Interactive Spaces
Final Project: Future of Retail

Regina Flores
Jaskirat Randhawa
Tyler Henry

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

TESLA
TESLA
TESLA
TESLA
TESLA

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.

The Model S

Buyer Profile	
Male:	83.9%
Female:	16.1%
Income under $50,000:	5.7%
Income $50,000-$99,999:	17.2%
Income over $100,000:	77.3%
18-44 yrs. Old:	33.2%
45-64 yrs. old:	50.6%
65+ yrs. old:	16.2%

Source: Edmunds.com

TESLA ONLINE STORE

TESLA
MODEL S
MODEL X
SUPERCHARGER
POWERWALL
UPDATES
SUPPORT
FIND US
SHOP
MY TESLA
Model S 70D
240 Miles Range. All-Wheel Drive Standard.
ORDER
TEST DRIVE
Apply for Tesla leasing
Tesla Motors © 2015 | Legal | Contact | Careers | United States

Paint | Roof & Wheels | **Interior**

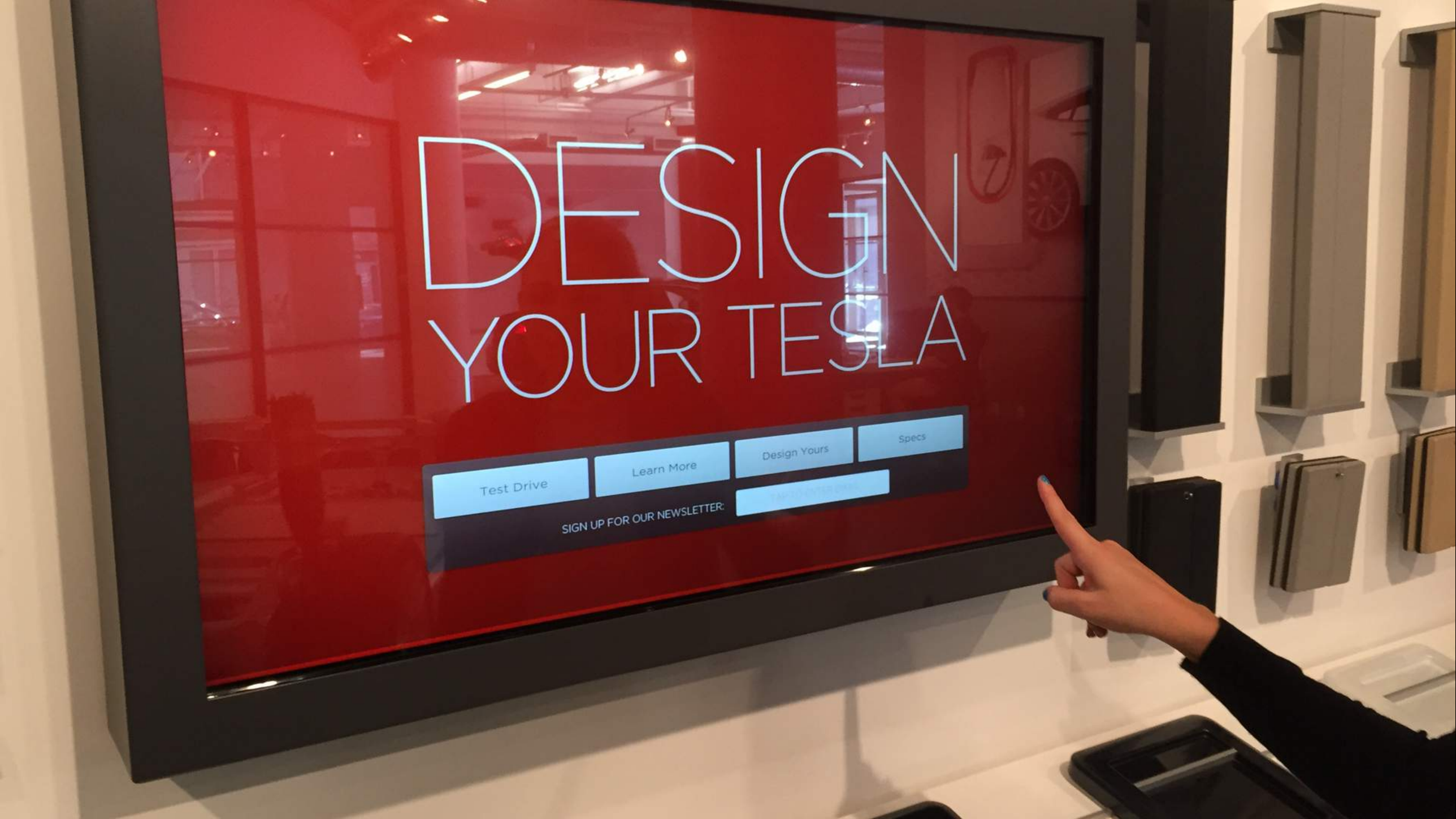
TESLA PHYSICAL STORE

Tesla Store: 25th Street / 10th Ave

Interesting to note the store is <u>not</u> on car-row and instead is nestled between Chelsea art galleries.

