric high performance car that can go from 0-60 in under 6 seconds.



#### **Budget Conscious**

The Model 3 is the lowest cost Tesla available. It's the ultimate status symbol without the high price tag.



#### Tech-savvy

Technophiles see owning a
Tesla as the epitome of
technological innovation and
cool.



# Model 3 Highlights



**NHTSA Five Star** 

Safety rating



264+ Mile Range

On full battery charge



**Fully Electric** 

No carbon emissions



**Under 6 Seconds** 

From 0-60 mph



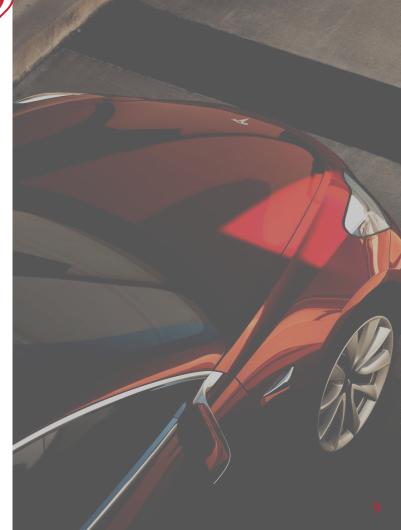
**Active Cruise Control** 

Autopilot on freeways only



15" Touchscreen

Digital controls for entire vehicle







## **Evaluation Method**

Tesla is a premium brand. To ensure a seamless best-in-class user experience across web and on the road, our team used **Jakob Nielsen's 10 Heuristic Principles**. They are an established standard for assessing simple, functional design -- core pillars of Tesla's brand.



# Jakob Nielsen's 10 Heuristic Principles

Pi Visibility of system status

Recognition rather than recall

P2 Match between system and the real world

P7 Flexibility and efficiency of use

P3 User control and freedom

P8 Aesthetic and minimalist design

P4 Consistency and standards

Help users recognize, diagnose, and recover from errors

P5 Error prevention

Pio Help and documentation



# Ranking Definitions

#### Cosmetic

Copy, graphic, or functional issues that can be easily fixed.









#### Minor

Small issues that have limited impact on usability.









## Major

Large issues that have a high impact on usability.









A show stopper issue that makes the system unusable.











# Steps to Checkout

1

Car

Select a battery for your Model 3

2

**Exterior** 

Choose the color and wheels of your car

3

**Interior** 

Select your preferred interior

4

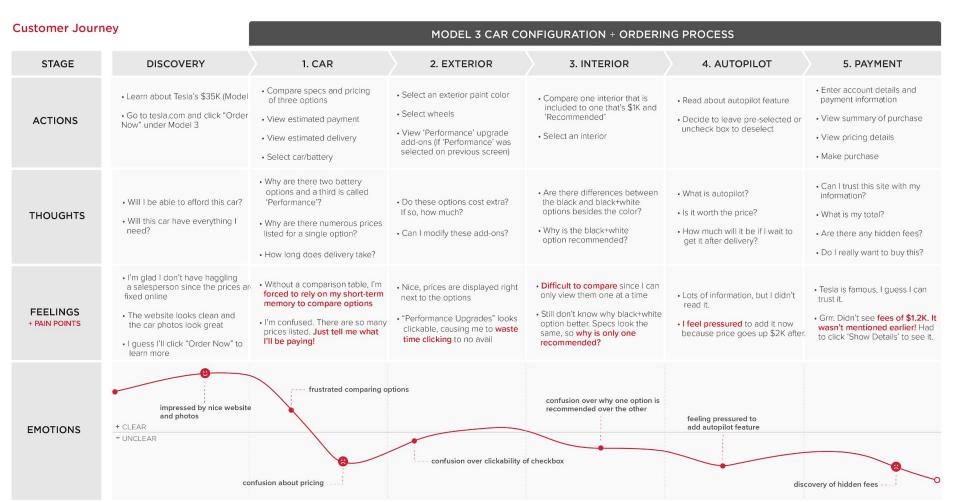
Autopilot

Select if you want autopilot enabled

5

**Payment** 

Enter billing info and make your purchase





## A Car is Not A Battery

**CAR** 

**EXTERIOR** 

INTERIOR

AUTOPILOT

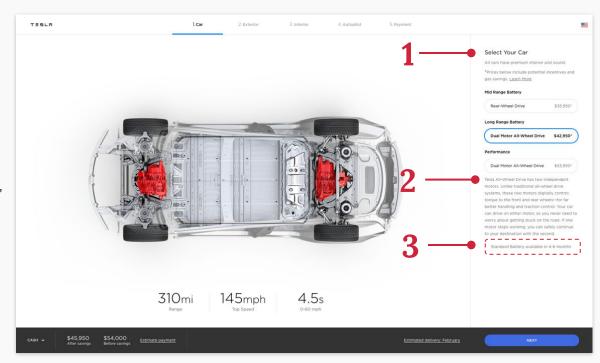
PAYMENT



#### Weaknesses

P4: Consistency

- User has already chosen Model 3.
   "Select your car" is a mismatch to actual task of selecting a battery.
- Nesting grey text that describes the long-range option under the performance option could result in users' mismatching information.
- Some options discuss battery range while others discuss performance.
   Standard battery (circled) is indicated as being currently unavailable. Users may not fully understand each option.



