

Cyberquad Configuration Experience

Design by Beibei Zhang

[\[Figma Slides ↗ Video & Prototype Included \]](#)

Agenda

1. Design Objective

Designing the Cyberquad Configuration Experience

2. Design Direction

Pioneering, Exciting, Playful+

3. Design Intent

Experience → Emotion → Behavior → Metrics

4. Layout Strategy

Philosophy → Function → Surprise

5. UI

Brand Expression

6. UX

Two-way Interaction Model

7. Prototype

8. Metrics

Designing the Cyberquad Configuration Experience

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Pioneering, Exciting, Playful+

2. Design Direction

From Direction to Design

1-minute video. Sound on for the full experience.

[Video](#)

TESLA US

CYBERQUAD

Different Worlds. One Cyberquad.
From Earth to the Mars. Ride anywhere.

Earth Mountains Dune Mars

Tire
Select your tire.

XI XII (\$200)

Handlebar
Select your handlebar.

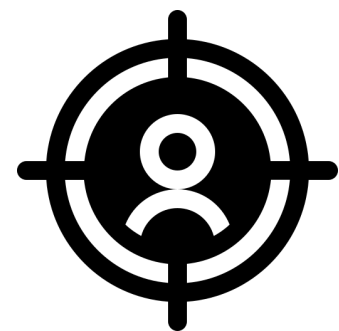
\$6,942.00 ∨
Cyberquad Price

Order Now

Why and How

From insight to execution

Research



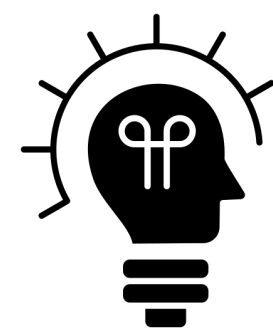
Target User

Key questions:

- We need to understand who we are truly talking to.

Insight:

- Early Cyberquad adopters \neq Typical ATV users, but brand-driven, price-aware users shaped by Tesla affinity and social sentiment.



Product Philosophy

Key questions:

- What is Tesla's DNA?
- What should Cyberquad inherit from it?

Insight:

- Grounded in the product's nature and social media sentiment, we chose to inherit the brand's pioneering spirit and amplify its playful personality.



Market Landscape

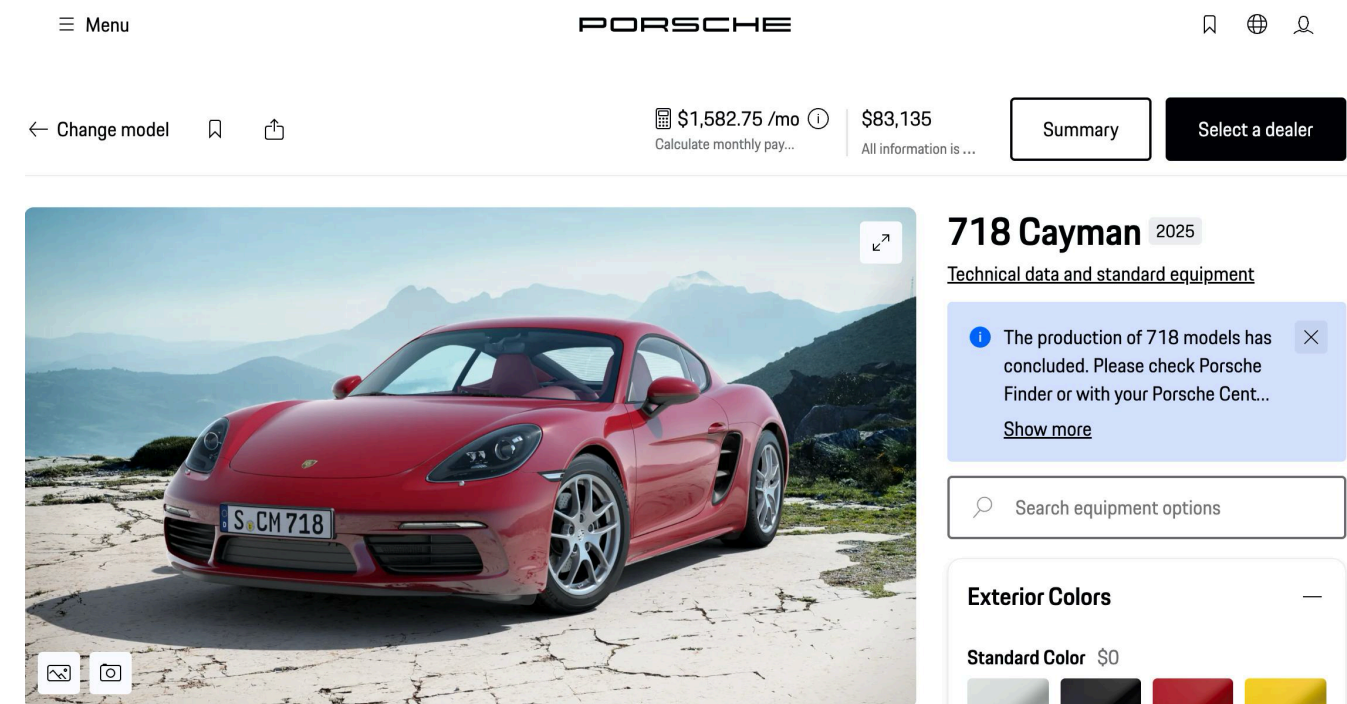
Key questions:

