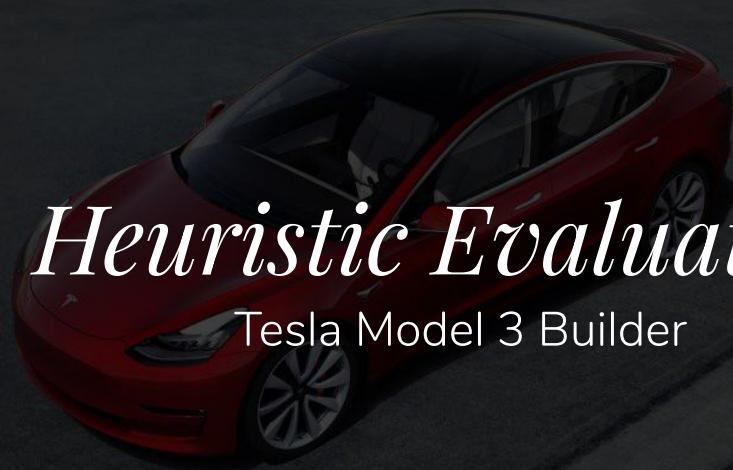




TESLA

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Heuristic Evaluation

Tesla Model 3 Builder



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Summary

5

Positive Findings

&

35

Issues Identified

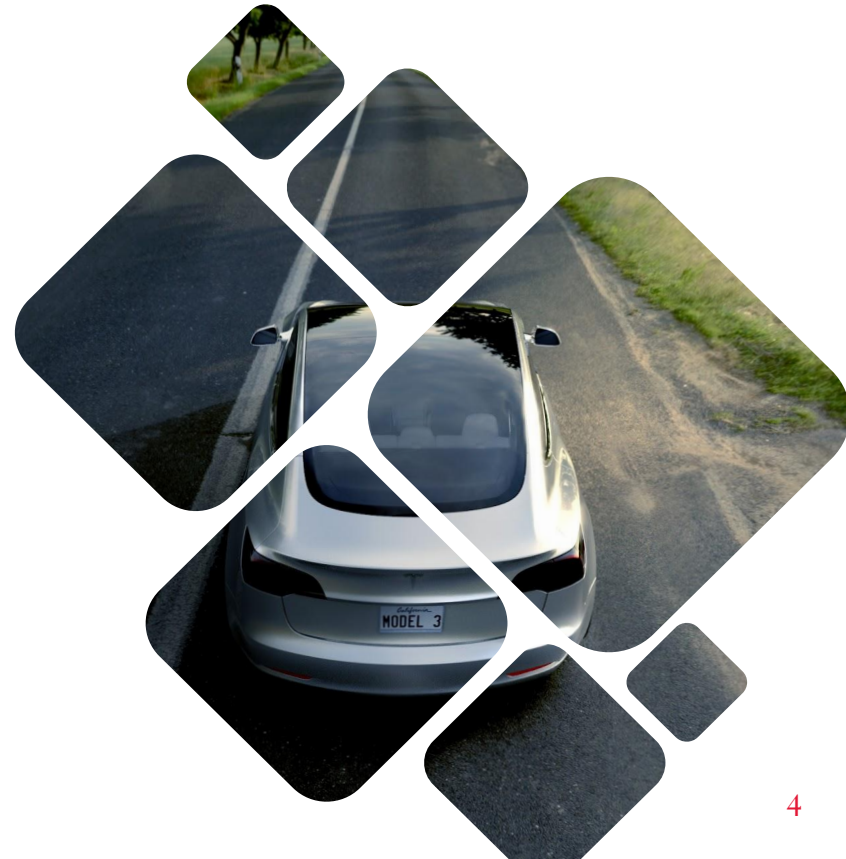


Overview

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.



[Tesla Model 3 Minisite](#)
[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?

