



BMW Global Navigation Reorganization

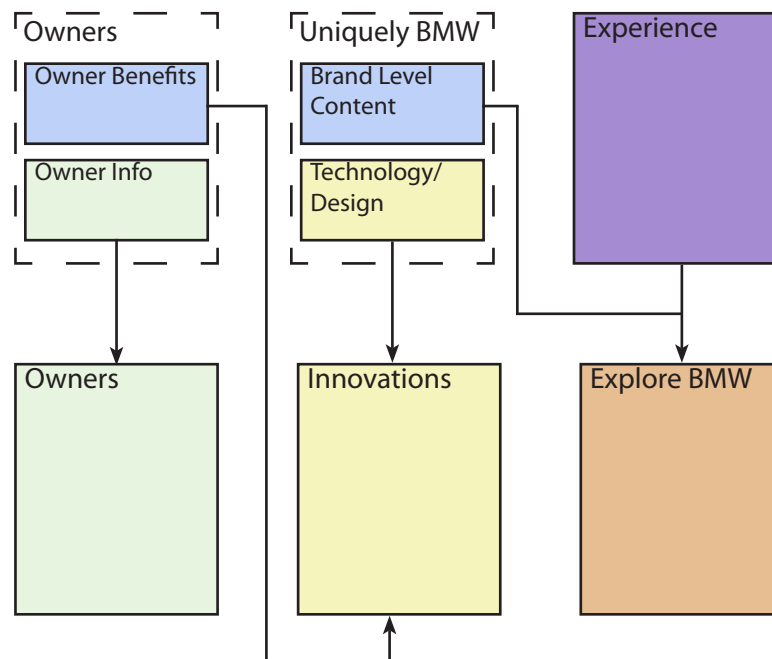
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BMWUSA.com

Recommended Content Reorganization

In order to fit the Innovations and electric vehicles we looked at ways to condense and reorganize content on the site. Our recommendation:

- Break Innovations out to be its own section encompassing design and technology.
- Combine the Uniquely BMW and the Experience sections. This would create one destination for site visitors to be able to find all content that is not specifically Product information, Owner Support, or Shopping Tools.
- Refocus the Owners section into being information relevant to current owners. Owner Benefit (Pillars) content would be moved to applicable sections, mostly Innovations.

