



# **SKILLS** **CHALLENGE**

**BMW**  
WEB DESIGN TEAM



# BMW WEB DESIGN TEAM



We're a bunch of bright, fun and colourful individuals. We respect each other, help when it's needed and share in both the successes and challenges. We work in an agile, fast-paced environment but we get through it as a team.



## WHAT WE DO:

We're a complete digital in-house solution for the brands and sub brands (BMW, BMW Motorrad, MINI, BMW Aftersales, BMW Financial Services) of BMW South Africa:

Customer mailers

Digital Campaigns

Website Design

Copywriting

Banners & Ads

User Experience

Dealer Websites

Web Maintenance



## WHAT YOU CAN EXPECT:

We hate Mondays, love snacks, celebrate each other's birthdays and have the occasional Sudoku tournament when things are quiet around the office. The workload can get challenging but you'll never be alone and we are constantly teaching each other and sharing skills. There's no room for egos here – we get along, do the work and pull together when it matters most.

Does that sound like your cup of tea (or coffee, or hot chocolate)?

## Question 1 - BMW

1. Create a 100% responsive landing page for a BMW website as per screenshot figure 1.a Use HTML/HTML 5, bootstrap framework, CSS, Java-script and Angular. The landing page must consist of the following sections: Header, Scrollable Banner, Teasers, Carousel, Contact Form and footer. Cascading Styling Sheet should be implemented according to the CI Guidelines documentation provided in the BMW Folder. You may use alternative font types, in-case you don't have the access to the initial font types. Alternative font types will be specified in the CI Guideline documentation.

