



Interactive Spaces

Final Project: Future of Retail

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CLIENT RESEARCH

“Tesla’s mission is to accelerate the world’s transition to sustainable transport.”



Tesla's Key Demographic:

- Men
- 45 - 65 years old
- Income over \$100k



There are about 10k charging stations in the US, but Tesla has plans to increase that by 98% by the end of 2015.





The new release of the Model X is Tesla's answer to the SUV. We speculate that this is Tesla's attempt to attract more women to their marketshare.



Tesla Powerwall is a wall-mounted 3.9 x 52.1-inch (86.1 x 132.3-cm) battery that stores charges from solar panels or the grid during off-peak hours — and serves as backup power during outages.



Tesla's CEO, Elon Musk, is a visionary and a leader in innovation. He believes in transitioning the world to a sustainable energy economy.

CONCEPT

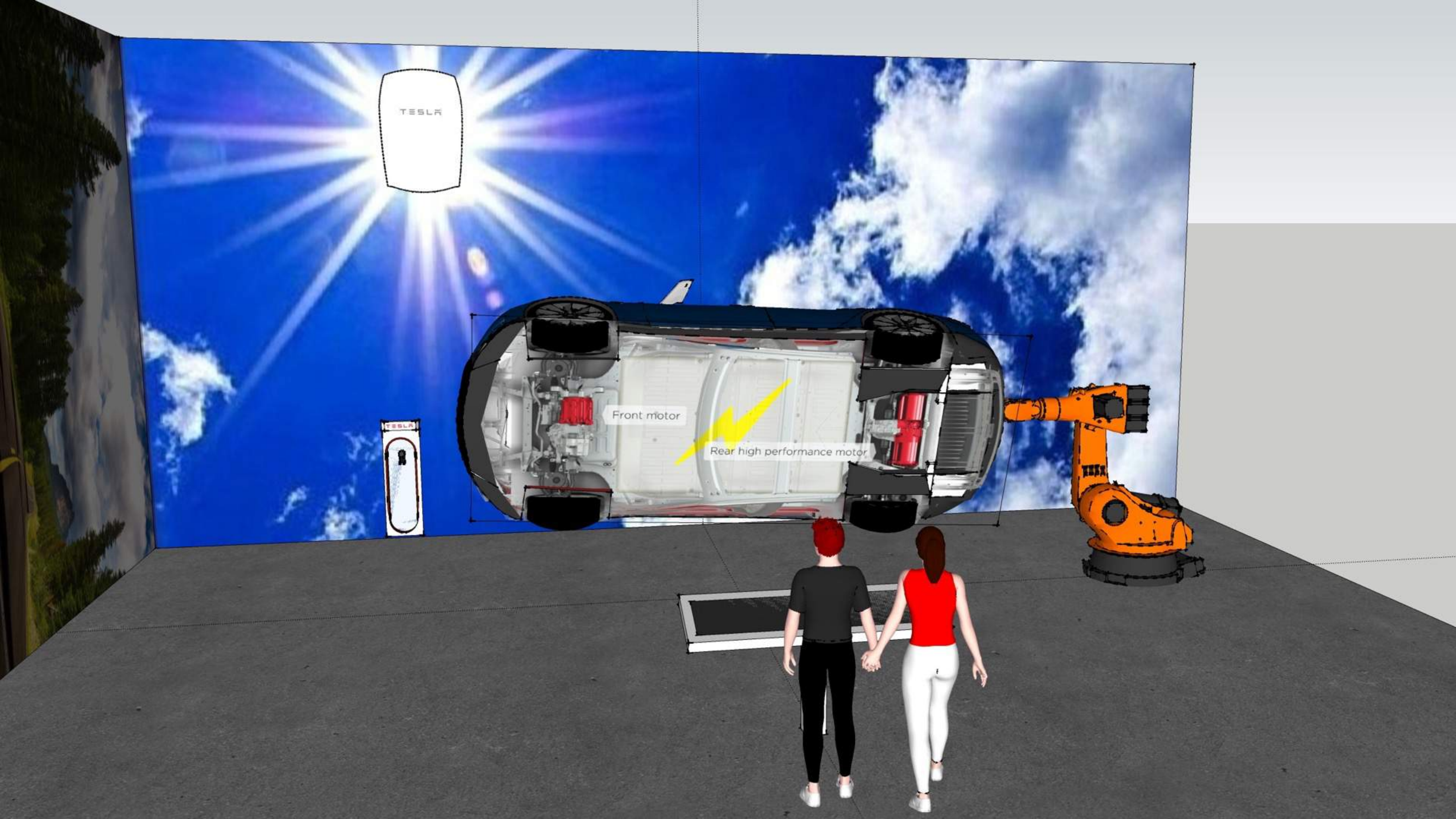
INVENTOR CENTER

A dedicated room in the Tesla store designed for “geeking out” to attract customers and peak their interest about cars, PowerWall (batteries), and their innovative brand.

