



AUTOMOTIVE: FORD

## SUPPORTING FORD GLOBALLY AS THEY REDEFINE FROM VEHICLE MANUFACTURER TO MOBILITY COMPANY

### OPPORTUNITY/IDEA

How to best drive FordPass functionality onto a wearable to enable user's to perform simple micro-moment actions quickly and effectively. By focusing on the key elements of the current FordPass app, we can drive usage on a companion device such as Apple Watch or Samsung Gear.

### PROTOTYPE

The team created a proof of concept on the Apple Watch, allowing users to retrieve a pinned parking spot from FordPass and initiate a phone call to Roadside Assistance. Additional functionality that was mocked up included starting and unlocking a car, retrieving a reserved parking pass and submitting a payment to FordPay.

