

BMW FS (BMW Care)

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Entice - discover + commitment

BMW existing website, not a separate site
instead of using term "ancillary product", use "BMW Care"

Enter - out of box experience

this would be the UX experience, how easy to
use, and navigate to important points

Engage - first use

- knowing facts + interactive data
+ get to important points

Extend - first month \rightarrow n th month

feedback ability, if we can track mouse
clicks, and user activities, number of users

Exit - last usage

no account needed, ^{most} input from user will
not be required but recommended; returning
customers or recommendation to friends