

TESLA-FLIP 2030

Jun Wang

BACKGROUND
"I wanna FEEL spirit DESIRES.
FEEL mental HEALTH.
FEEL the NATURE.."

"I wanna ESCAPE the CITY.
ESCAPE the CROWD.
ESCAPE the ANXIETY."

Task

Easy Carry
Easy Open
Easy Drive

Target User

Luis Jhonson
29 YEARS OLD
SINGER
IRVINE, CA
180K/YEAR

