



Beyond the drive, Before the drive.

Colton Woytas / Fall 2016

BRAND

BRAND ASSOCIATIONS

- Luxury
- Style
- Performance
- Precision



CUSTOMER

- 30-50 years old
- Male
- Upper middle-class +



CUSTOMER

- 30-50 years old
- Male
- Upper middle-class +

TRAITS

- Brand loyal
- Car people



IDEATION

PROJECT DESCRIPTION

A web portal that allows a customer to track the progress of their custom BMW as it is created and delivered.

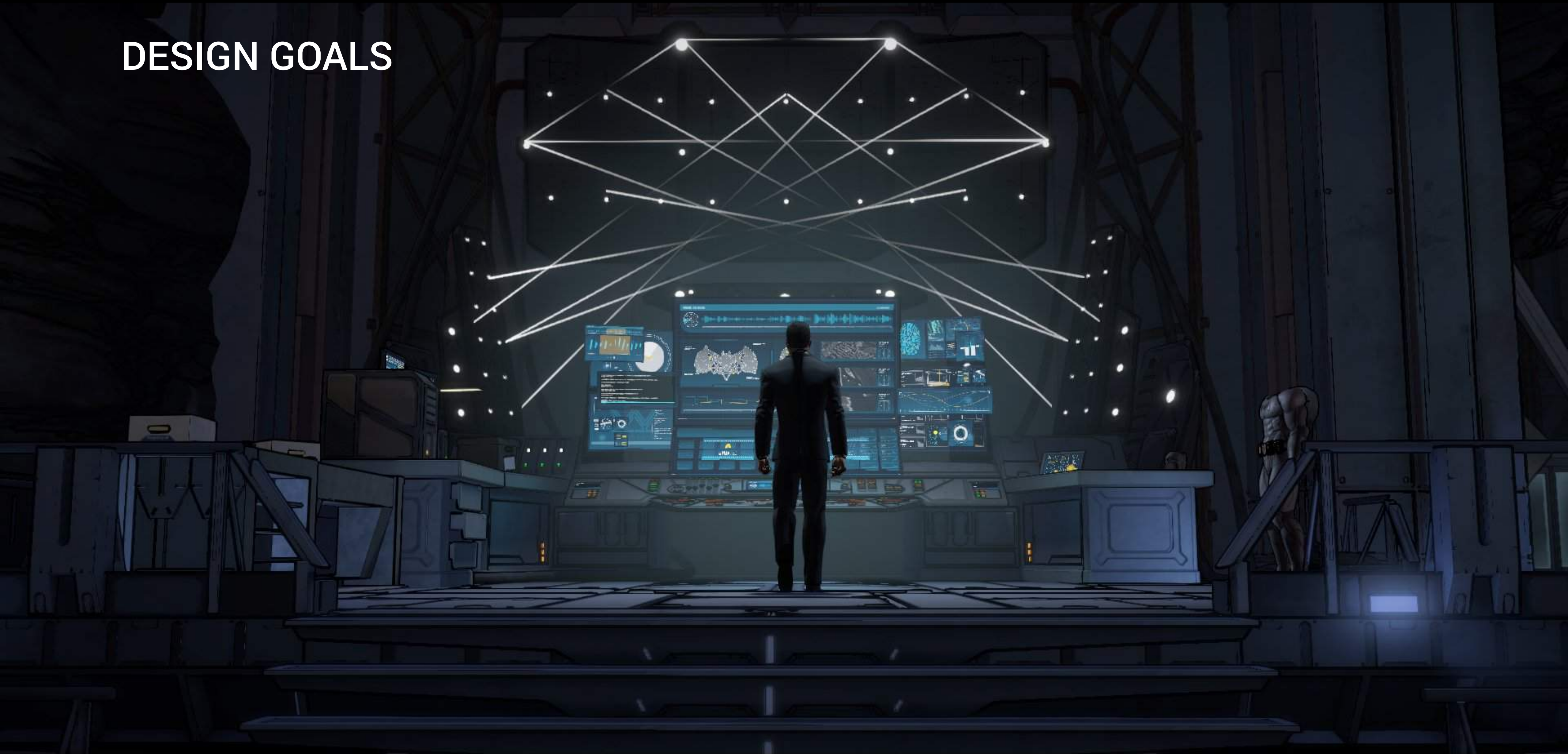
PROJECT DESCRIPTION

A web portal that allows a customer to track the progress of their custom BMW as it is created and delivered.

WHY?

Engaging the customer throughout the 6 week waiting period will allow BMW to communicate offers and preliminary paperwork before the pick-up appointment.

