**Why the Tesla website:**

I chose Tesla because it utilizes the "less is more" design approach, which motivates me in my job as a UI/UX designer. Along with that, Tesla appeals to me because I'm fun using renewable energy and electric cars. I picked the Tesla website over other websites because of a combination of these factors.

**Successful Features/Elements of the site:**

The Tesla website's success can be attributed to its clean, modern, and contemporary design, which complements the company's reputation for being cutting-edge and innovative. Customers can easily navigate and get the information they need on the website because of its simple user experience.

**Unsuccessful Features/Elements of the site:**

There are some customization options available for Tesla automobiles on the internet, but some customers have complained that these options are limited, which might be upsetting for people who want greater control over the look and functions of their car.

**Website structure:**

The structure of the Tesla website is one of the sleekest and visually inviting with information architecture principles in place, reflecting the company's reputation for being cutting-edge and inventive. Large images of Tesla cars and navigation links to other important pages, including those with information about the firm, goods, and services, may be found on the homepage.

**Navigation Intuitiveness:**

The website's design is simple, well-organized, and user-friendly navigation, a top menu bar that provides quick access to key pages, and a drop-down menu that offers more detailed options, distinct titles and sections that make it simple to locate the data you're looking for.

**Audience for the Website:**

The audience range is very wide to me, it doesn't only span across the funs of green energy and electric vehicles lovers but also serves as inspiration for new agile user-interface/user experience designers like me.

**What sites compete for the same audience/market:**

The Tesla website has one competitor which is the Rivian Automotive Inc. This company is also into the production of sleek electric vehicles with their headquarters in California.

**How does the site compare to its competitors:**

The Rivian website has similar simplistic design approach like that of Tesla’s. these company’s sells their product with bold pictures of their cars with less text.

**Maintenance and Ownership**:

The Tesla website is owned and run by the Tesla, Inc an American electric vehicle, and clean energy company. Tesla is responsible for the website's functionality, design, and content as its owner.

**Success of Serving it Audience:**

It serves its audience perfectly well in my opinion, the only downside to me will be the accessibility issue for people with disability.

**What are the web technologies used in the site:**

Tesla’s website is built on multiple web technologies. However, according to [Builtwith.com](https://builtwith.com/tesla.com) the most common once includes HTML5, React.js, Python, Google Analytics, Mouse flow, Raygun, Omniture Site Catalyst.

**How does the site function on a mobile device:**

The site functions perfectly on mobile device, the developers incorporated responsiveness in the code with enable the site to adjust to every screen size.

**Does the site have companion mobile applications:**

Yes, the site has a mobile application which does not only help customers to easily access the site. It also serves an electronic key to control the car remotely (start, cabin temperature controls, check car health, maintenance schedules) etc.

**Areas for Improvement:**

The only thing to add now to improve the site is making it accessible to all regardless, in this modern world no one is excluded.

**Any questions you might have about functionality:**

No.