- What already exists in the market

Insight:

- Just as Cybertruck challenged what a pickup truck could be, Cyberquad challenges what an ATV is expected to be.

Landscape for Configuration



Detail-heavy

Examples:

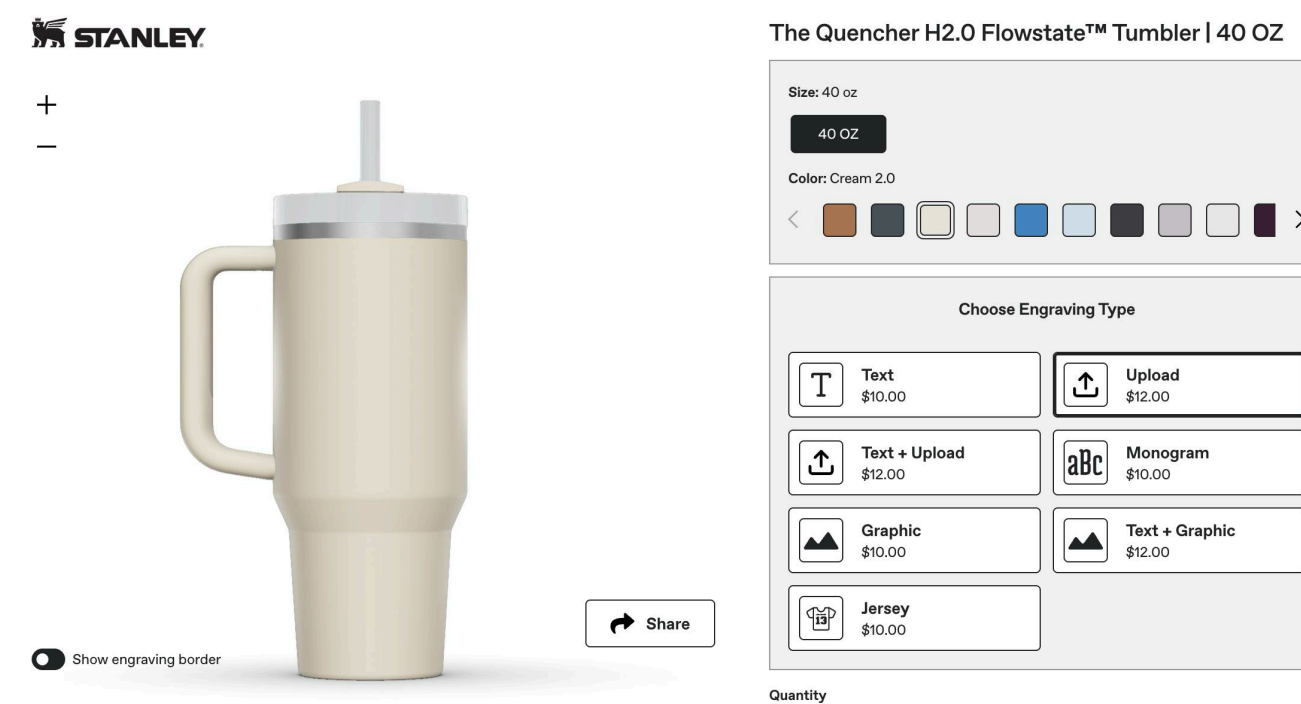
- configurator.porsche.com

Key characteristics:

- Rich, detail-level customization
- Designed for advanced users

Insight:

This is a valid direction, but not necessarily aligned with Tesla's design philosophy.