DESIGN GOALS

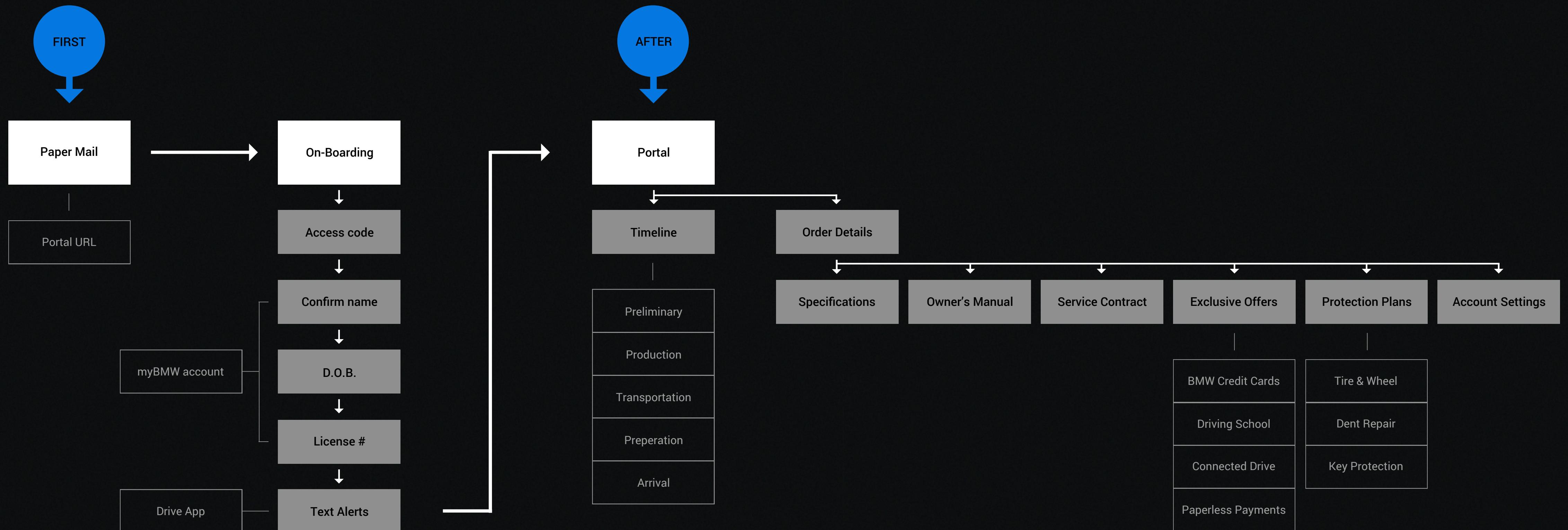


MOOD BOARD

- High tech
- Exclusive
- Official
- Professional



USER FLOW



DELIVERABLE



TRACKING PORTAL



TRACKING PORTAL

Enter your access code

W B A W C 7 3 5 6 9 E 0 6 - - - -





TRACKING PORTAL

Mr. Drew Walsh?





TRACKING PORTAL

Enter your date of birth

DD / MM / YYYY





TRACKING PORTAL

Enter your drivers license number





TRACKING PORTAL

Receive status updates via SMS?

(- - -) - - - - -

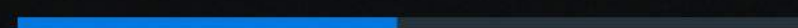


*MESSAGE & DATA RATES MAY APPLY





TRACKING PORTAL





TRACKING PORTAL

06

WEEKS

04

DAYS

21

HOURS

- Preliminary
- Production**
- Body Shop
- Paint**
- Assembly
- Quality Check
- Transportation
- Preperation
- Ready

TIMELINE

ORDER DETAILS



STATUS: COLOUR COAT 1

COLOR: Moon Grey
PAINT USED: 2.1 gallons
TIME REMAINING: 22 mins

DESCRIPTION

During base coating, the body receives its deep rich color. In the clear coat process, robots apply a clear, high-resin paint that, when dry, reflects a majority of directed light.