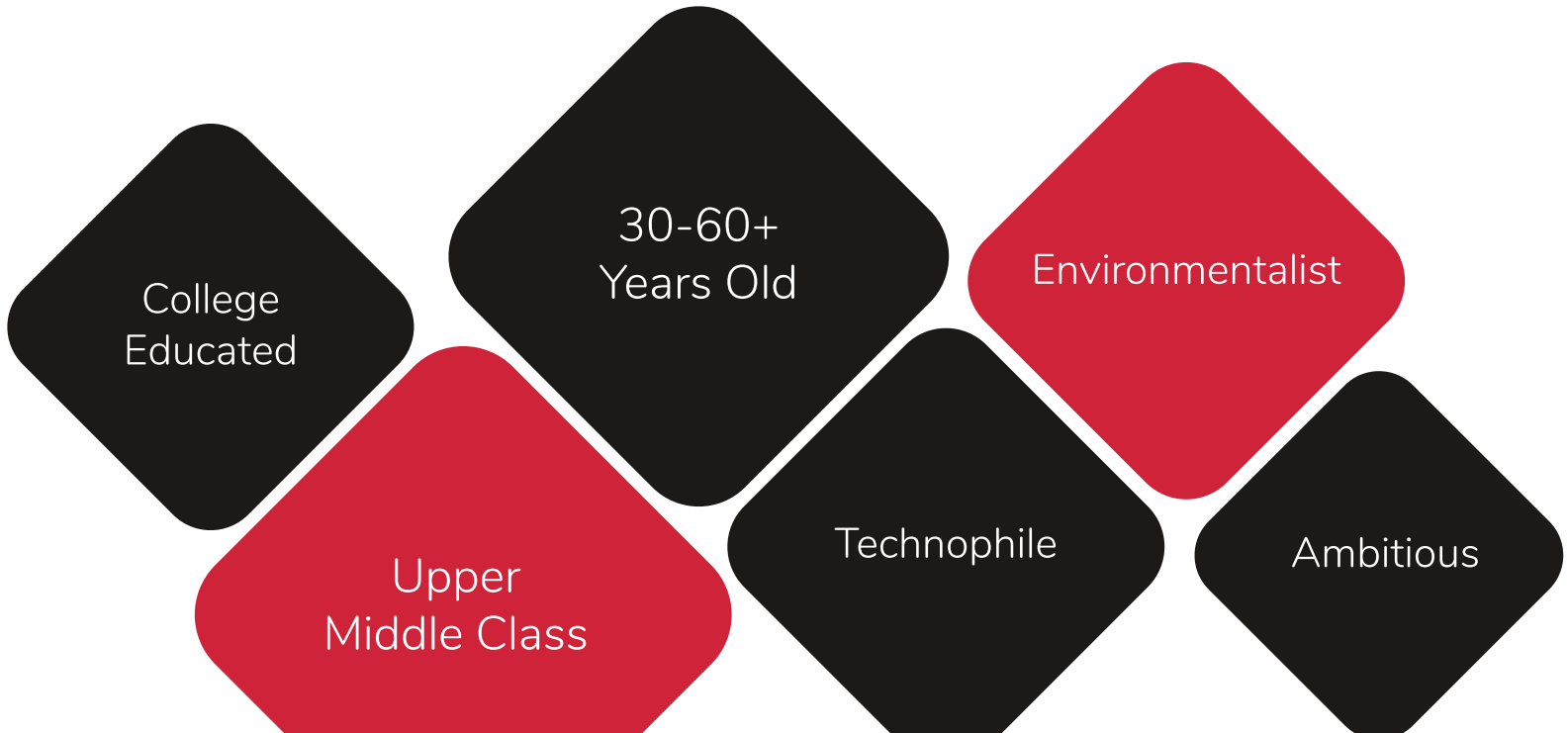




Target Buyer



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





Methodology



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

- P1 Visibility of system status
- P2 Match between system and the real world
- P3 User control and freedom
- P4 Consistency and standards
- P5 Error prevention
- P6 Recognition rather than recall
- P7 Flexibility and efficiency of use
- P8 Aesthetic and minimalist design
- P9 Help users recognize, diagnose, and recover from errors
- P10 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.



Catastrophic

A show stopper issue that makes the system unusable.