MODE 1: Car itself is a visualization. Using Kuka robot arms, users can manipulate the car in space and interactive projections will be displayed on the back wall.

MODE 2: Car becomes a simulator. Users can enter the car and drive through a future city “Powered by Tesla”.

KEY RENDERING



TESLA

Front motor

Rear high performance motor

TESLA

STORYBOARD

1

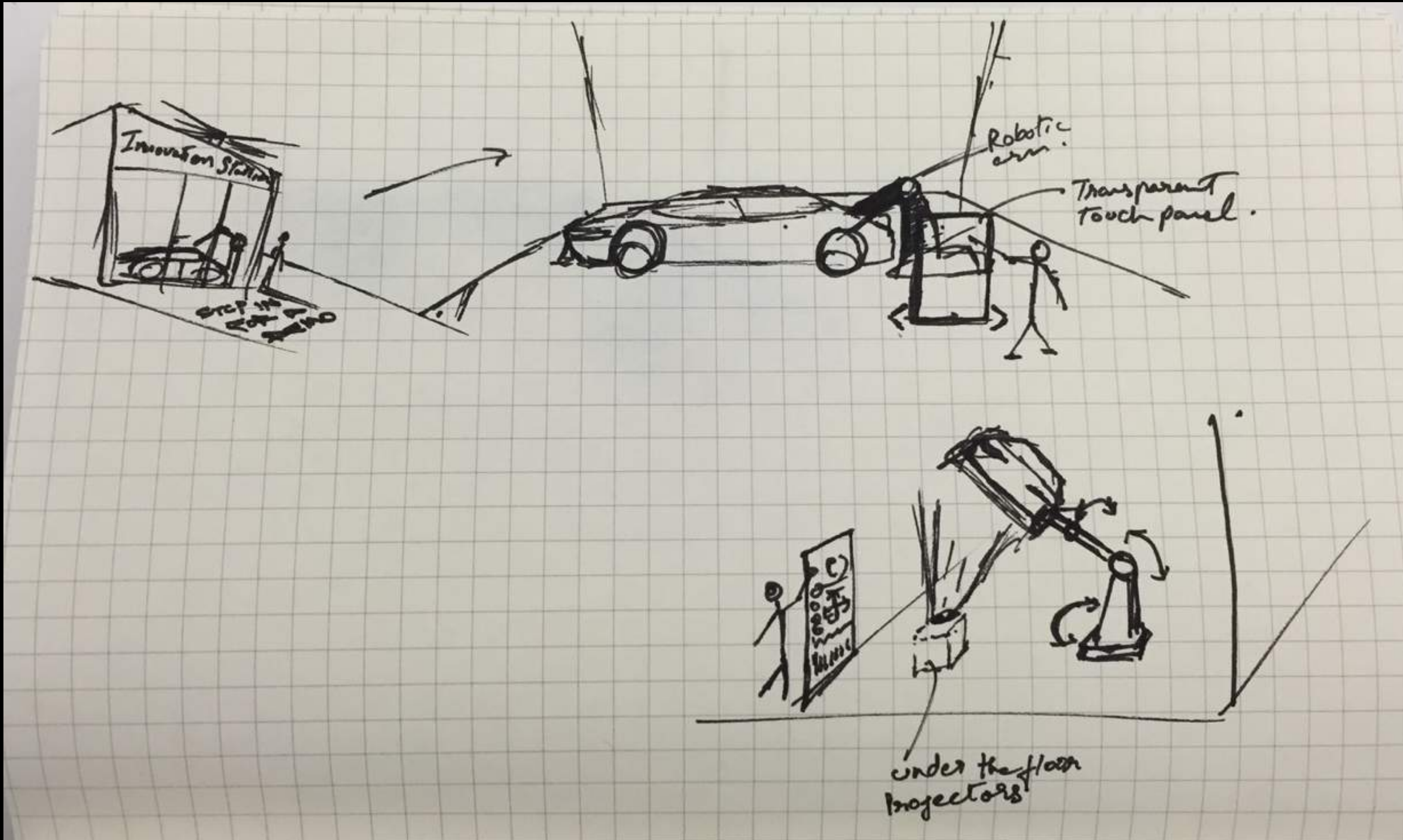
Users enter store

