

Task - 7 : Gap analysis

**CRITICAL THINKING, DESIGN THINKING,
LEADERSHIP & TEAMWORK**



GLOBAL CHIP
SHORTAGE DISRUPTS
AUTOMOTIVE
PRODUCTION. INDUSTRY
FACES PROLONGED
DELAYS

TEAM - CYBER TRIBE



PRODUCT NAME : TESLA MODEL 3

Product Features :-

Current State : Tesla Model 3 offers advanced features such as Autopilot, electric-only powertrain, long range, and high-tech infotainment.



Desired State : Many users expect features like full self-driving without limitations, wireless charging for phones, and more customizable interior design options.

Gap : While Tesla excels in tech, the gap lies in fully realizing autonomous driving capabilities and expanding premium luxury options to compete with high-end sedans.

Customer Expectations :

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Current State : Tesla customers are satisfied with performance and the tech-driven features but express concerns about build quality and customer service delays.

Desired State : A seamless experience both in the product (higher build quality) and after-sales service.

Gap : There is a notable gap in meeting customer service demands, including parts availability and service center efficiency.



Market Position :

Current State : Tesla Model 3 is positioned as a leading electric vehicle in the mid-priced segment.



Desired State : Compete not only with EVs but also with similarly priced internal combustion engine (ICE) vehicles by enhancing reliability, luxury, and service.

Gap : The primary gap is in convincing mainstream users to choose Model 3 over similarly priced traditional luxury vehicles due to concerns about repair networks and perceived long-term reliability.

Technology Integration :

Current State : Model 3 is one of the most technologically advanced cars, with continuous updates and a focus on AI-driven features.



Desired State : Faster rollout of autonomous driving features and improved integration of third-party apps (like Apple CarPlay or Android Auto).

Gap : Tesla's closed ecosystem and the gradual deployment of full self-driving features create a gap in consumer expectations for immediate and broader third-party tech integration.

Environmental Impact :

Current State : Model 3 is marketed as an eco-friendly alternative to gasoline-powered cars, thanks to its electric powertrain and lower emissions.



Desired State : A fully sustainable vehicle lifecycle, including battery production, vehicle manufacturing, and recycling.

Gap : The environmental gap involves the sustainability of lithium-ion battery production and the need for improved recycling technology.



THANK YOU