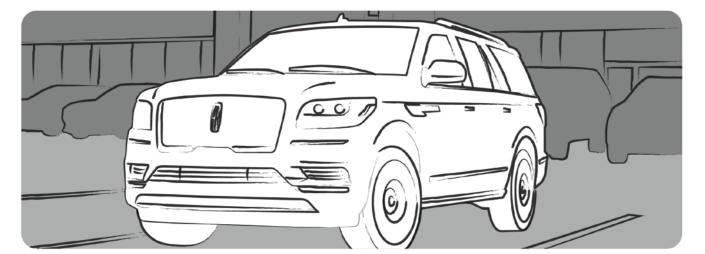
## On-the-Go Updates OFF

## **Non-Inhibit Updates**

New Feature + Performance updates (ex.Bug Fix)



Emily wants to have full control of the updates and wants to know details before updating. She turns On-the-Go updates OFF.

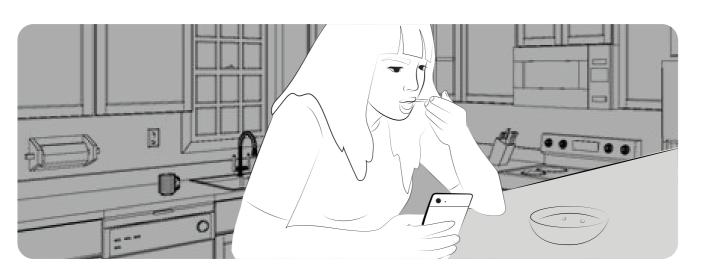


Emily is getting ready for her commute for the day from Saline to Dearborn.

**Automatic Download** 

Update is downloaded automatically to the

vehicle without any customer interaction.



While having breakfast, Emily sees a push notification on her phone that an update with new features is available for her vehicle.

www.owner.ford.com

**Notifications** 

vehicle as normal.

3:13

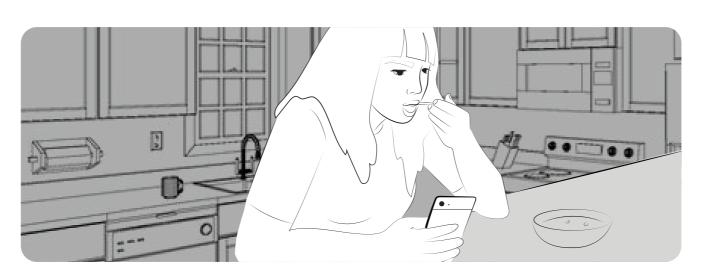
Thursday, February 27

This update will install automatically

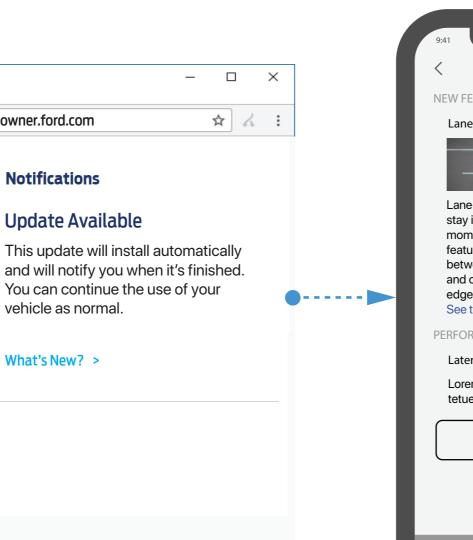
and will notify you when it's finished.