TRACKING PORTAL

03

WEEKS

06

DAYS

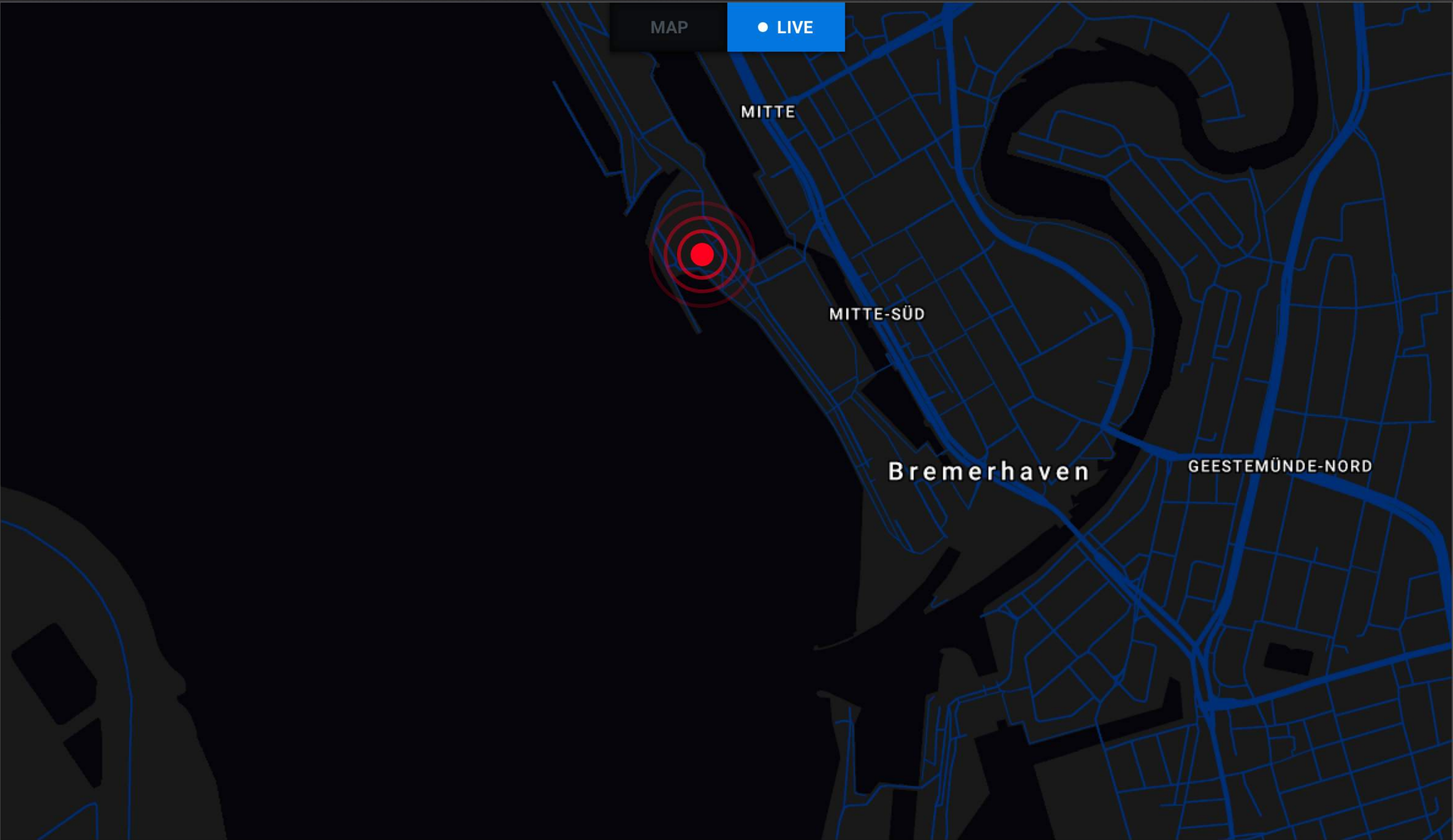
14

HOURS

- Preliminary
- Production
- Transportation
- Waiting
- In-Transit
- Arrival
- Preperation
- Ready

TIMELINE

ORDER DETAILS



STATUS: WAITING TO BOARD	SCHEDULED DEPARTURE	ESTIMATED ARRIVAL
SHIP NAME: Integrity II	9:15 PM EST	11:35 AM EST
SHIP SPEED: 0 knots	November 9, 2016	November 24, 2016
TRIP PROGRESS: 0%	Port of Bremerhaven	Port of New York/New Jersey
DISTANCE REMAINING: 10,031 miles	Bremerhaven, LK, Germany	New York, NY, USA