Self-expression

Examples:

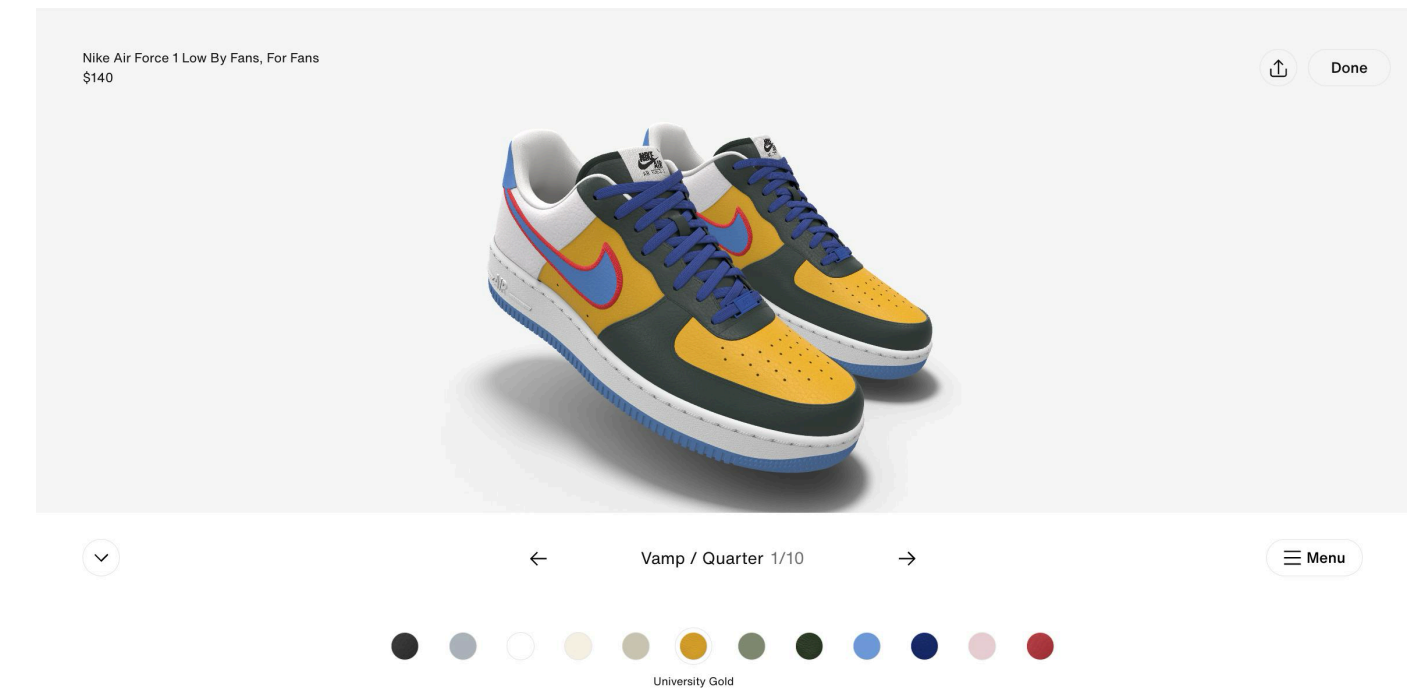
- Custom skateboards
- MINI Cooper
- Stanley

Key characteristics:

- Users can pick or upload images
- Users can add custom text

Insight:

Delivers strong emotional and social value, but requires users to invest effort upfront.



Immersive Experience

Examples:

- Nike By You

Key characteristics:

- Multi-angle visualization
- This is not just a 3D visualization.

The 3D model is the interface.

Insight:

Allows users to immersively experience their creation.

These are strong solutions — but not enough

These are some of the strongest examples in the market today.

However, they are still not enough for what we are trying to build.

Experience → Emotion → Behavior → Metrics

What we want: Experience creates emotion, emotion guides behavior, and behavior drives metrics.