# **Pricing**

CAR

**EXTERIOR** 

INTERIOR

AUTOPILOT

PAYMENT

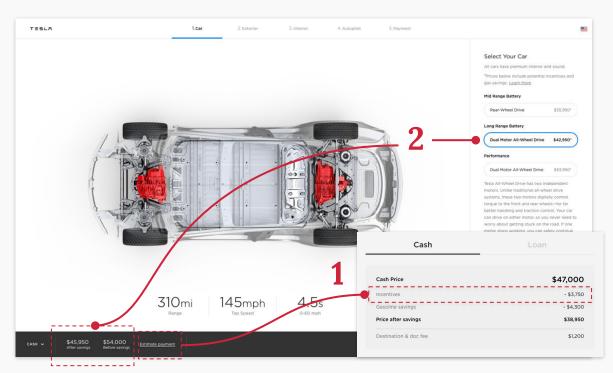
RANK: MAJOR

#### Weaknesses

P2: Match between system and real world

P4: Consistency

- Carmakers typically don't factor savings over 6 years from fuel efficiency and government "incentives" in the online price. (P2)
- 2. Pricing on right and bottom left do not match resulting in confusion about true price. (P4)



## Exterior

CAR

**EXTERIOR** 

INTERIOR

AUTOPILOT

PAYMENT



### **Strengths**

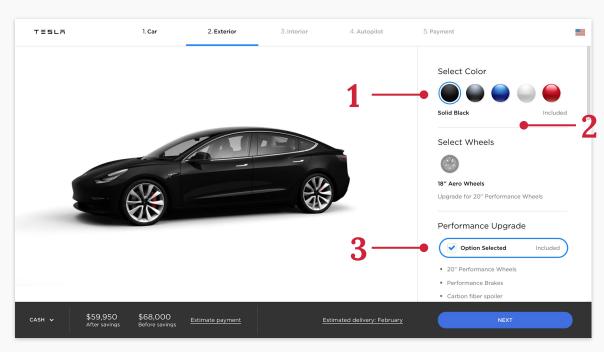
P3: User control and freedom

P7: Flexibility and efficiency of use

#### Weaknesses

P8: Aesthetic and Minimalist Design

- User can quickly scan options and toggle colors. Variable pricing is progressively disclosed (P3)
- Uncluttered selections make picking options easy / effortless (P8)
- Performance Upgrade option cannot be unchecked but looks like it can (P7)



## *Interior*

CAR

**EXTERIOR** 

**INTERIOR** 

AUTOPILOT

PAYMENT

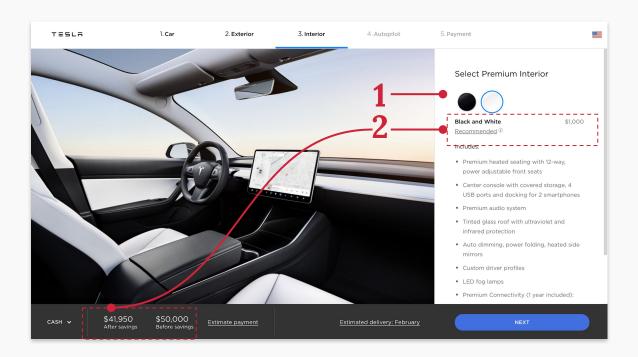


#### Weaknesses

P6: Recognition over recall

P7: Flexibility and efficiency of use

- Toggle makes it difficult to compare the pricier "recommended" to the free base model (P7)
- Selections in right pane cause pricing to change imperceptibly in the bottom black bar - difficult to see and remember what the prices mean (P6)



# Autopilot

CAR

**EXTERIOR** 

INTERIOR

**AUTOPILOT** 

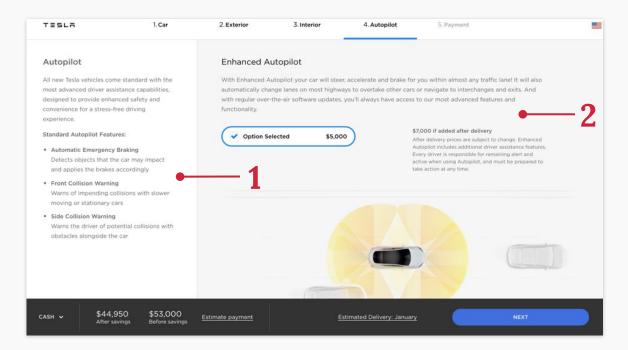
**PAYMENT** 



#### Weaknesses

P8: Aesthetic and minimalist design

- 1. Too much copy on the page (P8)
- No mention of the feature's limited use (highway only) or the overall safety of autopilot (P8)