User Journey



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

Customer Journey

MODEL 3 CAR CONFIGURATION + ORDERING PROCESS

STAGE	DISCOVERY	1. CAR	2. EXTERIOR	3. INTERIOR	4. AUTOPILOT	5. PAYMENT
ACTIONS	<ul style="list-style-type: none"> Learn about Tesla's \$35K (Model 3) Go to tesla.com and click "Order Now" under Model 3 	<ul style="list-style-type: none"> Compare specs and pricing of three options View estimated payment View estimated delivery Select car/battery 	<ul style="list-style-type: none"> Select an exterior paint color Select wheels View 'Performance' upgrade add-ons (if 'Performance' was selected on previous screen) 	<ul style="list-style-type: none"> Compare one interior that is included to one that's \$1K and 'Recommended' Select an interior 	<ul style="list-style-type: none"> Read about autopilot feature Decide to leave pre-selected or uncheck box to deselect 	<ul style="list-style-type: none"> Enter account details and payment information View summary of purchase View pricing details Make purchase
THOUGHTS	<ul style="list-style-type: none"> Will I be able to afford this car? Will this car have everything I need? 	<ul style="list-style-type: none"> Why are there two battery options and a third is called 'Performance'? Why are there numerous prices listed for a single option? How long does delivery take? 	<ul style="list-style-type: none"> Do these options cost extra? If so, how much? Can I modify these add-ons? 	<ul style="list-style-type: none"> Are there differences between the black and black+white options besides the color? Why is the black+white option recommended? 	<ul style="list-style-type: none"> What is autopilot? Is it worth the price? How much will it be if I wait to get it after delivery? 	<ul style="list-style-type: none"> Can I trust this site with my information? What is my total? Are there any hidden fees? Do I really want to buy this?
FEELINGS + PAIN POINTS	<ul style="list-style-type: none"> I'm glad I don't have haggling a salesperson since the prices are fixed online The website looks clean and the car photos look great I guess I'll click "Order Now" to learn more 	<ul style="list-style-type: none"> Without a comparison table, I'm forced to rely on my short-term memory to compare options I'm confused. There are so many prices listed. Just tell me what I'll be paying! 	<ul style="list-style-type: none"> Nice, prices are displayed right next to the options "Performance Upgrades" looks clickable, causing me to waste time clicking to no avail 	<ul style="list-style-type: none"> Difficult to compare since I can only view them one at a time Still don't know why black+white option better. Specs look the same, so why is only one recommended? 	<ul style="list-style-type: none"> Lots of information, but I didn't read it. I feel pressured to add it now because price goes up \$2K after. 	<ul style="list-style-type: none"> Tesla is famous, I guess I can trust it. Grrr. Didn't see fees of \$1.2K. It wasn't mentioned earlier! Had to click 'Show Details' to see it.
EMOTIONS	<p>+ CLEAR - UNCLEAR</p>	<p>frustrated comparing options</p>	<p>confusion over why one option is recommended over the other</p>	<p>feeling pressured to add autopilot feature</p>	<p>discovery of hidden fees</p>	



*Heuristic Evaluation
& Top Pain Points*

A Car is Not A Battery

CAR

EXTERIOR

INTERIOR

AUTOPILOT

PAYMENT



RANK: MINOR

Weaknesses

P4: Consistency

1. User has already chosen Model 3. “Select your car” is a mismatch to actual task of selecting a battery.
2. Nesting grey text that describes the long-range option under the performance option could result in users’ mismatching information.
3. 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.

TESLA

1. Car 2. Exterior 3. Interior 4. Autopilot 5. Payment

1 — Select Your Car
All cars have premium interior and sound.
*Prices below include potential incentives and gas savings. [Learn More](#)

Mid Range Battery

Rear-Wheel Drive \$35,950*

Long Range Battery

Dual Motor All-Wheel Drive \$42,950*

Performance

Dual Motor All-Wheel Drive \$53,950*

2 — Tesla All-Wheel Drive has two independent motors. Unlike traditional all-wheel drive systems, these two motors digitally control torque to the front and rear wheels—for far better handling and traction control. Your car can drive on either motor, so you never need to worry about getting stuck on the road. If one motor stops working, you can safely continue to your destination with the second.

3 — Standard Battery available in 4-6 months

310mi Range | 145mph Top Speed | 4.5s 0-60 mph

CASH ▾ | \$45,950 After savings | \$54,000 Before savings | [Estimate payment](#) | Estimated delivery: February | [NEXT](#)

Pricing



RANK : MAJOR

CAR

EXTERIOR

INTERIOR

AUTOPILOT

PAYMENT

Weaknesses

P2: Match between system and real world

P4: Consistency

1. 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)

TESLA

1. Car 2. Exterior 3. Interior 4. Autopilot 5. Payment

Select Your Car

All cars have premium interior and sound.
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Mid Range Battery

Rear-Wheel Drive \$35,950*

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310mi Range 145mph Top Speed 4.5s 0-60 mph