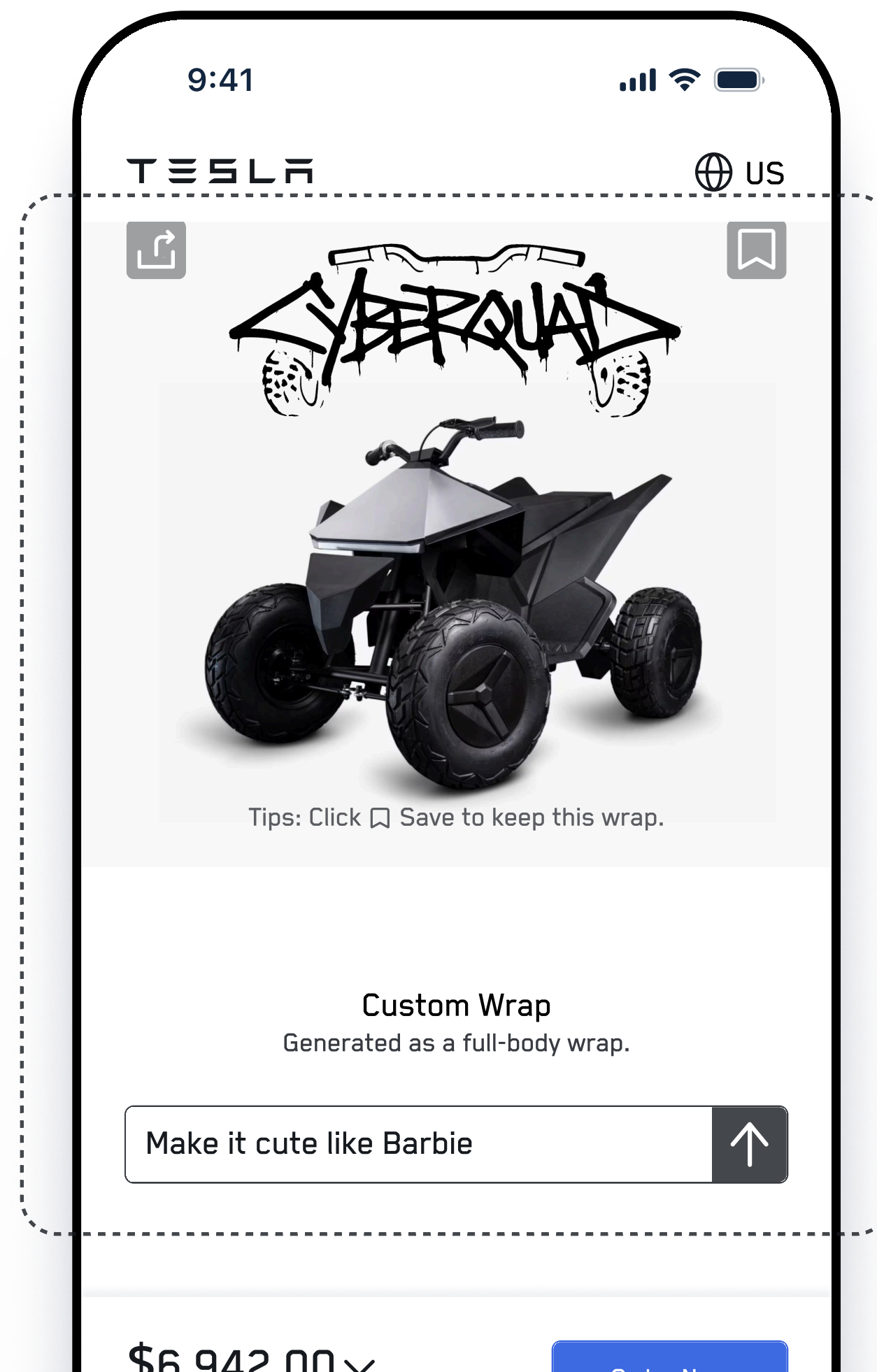
3. Design Intent

Functional Concept

Experience → Emotion

AI-generated Custom Wrap

We shift the cognitive load from the user to the system.