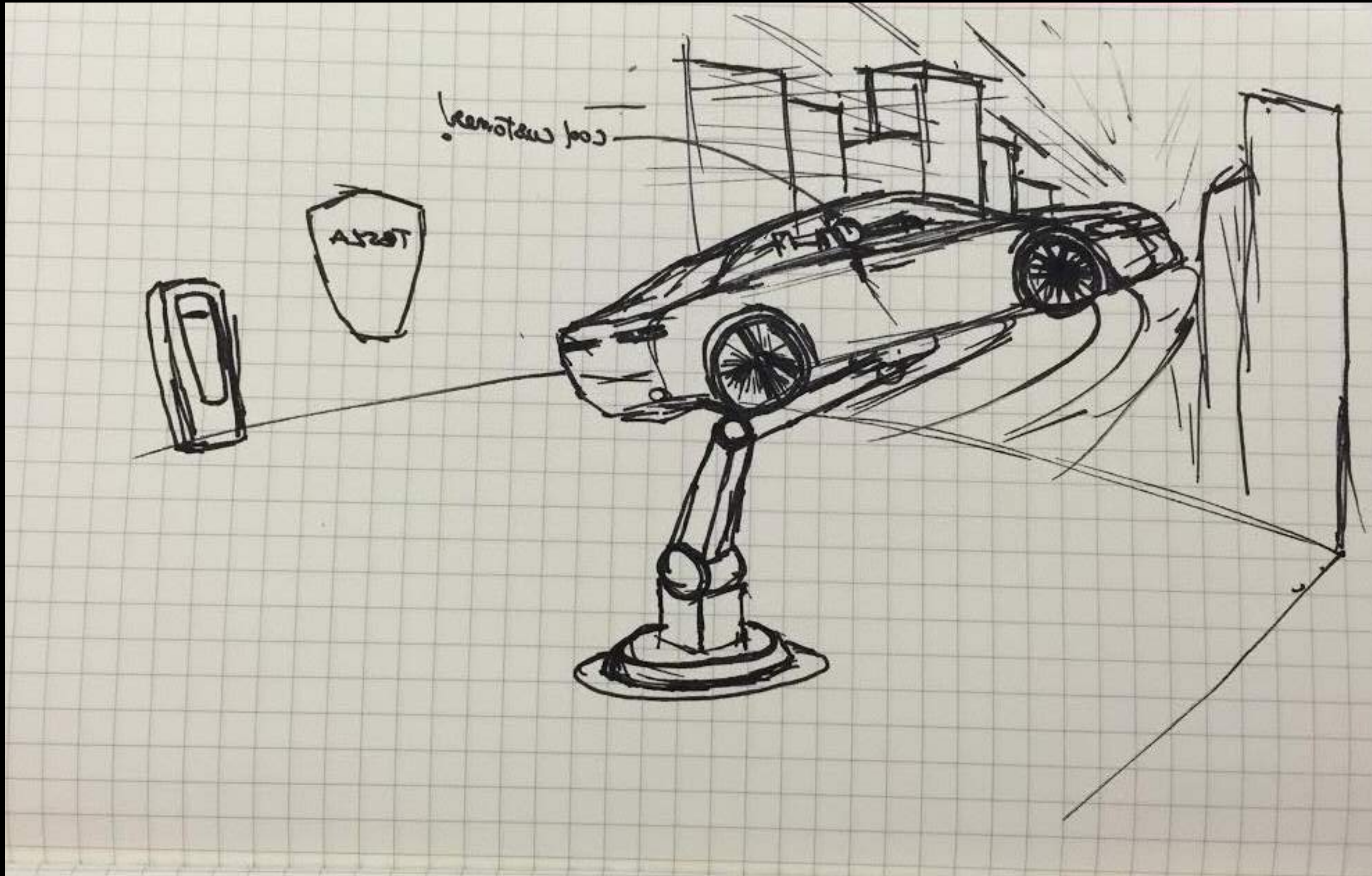
2

Users encounter a kiosk that allows them to control the car

3

Users control the robot arms to move the car in 3D space. Projections on the back wall change as the car moves and creates a visual spectacle.





4

Users can enter the car and experience an incredible simulation through Tesla's world of tomorrow. Projections on the wall reveal a sustainable energy economy all powered with Tesla's battery.