Cash Price **\$47,000**

Incentives	-\$3,750
Gasoline savings	-\$4,300
Price after savings	\$38,950
Destination & doc fee	\$1,200

CASH ▾ \$45,950 After savings \$54,000 Before savings Estimate payment

Strengths

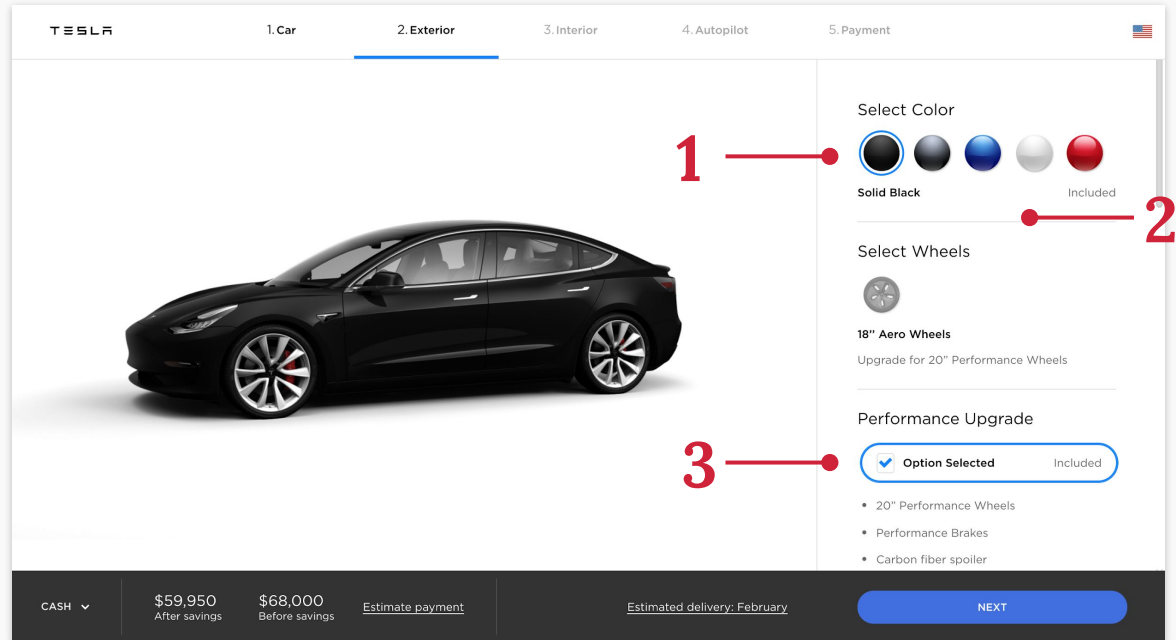
P3: User control and freedom

P7: Flexibility and efficiency of use

Weaknesses

P8: Aesthetic and Minimalist Design

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

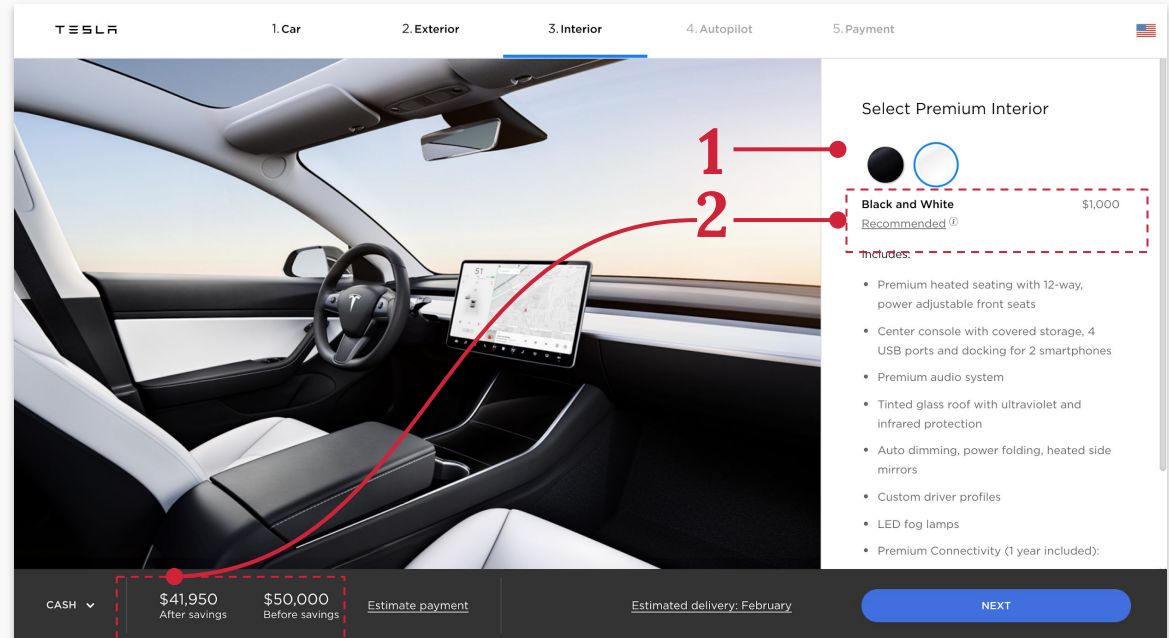


Weaknesses

P6: Recognition over recall

P7: Flexibility and efficiency of use

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



Weaknesses

P8: Aesthetic and minimalist design

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

TESLA 1. Car 2. Exterior 3. Interior 4. Autopilot 5. Payment

Autopilot

All new Tesla vehicles come standard with the most advanced driver assistance capabilities, designed to provide enhanced safety and convenience for a stress-free driving experience.

Standard Autopilot Features:

- **Automatic Emergency Braking**
Detects objects that the car may impact and applies the brakes accordingly
- **Front Collision Warning**
Warns of impending collisions with slower moving or stationary cars
- **Side Collision Warning**
Warns the driver of potential collisions with obstacles alongside the car

Enhanced Autopilot

