

BMW Financial Services

Ultimate Protection

Credit Card

Financing

Price

Leasing

Online

Performance Insurance

Protection Programs

Benefit

Organization

Credibility

User Story: Michael has been working at an investment bank for the past two years and found himself dreaming of the perfect car, a BMW. During his free time, he continually browsed the internet and kept coming back to this sleek steel blue x6 he loved, but since he had recently signed a mortgage to purchase a house, he decided on doing more research and waiting at least another year before he bought the car. As time passed, he also became concerned about his driving ability - this was after all the first car he would own. After visiting the dealership, he noticed an interactive experience in the shop. He signed up and was impressed by the breadth of ancillary products that he had access to. He realized that his driving concerns could be assuaged.