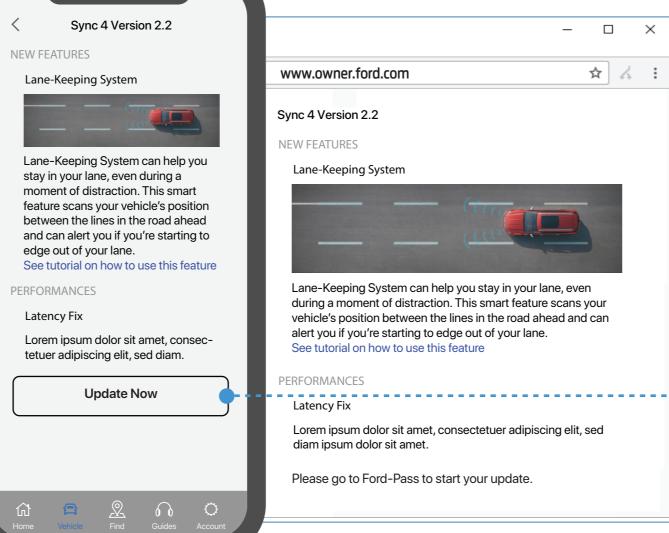
You can continue the use of your

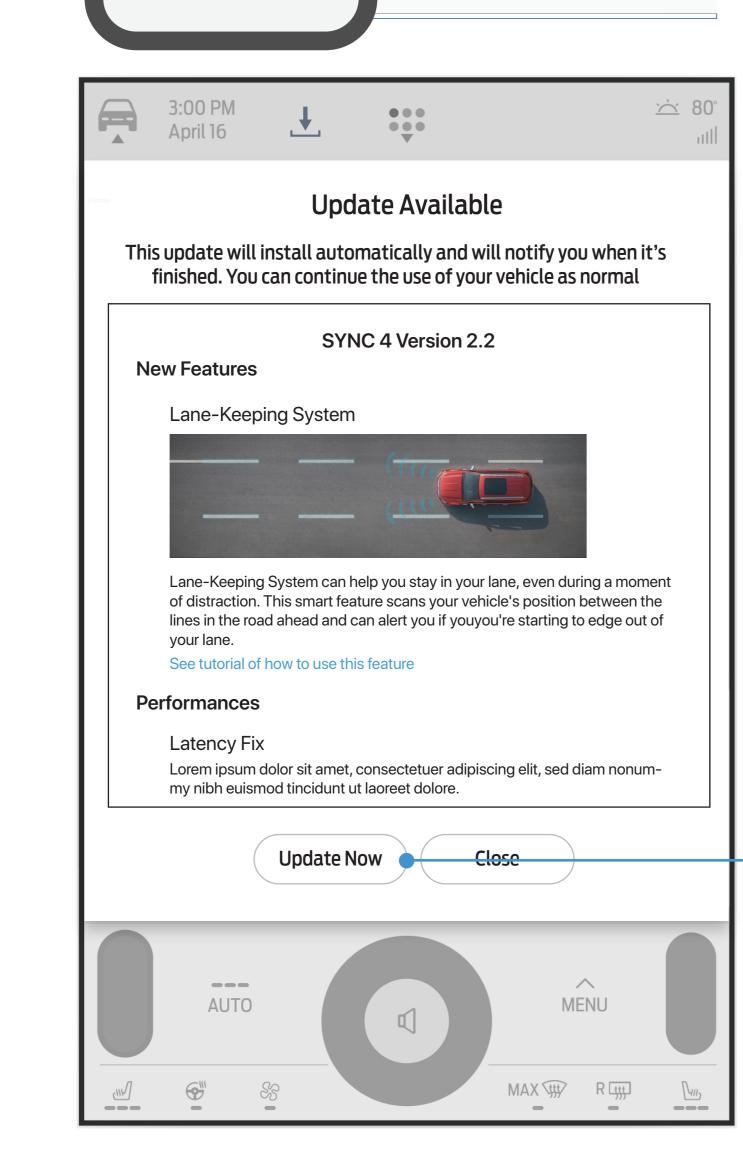
Update Available



She goes to her Fordpass to view the update details. Since Emily sees that the update will not inhibit her vehicle. She starts the update from her phone.