With Enhanced Autopilot your car will steer, accelerate and brake for you within almost any traffic lane! It will also automatically change lanes on most highways to overtake other cars or navigate to interchanges and exits. And with regular over-the-air software updates, you'll always have access to our most advanced features and functionality.

Option Selected **\$5,000**

\$7,000 if added after delivery
After delivery prices are subject to change. Enhanced Autopilot includes additional driver assistance features. Every driver is responsible for remaining alert and active when using Autopilot, and must be prepared to take action at any time.

1

2

CASH ▾ \$44,950 After savings \$53,000 Before savings Estimate payment Estimated Delivery: January **NEXT**

Billing & Account Details

CAR

EXTERIOR

INTERIOR

AUTOPILOT

PAYMENT



RANK : MAJOR

Weaknesses

P1: Visibility of system status

P8: Aesthetic and minimalist design

1. 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)

Home Energy Upgrades

Solar + Powerwall

Request a Quote

Produce and store your own clean energy to power your home and charge your car, day and night.

Enter Account Details

First Name

Last Name

Your Model 3
Save Your Design

Summary

Model 3 Mid Range Rear-Wheel Drive
Solid Black Paint
18" Aero Wheels
Black and White Premium Interior
Enhanced Autopilot

Cash	Loan
Price after Est. Savings	\$41,950
Purchase Price	\$50,000
Excluding taxes and fees	

CASH ▾ \$41,950 After savings \$50,000 Before savings [Estimate payment](#) Estimated delivery: February Due Today - \$2,500 [PLACE ORDER](#)