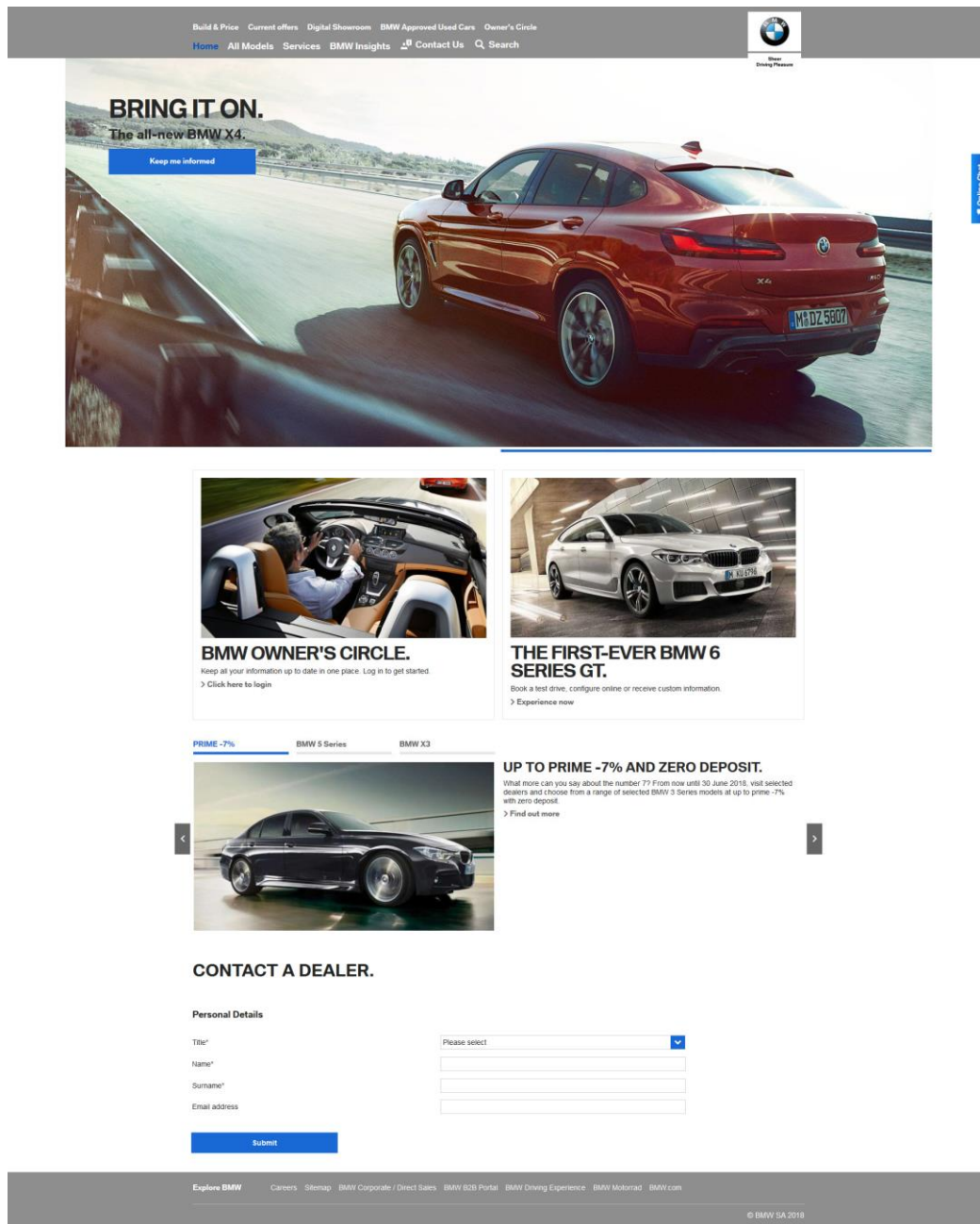


Figure 1.a

[Build & Price](#)
[Current offers](#)
[Digital Showroom](#)
[BMW Approved Used Cars](#)
[Owner's Circle](#)

[Home](#)
[All Models](#)
[Services](#)
[BMW Insights](#)
[Contact Us](#)
[Search](#)

[BMW EfficientDynamics](#)
[BMW ConnectedDrive](#)
[BMW Approved Used Cars](#)
[BMW i](#)
[#BMWStories](#)

[BMW](#)
[BMW Driving Pleasure](#)

Keep me informed

Online Chat

**BMW OWNER'S CIRCLE.**

Keep all your information up to date in one place. Log in to get started.

[Click here to login](#)

**THE FIRST-EVER BMW 6 SERIES GT.**

Book a test drive, configure online or receive custom information.

[Experience now](#)

PRIME -7%

BMW 5 Series

BMW X3

UP TO PRIME -7% AND ZERO DEPOSIT.

What more can you say about the number 7? From now until 30 June 2018, visit selected dealers and choose from a range of selected BMW 5 Series models at up to prime -7% with zero deposit.

[Find out more](#)

CONTACT A DEALER.

Personal Details

Title\*

Please select

Name\*

Surname\*

Email address

Submit

[Explore BMW](#)
[Careers](#)
[Sitemap](#)
[BMW Corporate / Direct Sales](#)
[BMW B2B Portal](#)
[BMW Driving Experience](#)
[BMW Motorrad](#)
[BMW.com](#)

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Figure 1.b

## **1.1. Header**

- 1.1.1. Primary Navigation Menu - (Home, All Modules, Services, BMW Insights, Contact Us, Search)
- 1.1.2. Secondary Navigation Menu – (Build & Price, Current Offers, Digital Showroom, BMW Approved Used Cars, Owner's Circles)
- 1.1.3. Dropdown Menu – (BMW EfficientDynamics, BMW ConnectedDrive, BMW Approved Used Cars, BMW i and #BMWStories) – see figure 1.b
- 1.1.4. BMW ID Module

## **1.2. Scrollable Banner**

- 1.2.1. The banner should consist of the 2 images provided in the BMW folder, M5.jpg and 4.jpg
- 1.2.2. Include a call to action button “Keep me informed”.
- 1.2.3. Include the “ONLINE CHAT” button on the right side of the banner as per figure 1.a

## **1.3. Teasers**

- 1.3.1. Create two teasers which will consist of the following: borders, main image, sub-headings, copy and hyperlinks, see figure 1.a images are provided in the BMW folder.

## **1.4. Carousel**

- 1.4.1. Create a Carousel that scrolls through three sections with an image, heading, some copy and a hyperlink.
- 1.4.2. The Carousel should have three headings namely: Prime -7%, BMW 5 Series and BMW X3. (Images are provided in the BMW Folder: prime7.jpg, 5series.jpg and x3.jpg).
- 1.4.3. The Carousel should include two arrows on the sides to scroll to the next section.

## **1.5. Contact Form**

- 1.5.1. Create a contact form which consists of the following:
  - Heading: “Contact a dealer” and sub heading “Personal Details”
  - Mandatory Title dropdown with items: Mr, Mrs and Ms
  - Mandatory Name text field
  - Mandatory Surname text field
  - Non-Mandatory Email-address with email validation
- 1.5.2. Submit Button

## **1.6. Footer**

1.6.1. Create a footer with following menu items

- Careers
- Sitemap
- BMW Corporate/ Direct Sales
- BMW B2B Portal
- BMW Driving Experience
- BMW Motorrad
- BMW.com

Good luck and please don't hesitate to contact us should you need any assistance.