**Course Name** – Product Design thinking and framework

**Collage Name** – Quantum University

**Batch number** –

**Task 1**:- Choose a product of your interest. Start exploring the product with your inference and summarize your findings.

**PRODUCT NAME:** *Tesla model S and X (2012-2019)*

**Product Description:**

* The tesla model s and model x are both luxary electric vehicles.
* The model x is a mid size SUV, while model S is a full sized sedan.
* The model S is known for its sleek design, high perform

And long range.

* The model X is a crossover SUV with a unique feature of “falcon wings” doors and some shared features of model S.
* They consists of a minimalist interior with a large touchscreen control interface.

**Features:**

* Both models have wireless charging pads for smartphones.
* The model S has a double control arm front suspension and multilink rear suspension.
* Both models have glass sunroofs.
* The model X has three-zone climate control system.

**Issues:**

* Semiconductor and chip related failures resulted in its discontunity.
* It has a major failure in its MCU(media control unit) which is the brain of tesla infotainment system, controlling navigation, media, and vehicle functions.
* The tegra 3 processor inside MCU1 had high power consumption, causing excessive heat buildup.
* The system has a slow boot times and sluggish performance.
* Customers were forced to pay for full MCU replacement, even though only the memory chip was faulty

**suggestions**

* A better memory chip could be used.
* A updated MCU could be designed.
* Thermal management is crucial for reliable chip performance in vehicles which could be fixed.
* Customers should not be forced to pay for full MCU replacement, even though only the memory chip was faulty.
* Improving the responsiveness and streamlining the menu options could helped to Improve the user experience.
* It Was needed to improve its self driving features in urban areas.
* Enhancing battery longevity and minimizing degradation over time, especially in extreme climates, would further improve the overall user experience.