ELECTRIC FROM THE GROUND UP
A forward facing camera detects lane marking, sign posts, and surrounding vehicles.
An array of ultrasonic sensors sense 16 feet around Model S in every direction at all speeds.

DESIGN STUDIO
HEADLINER
DÉCOR
SEATING
A MODEL S T


DESIGN
YOUR TESLA
Test Drive
Learn More
Design Yours
Specs
SIGN UP FOR OUR NEWSLETTER:

IN-STORE INTERVIEWS

“Tesla store is like the Apple store. People come here to geek-out!” —Tesla Floor Salesman

“The Sales Manager at Tesla came from Apple, so the idea of having all the products out to test and play with is the same thing Tesla wants to achieve. Also a lot of Apple sales people move over to Tesla - there is a lot of cross-breeding.” —Tesla Floor Saleswoman

“Similar to Apple, Tesla does not have sales commission. And at Tesla, you don’t get ‘points’ for up-selling. The idea is to give the customer a great experience and not feel pressured to buy.”
—Tesla Floor Salesman

“People come in with their kids and the kids always want to play with the touch-screens - they love it. It is a way that actually draws the parents into the product.”
—Tesla Floor Salesman

PRECEDENTS

https://www.youtube.com/watch?v=x4sVTUAdoLg

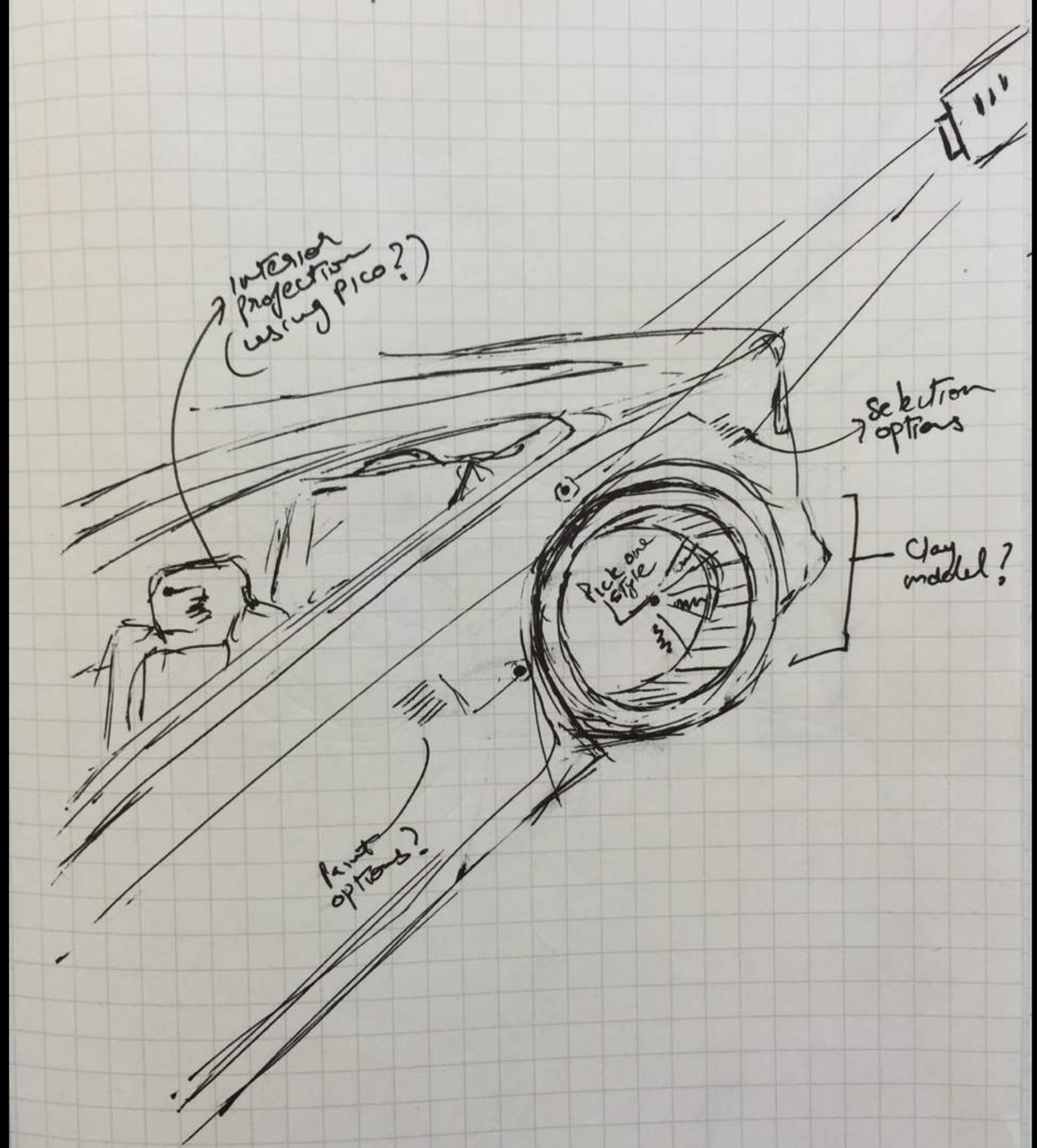
http://www.psfk.com/2012/07/audi-opens-first-interactive-digital-car-showroom-for-urban-shoppers-video.html