Payment Confirmation

CAR

EXTERIOR

INTERIOR

AUTOPILOT

PAYMENT

RANK : CATASTROPHIC

Weaknesses

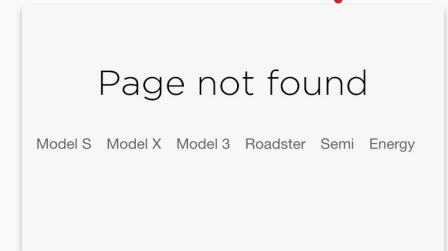
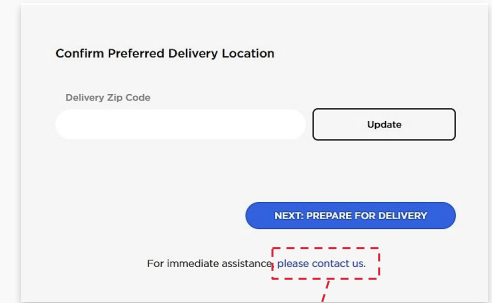
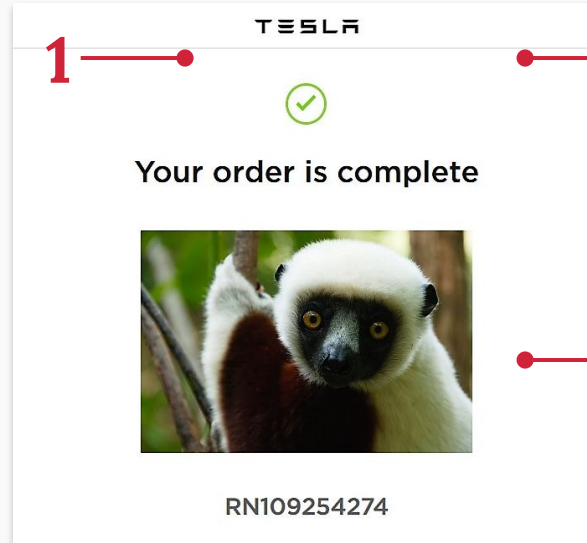
P1: Visibility of system status

P3: User control and freedom

P5: Error prevention

P9: Help users recognize, diagnose, and recover from errors

1. 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



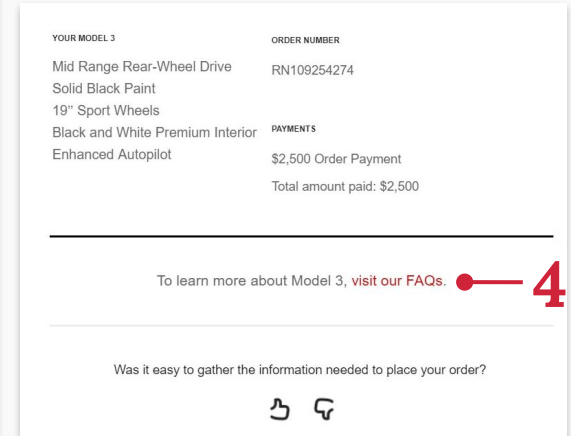
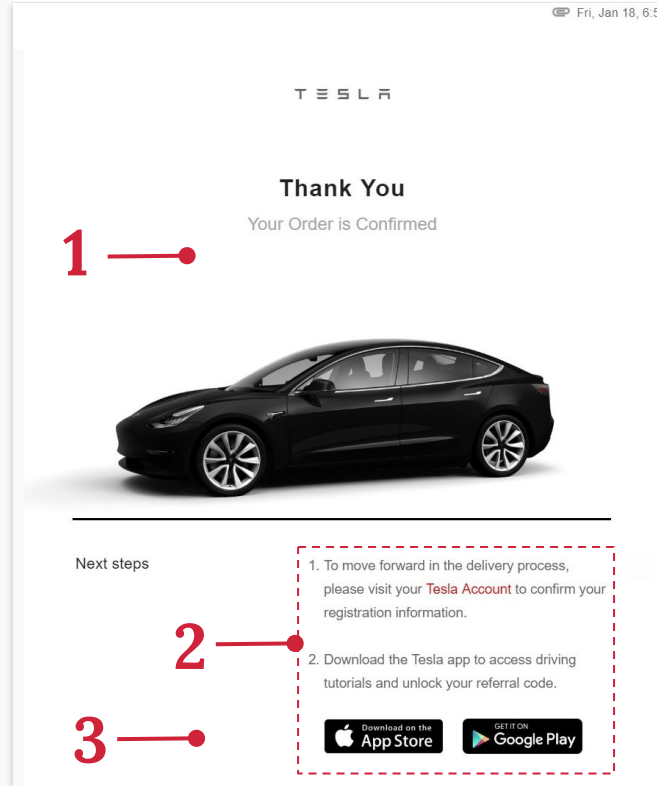
RANK : CATASTROPHIC

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)





Recommendations

Findings

Ranking

Recommendations

P1: Visibility of system status

p.23, 24



List out price itemization during check out

Give positive, instructive, and detailed copy post checkout

P3: User control and freedom

p.20, 24



Add side-by-side to reduce cognitive load

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.

P6: 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

p.25



Add an itemized price of all of the features the user chose and purchased on the check out page

Provide a working phone number and email on the check out page






P2: Match between system and real world

p.19



Be more transparent and clear about the upfront costs

Minimize "After Savings" price to reduce confusion

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



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.

