

# 1

## Situation Simulator

- Before using BMW ancillary products, and with ancillary products

### Visual Representation



savings



spending

### chart

BMW	1	2	3	4	5	6
1	1	1	1	1	1	1
2	1	1	1	1	1	1
3	1	1	1	1	1	1
4	1	1	1	1	1	1
5	1	1	1	1	1	1
6	0	0	0	0	0	0

2

## Low-cost online/real calculator

- input :
  - insurance company
  - product selected
- output :
  - short term spending
  - long term cost
- value added : helps customers to manage their car insurances

## Facebook Game

- driving a car
- select brand
- select model
- select ancillary products
- see customer reactions
- offer for ancillary products

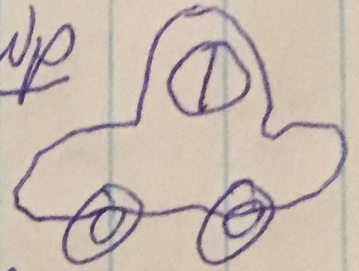


Before:



computer

Dealership



I only want car,  
not ancillary products

Event:

why ancillary?

data:

---	\$	\$
---	\$	\$
---	\$	\$

After:

these does seem useful!

