

Dr. Barrett-Fox
Director Software Engineer
Tesla
Nowhere, AS

Dear Dr. Barrett-Fox

I hope you are having a great morning! In my spare time, I was working on a QRI to help new customers understand our supercharger network. This QRI can tell our customers what to expect from our supercharger network as well as what cars can do.

In the QRI I drew white circles to represent a cluster of superchargers around the country. While doing this the circles create the outline of America showing that our superchargers are everywhere in the country. While there are some big empty spaces within the map I then drew a white dash to show that customers can drive anywhere in the country without having to worry about when there is the nearest supercharger. This should affect new customers by showing them that it is possible to drive across the country without giving them anxiety about when the next supercharger is.

The font I chose was Tesla's font to show customers that it is from Tesla and I also have Ariel Black to make it easy to read for everyone. The color they choose is the traditional color for Tesla red and white. I also put the Model 3 into the QRI to show what are some of the cars we sell.

I wrote about the expectations of superchargers like how they charge up to 200 miles in 15 minutes and how paying for charging up a Tesla is easy. Also while waiting for 15 minutes to charge the car, customers can watch some form of entertainment in their car or if they went out to get some food their car could turn into a security camera. Since the vehicle does not have an engine they have low maintenance since they do not have extra parts to be fixed, replaced, or broken and the customer's phone is the key it is almost impossible to lose their keys or replace them.

This would give the customer a central idea of what to expect and what can you do with the superchargers. Charging a car is completely different from filling up a gas car and making customers feel comfortable in waiting or leaving the car knowing that you would have evidence in case something happens. Also giving them the illusion of the country creates a layer that shows they can travel everywhere in the country. As well as keeping the QRI simple for the customer to read and understand.

Sincerely,

Diego Hinojosa