Low Effort Barrier

- No preparatory work required
(Unlike traditional customization that requires users to know what they want and prepare a finished file upfront)
- Users can quickly get into the experience

Expectation & Surprise

Users feel anticipation: "What will it give me?"
Feels like opening a gift, not filling out a form

Unpredictability Driving Engagement and Growth

- Social impact: Unpredictable outcomes create surprise and social appeal
- Sign up rate: Users want to save and keep their generated results

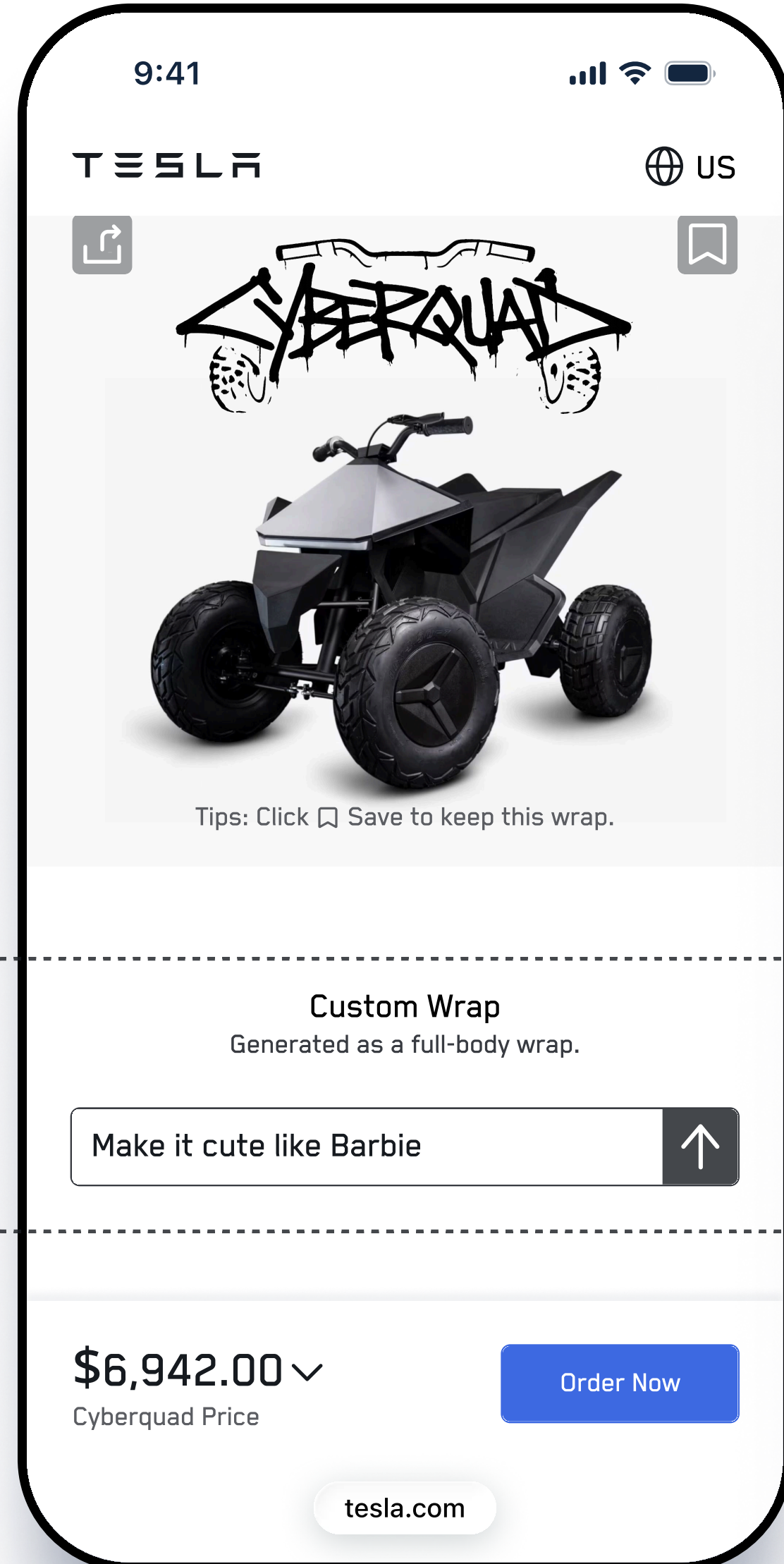
Uncertainty creates surprise → Surprise creates emotion → Emotion drives sharing and commitment