TRACKING PORTAL

03

WEEKS

06

DAYS

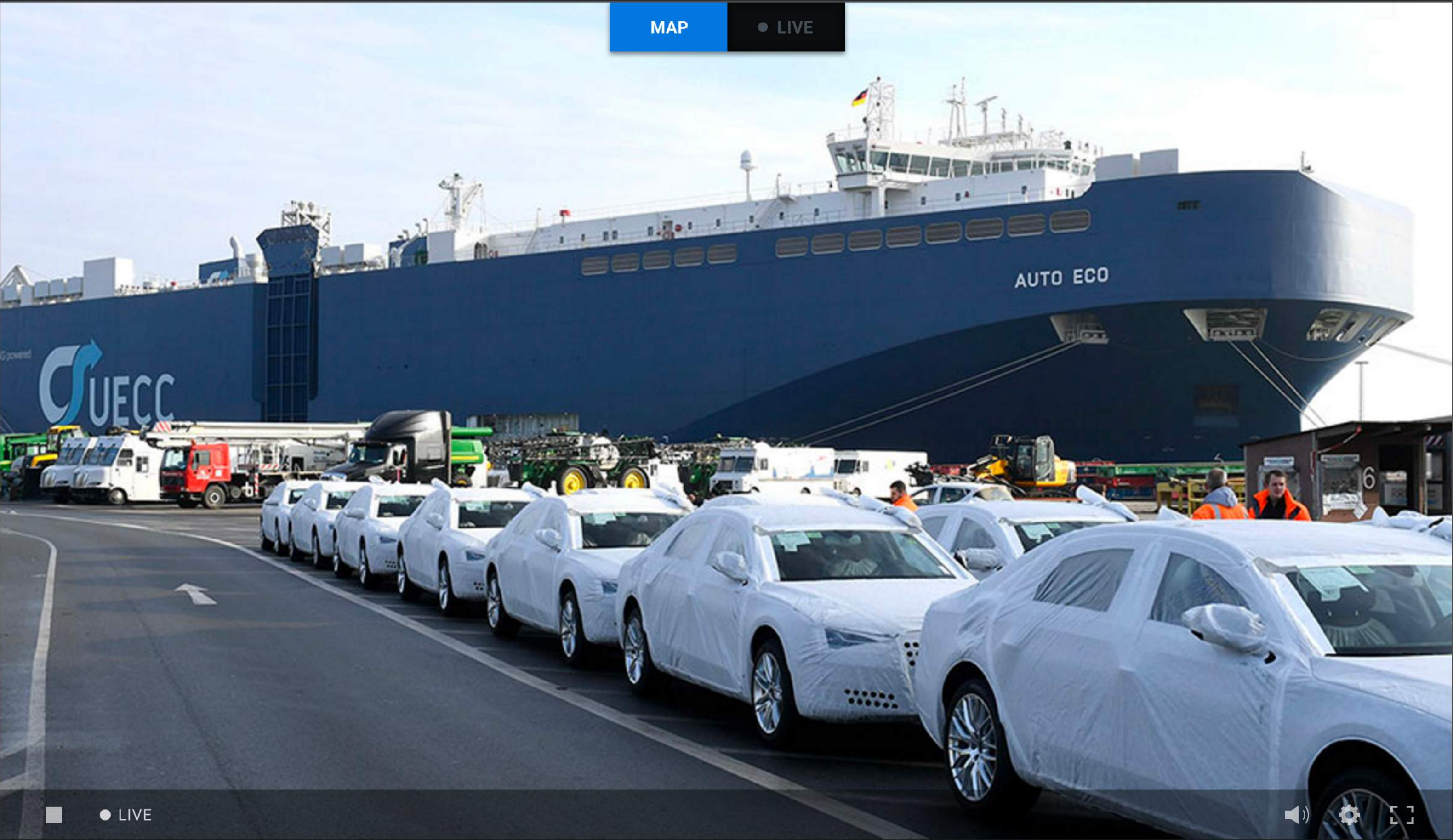
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TIMELINE

ORDER DETAILS

Custom 2016 BMW 435i



Specifications

Owner's Manual

Service Contract

Exclusive Offers

Protection Plans

Account Settings

- Advanced Vehicle & Key Memory includes most recently used climate-control temperature

PERFORMANCE

- 2.0-liter BMW TwinPower Turbo inline 4-cylinder, 16-valve 248-hp engine. Combines a twin-scroll turbocharger with variable valve control and high-precision direct injection
- Electronic throttle control
- Auto Start-Stop function
- Direct ignition system with knock control
- Electronically controlled engine cooling (map cooling)
- Brake Energy Regeneration
- Driving Dynamics Control with ECO PRO, COMFORT, SPORT and SPORT+ settings
- 8-speed Sport Automatic transmission with automatic Sport and Manual shift modes and steering wheel-mounted shifters

HANDLING

- Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features; with Dynamic Traction Control (DTC)
- Extra-lightweight chassis components, tailored axle kinematics and high-precision steering system
- Double-pivot-type front suspension with spring struts and anti-roll bar
- 5-link rear suspension with cast-aluminum upper transverse arms
- Twin-tube gas-pressure shock absorbers
- High-performance, lightweight, 4-wheel



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CREDITS



<https://www.behance.net/PK3DStudio>



THANK YOU