

Product Studio: Sketch Exercise

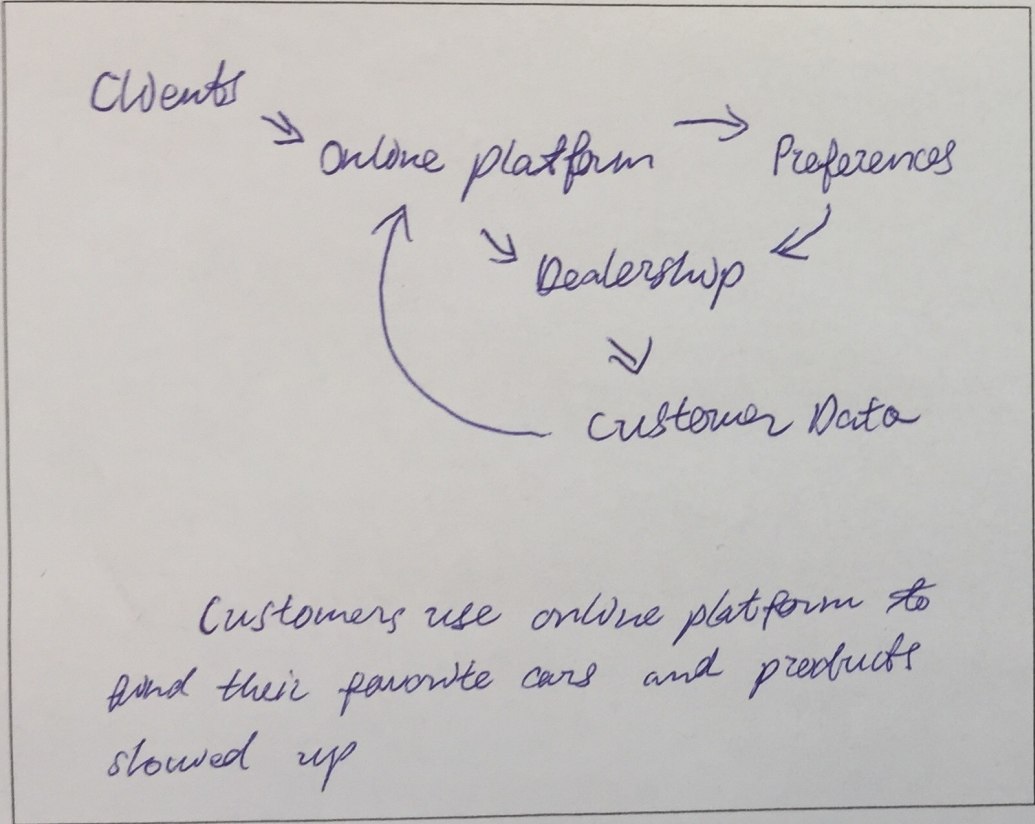
System Diagram Name

BMW

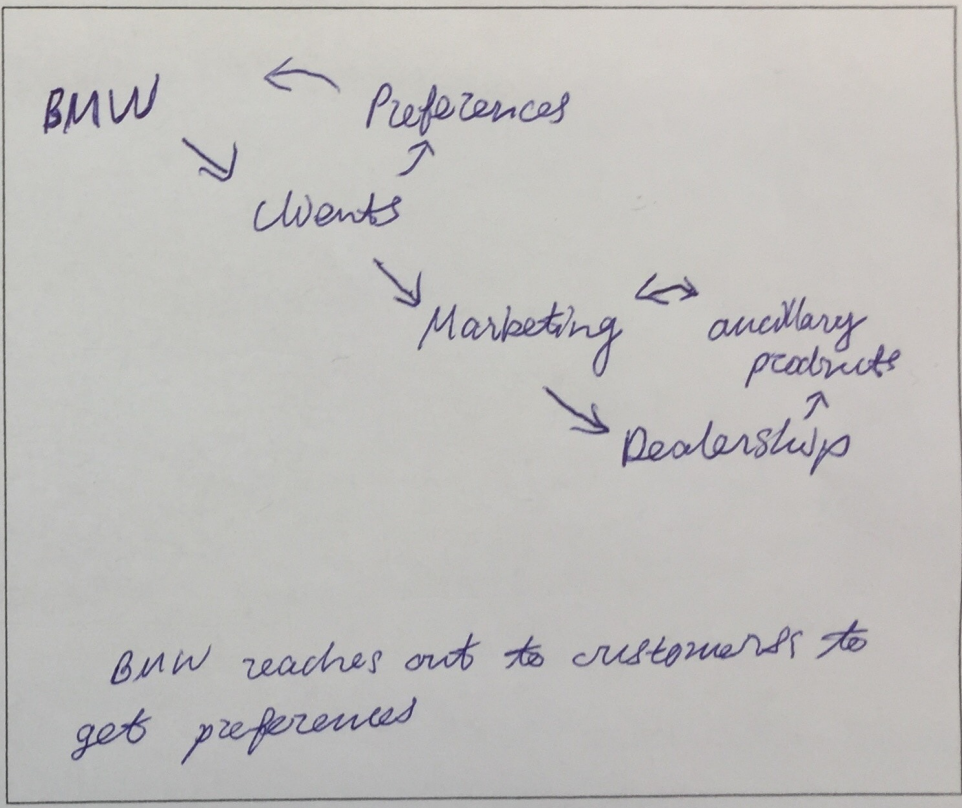
Name: Yuxue Mei

NetID: ym434

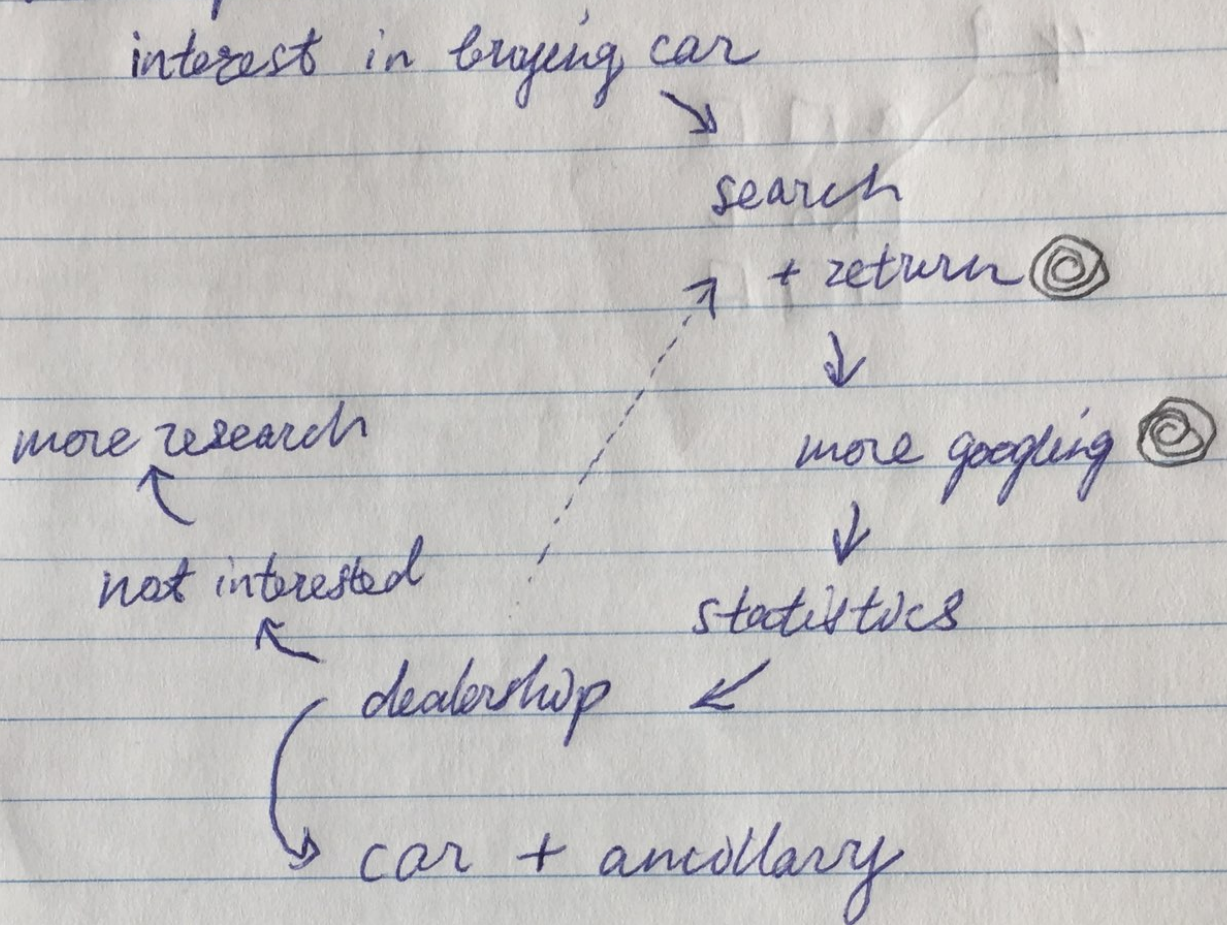
User Story: Diagram the user story



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mind map:

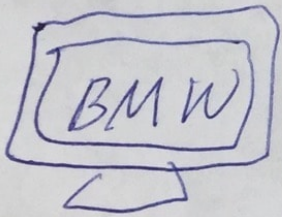


central: recommendation

search engine

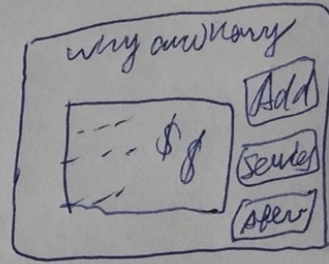
skills: website, server

Online
game
to simulate
car driving
⇒ car scratch
etc.



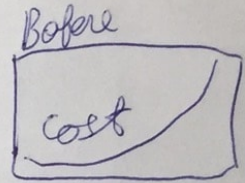
Car + auxiliary
before dealership

Interactive
cost
that can
suggest which
product
+
questions



online calculator
that shows
the cost associated
with before
and after
cost for
different situations

Add comparison
of prices from
other car
companies
to attract more
customers for
BMW



show statistics
for people in
the same
region and
their average
spendings

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	5	8	8	5	4	0
2	8	8	8	8	8	8
3	8	8	8	8	8	8
4	5	8	8	8	8	8
5	4	8	8	8	8	8
6	0	8	8	8	8	8

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

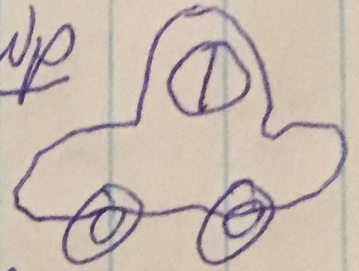
- driving a car
- select brand
- select model
- select ancillary products
- see customer reactions
- offer for ancillary products

Before:



computer

Dealership



I only want car,
not ancillary products

Event:

why ancillary?

data:

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

After:

these does seem useful!