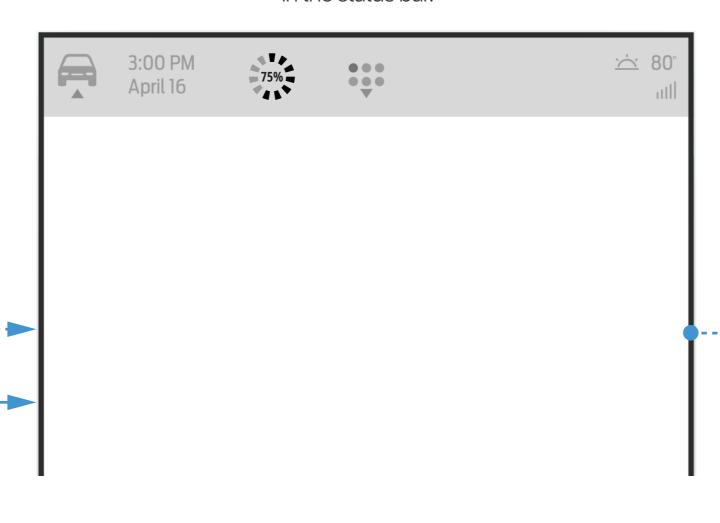


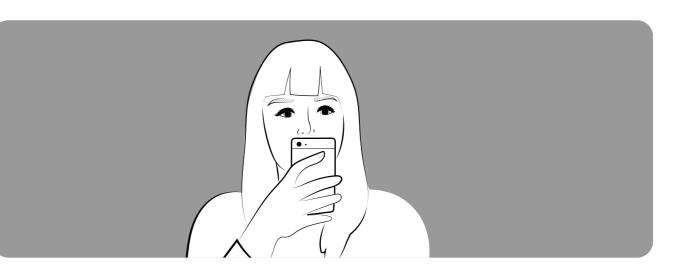




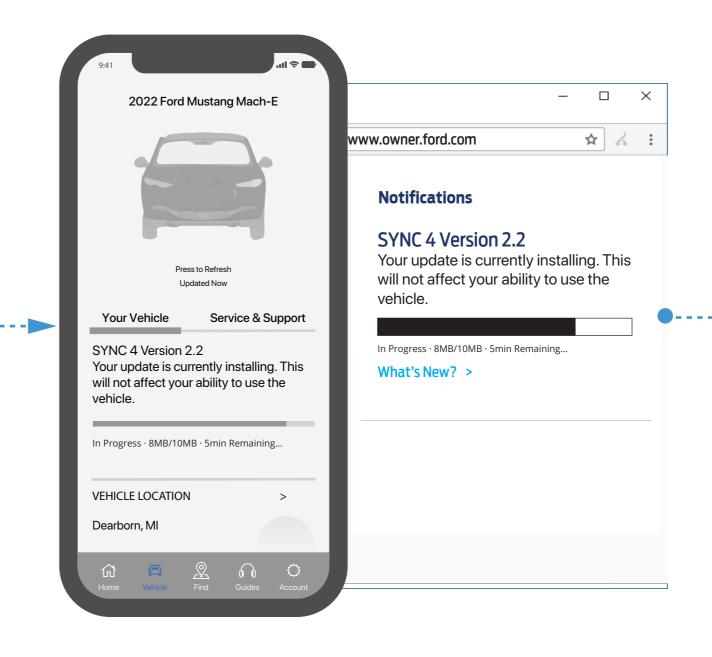


Emily grabs her lunch and heads to her car for work. Once she gets into her car, she notices the **install status icon** in the status bar.





The install is still happening when she arrives to work. In her first meeting, Emily checks her FordPass to see that her install is almost completed.





OTA Proposed Solutions for Near (Job 1 + 1 year)

Around lunch time, Emily gets a push notification that her update is complete. She goes into FordPass to read about her new feature, Lane-Keeping Feature that has been installed on her car.