Design the strategy and logic that guide this proposal

Experience → Emotion

Emotion → Behavior → Metrics

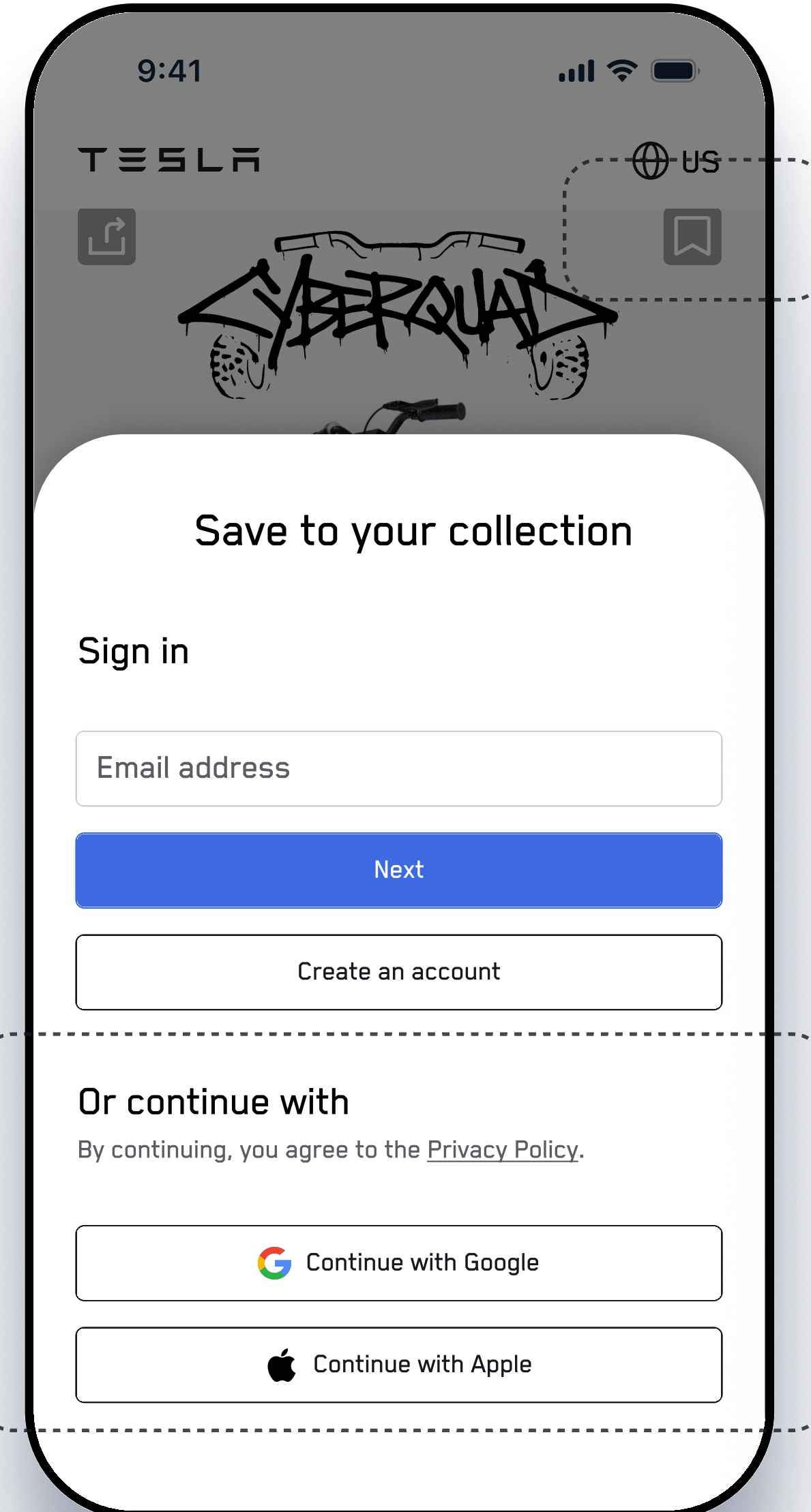
Generate Custom Wrap



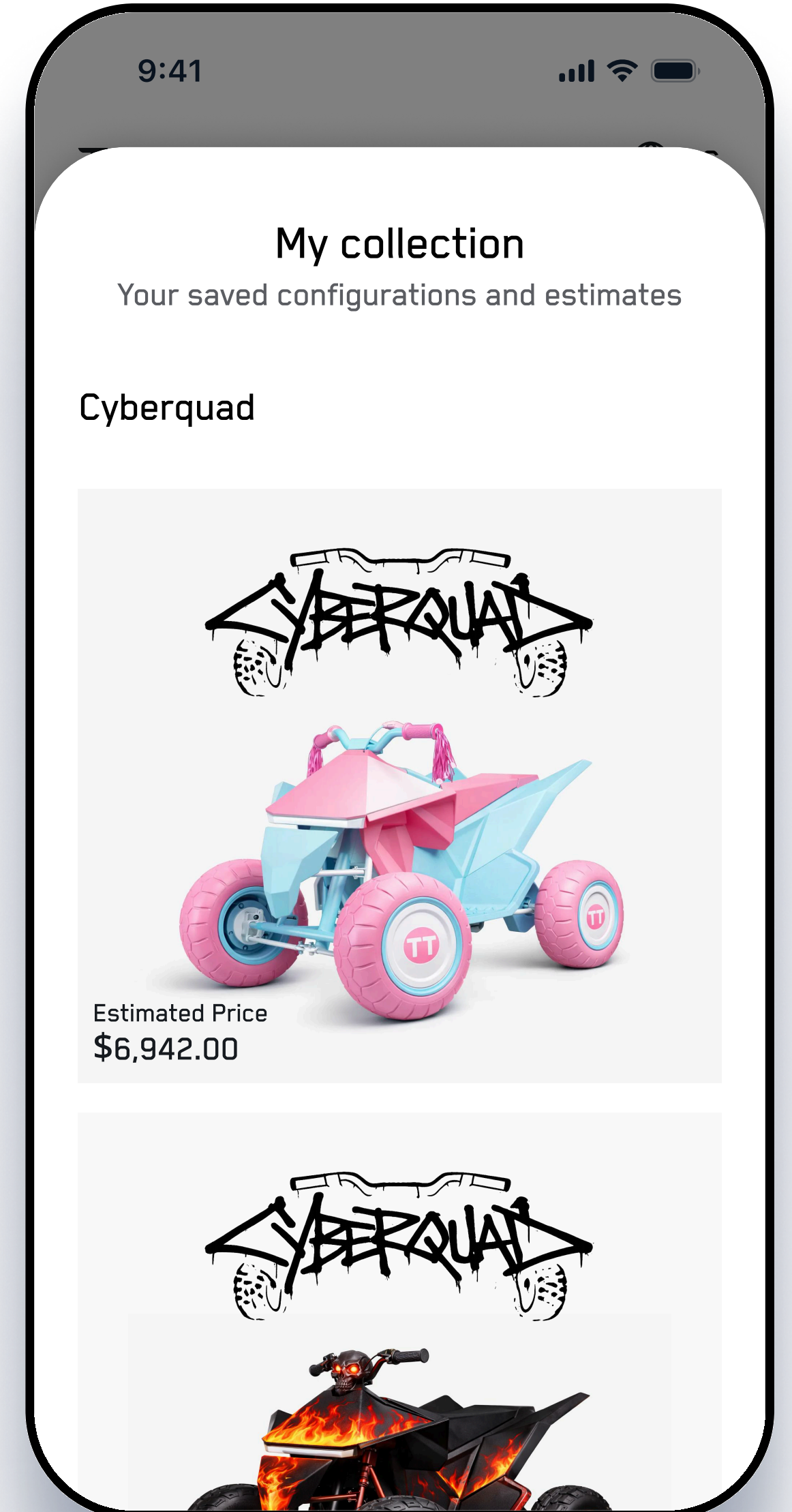
Share Page



Sign-Up



My Collection







Philosophy → Function → Surprise

4. Layout Strategy



Layout Strategy

Shift users from “configurators” to “experiencers,” guiding them from understanding the product’s philosophy, through functional personalization, and toward an emotional peak of surprise.




Different Worlds. One Cyberquad.
From Earth to the Mars. Ride anywhere.

 Earth  Mountains  Dune  Mars


Tire
Select your tire.

 XI  XII (\$200)

Handlebar
Select your handlebar.

 Obsidian  Rose (\$20)  Lunar (\$25)

Custom Wrap
Generated as a full-body wrap.