http://venturebeat.com/2014/10/01/a-true-virtual-showroom-lexus-and-oculus-rift-show-the-potential-sales-power-of-vr/

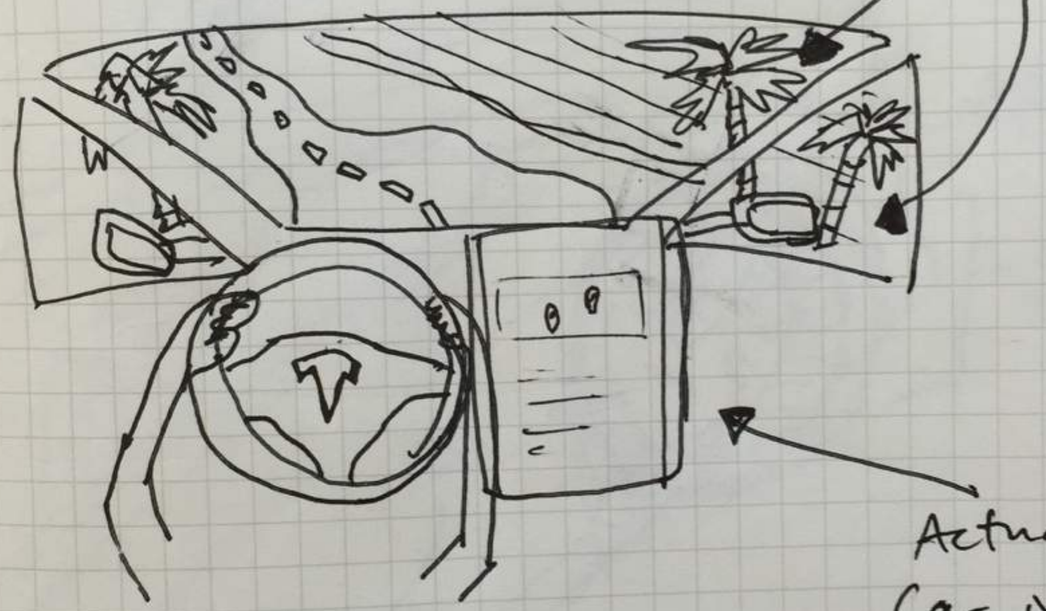
Other Precedents:

https://www.youtube.com/watch?v=HtZNLp6UWUI
https://www.youtube.com/watch?v=x4sVTUAdoLg
http://www.psfk.com/2012/07/audi-opens-first-interactive-digital-car-showroom-for-urban-shoppers-video.html
http://www.psfk.com/2012/04/iphone-test-drive-bentley.html
http://www.psfk.com/2012/04/hotel-bentley-rides.html
http://www.psfk.com/2010/04/iphone-controlled-car-gives-user-a-driver-seat-view.html
http://venturebeat.com/2014/10/01/a-true-virtual-showroom-lexus-and-oculus-rift-show-the-potential-sales-power-of-vr/

CONCEPT


Interior projection (using Pico?)
Selection options
Pick one style
Clay model?
Paint options?

Test Drive Simulator



Innovation Center
Store
Stroller!