## Billing & Account Details

CAR

EXTERIOR

INTERIOR

AUTOPILOT

**PAYMENT** 

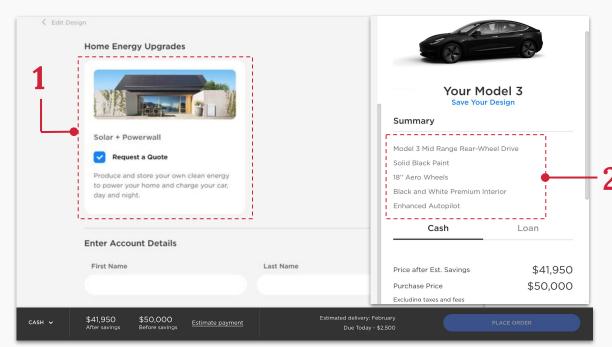


#### Weaknesses

P1: Visibility of system status

P8: Aesthetic and minimalist design

- Payment screen makes critical information hard to get to or is missing (P1)
- 2. Advertisement makes account and billing info not visible (P8)
- 3. No price itemization (P1)



## Payment Confirmation

CAR

EXTERIOR

INTERIOR

AUTOPILOT

**PAYMENT** 



#### Weaknesses

P1: Visibility of system status

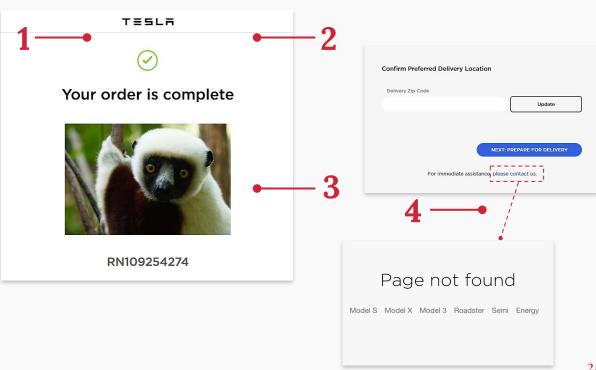
P3: User control and freedom

P5: Error prevention

P9: Help users recognize, diagnose, and

recover from errors

- Lack of review page before order confirmation (P1)
- 2. Abrupt copy, lack of information (P1)
- 3. No way to reverse order prior to purchase. (P5)
- 4. Strange animal photo (P3)
- 5. Broken urgent help link (P9)



# Email Experience Post-Website

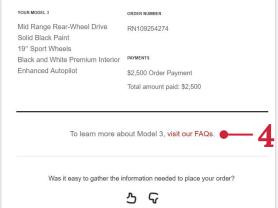


#### Weaknesses

P1: Visibility of system status P10: Help and documentation

- 1. Lack of pricing info (P1)
- 2. Next steps are confusing (P1)
- 3. No phone number or email to contact (P10)
- 4. Unhelpful FAQ language (P10)







Findings	Ranking	Recommendations
P1: Visibility of system status	• • • •	List out price itemization during check out
p.23, 24		Give positive, instructive, and detailed copy post checkout
P3: User control and freedom		Add side-by-side to reduce cognitive load
p.20, 24		The lemur photo alienates anyone who is not a die-hard Tesla fan. Replace the lemur photo with a more expected photo (i.e. photo of the Tesla model the user purchased) so there is less confusion.
<b>P6:</b> Recognition rather than recall p.21		Itemize prices for all of the user's car feature choices under the "Estimate Payment" pop-up
P10: Help and documentation	• • • •	Add an itemized price of all of the features the user chose and purchased on the check out page
p.25		Provide a working phone number and email on the check out page
P2: Match between system and real world		Be more transparent and clear about the upfront costs
p.19		Minimize "After Savings" price to reduce confusion

Findings	Ranking	Recommendations
P4: Consistency		Make upgrades language more benefits focused rather than using battery jargon
p.18, 19		Make the "Before Savings" price match up with the options the user is choosing so it all accurately adds up.
<b>P5:</b> Error Prevention p.24		Give people the option to review their order and go back to make changes before they make their final purchase.
P7: Flexibility and efficiency of use		Remove "Option Selected" check box on the Exterior page to avoid confusion
p.20, 21		Offer a side-by-side price comparison of the two interior options
P9: Recognize, diagnose, and recover from errors p.24		Fix broken "Contact Us" link on the "Payment Confirmation" page
P8: Aesthetic and minimalist design		Use more concise language on the Autopilot page
p. 20, 22, 23		Remove "Home Energy Upgrades" advertisement from the checkout page
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# Urgent Recommendations

In order to create the best experience for potential buyers, we advise Tesla be more transparent and consistent with their displays of pricing. It would be less confusing to feature a single price, and omit the incentivized price after savings from the footer. In addition, extra fees should be more plainly visible and not require the user to perform any actions in order to view.

Another key improvement for potential buyers would be the **ability to comfortably compare specs and features**. We recommend creating a side-by-side comparison view for any page with options to put less strain on the potential buyer's short-term memory.

After the payment page, we recommend **including one last confirmation page before submitting** the payment, as well as **fixing support pages and links** so that buyers can follow up if needed to reiterate feeling confident about their purchase.