Product Philosophy

Functional Personalization

Surprise & Experience Layer

Brand

5. UI



Consistency & Recognition - Logo

Consistent with Cybertruck's design language, yet instantly recognizable as Cyberquad.

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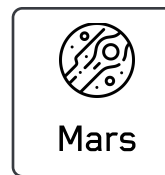
Earth



Mountains



Dune

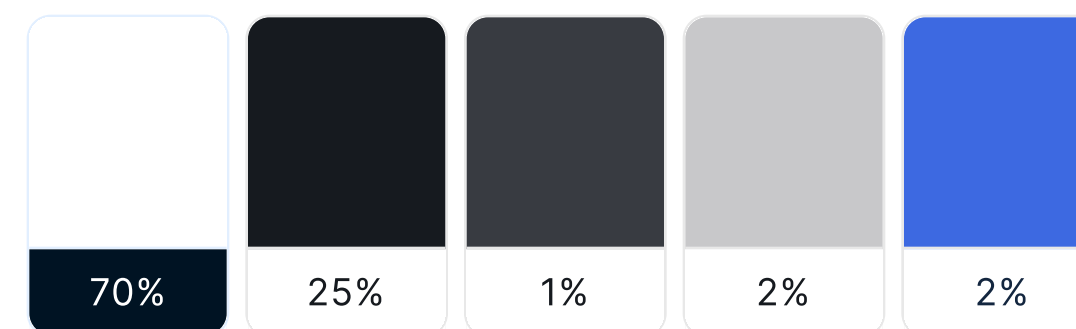


Mars

Personality & Playfulness

Planet motifs introduce humor and amplify a playful brand personality.

Design System



Visual Hierarchy Simplification

The use of secondary and tertiary gray tones is reduced to simplify page hierarchy and improve overall visual clarity.

Two-way Interaction Model

6. UX

This interface supports two-way interaction between the 3D model and the menu:

- Selecting a component on the 3D model highlights the related menu section
- Selecting an option in the menu focuses the 3D view on that component



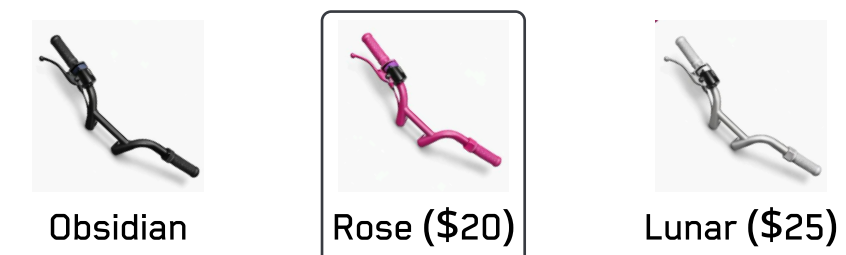
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Tire
Select your tire.



Handlebar
Select your handlebar.



Prototype

The prototype supports both
Desktop and Mobile views

7. Prototype

Flow 1 : Build & Generate Experience

Select Earth / Mars → choose Tires & Handlebars →
Generate a personalized web experience.

Flow 2 : Share & Save Experience

After generation, Share or Save the experience.
If not signed in, Save triggers Sign in / Sign up, then
redirects to My Collection.

Mobile Web Link

9:41 📶 🔋

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Earth Mountains Dune Mars

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Desk Web Link

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XI XII (\$200)

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Include Sticker: "I COME FROM EARTH"

*Bi-directional interaction is not supported in this prototype. In a production environment, this can be enabled via real-time event binding between UI state and a 3D engine.

Metrics

We evaluate design impact through **qualitative feedback** and **behavioral data**, and **compare** the results against **existing** product **metrics**.

8. Metrics

1. Social Feedback (Qualitative)

- User sentiment and feedback on social platforms
- Signals of emotional engagement, sharing motivation.

2. In-product Behavior Observation

- User interaction patterns across key interfaces
- Drop-offs, hesitation, and unexpected behaviors

3. Sharing & Sign-up Conversion

- Frequency of sharing after experience generation
- Sign-up or login conversion triggered by save actions

4. My Collection to Purchase Conversion

- My Collection serves as a new retention channel that supports return-to-purchase behavior.

5. Comparison with Existing Metrics

Thank you :-)

Hope you like it !

9:41

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