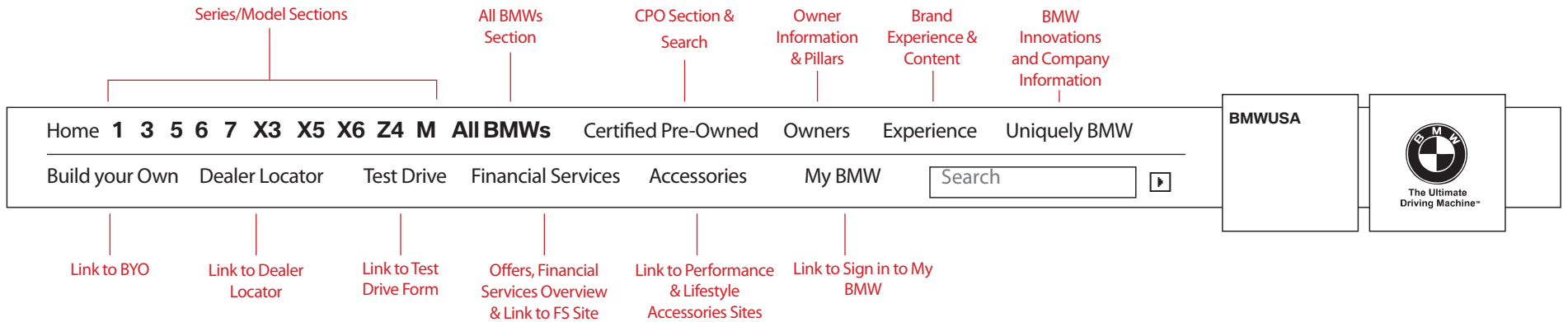


Current Global Navigation

Current version

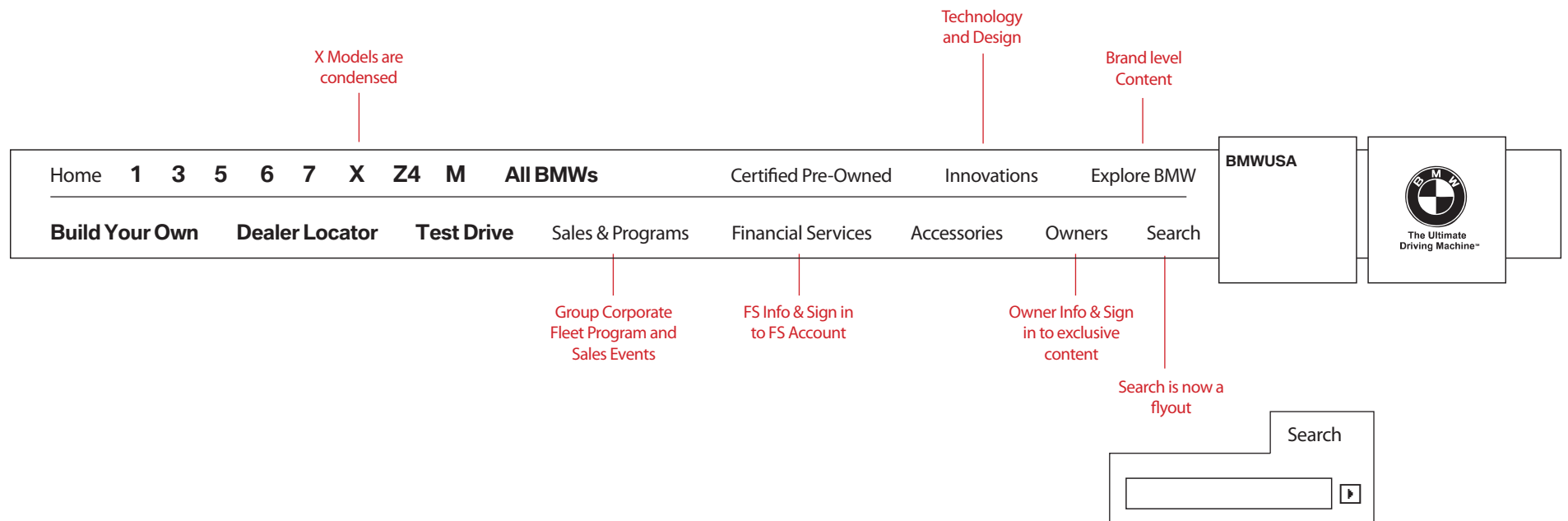
The current Global Navigation has not changed significantly since the site redesign.

- Design was developed based on items required to appear in global navigation, and the requirement from AG that we use the gray bar design.

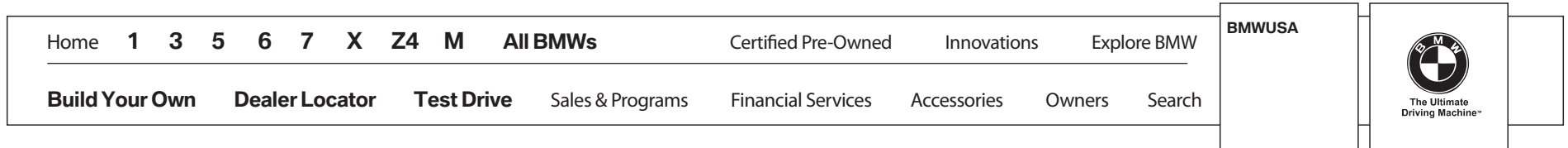


Revised Global Navigation

- More space between sections for a more touch-friendly layout.
- Innovations section is added to the global navigation, encompassing technology and design content.
- Combined Uniquely & Experience sections is renamed “Explore BMW” and features brand level content.
- X Models are condensed.
- Owners drop to the lower line.
- FS, Accessories, and Owners are grouped together, as they represent information most pertinent to current owners.
- Search is now a flyout.
- Group Corporate Fleet and Sales Events fall under the new Sales & Programs section.
- Eliminate dedicated MyBMW link from nav. Links are still on FS and Owners Flyouts, and log-in box is persistent throughout the site on the bottom-left.
- Clicking or double-tapping an entry in the global nav takes users to that section’s overview page.



Structural Revisions for the Global Nav



Stateless navigation

In order to improve loading speeds the recommendation is to make the global navigation to not change for users when they sign in. This will allow the site to load the global navigation once a session, and then cache it for the rest of the session. When the user follows a link for My BMW, they would either go to the sign in page, or directly to My BMW, depending on their state. The log in module in the lower left of the page would continue to reflect their current state, and give them their options if they are signed in.

Series Flyouts

We would integrate touch friendly buttons to navigate to the BYO and Experience sites.

Clicking “Build Your Own” takes users to the BYO landing page, pre-filtered to show the appropriate models, from the selected series and bodystyle. **This eliminates the need for secondary flyouts** and enhances the tablet friendliness of the top nav.

Clicking or double-tapping the 3, takes users to the Series Overview Page. This behavior is consistent site wide: clicking or double-tapping an entry in the top nav will take users to that section’s overview. Clicking one of the bodystyles takes users to the Series Overview Page, with their selected bodystyle’s accordion opened.

Flyouts appear on roll-over or tap. Clicking on a section, or tapping a second time, takes users to that section’s overview page. Buttons and links retain a roll-over state on desk-top, work on single tap on a tablet.

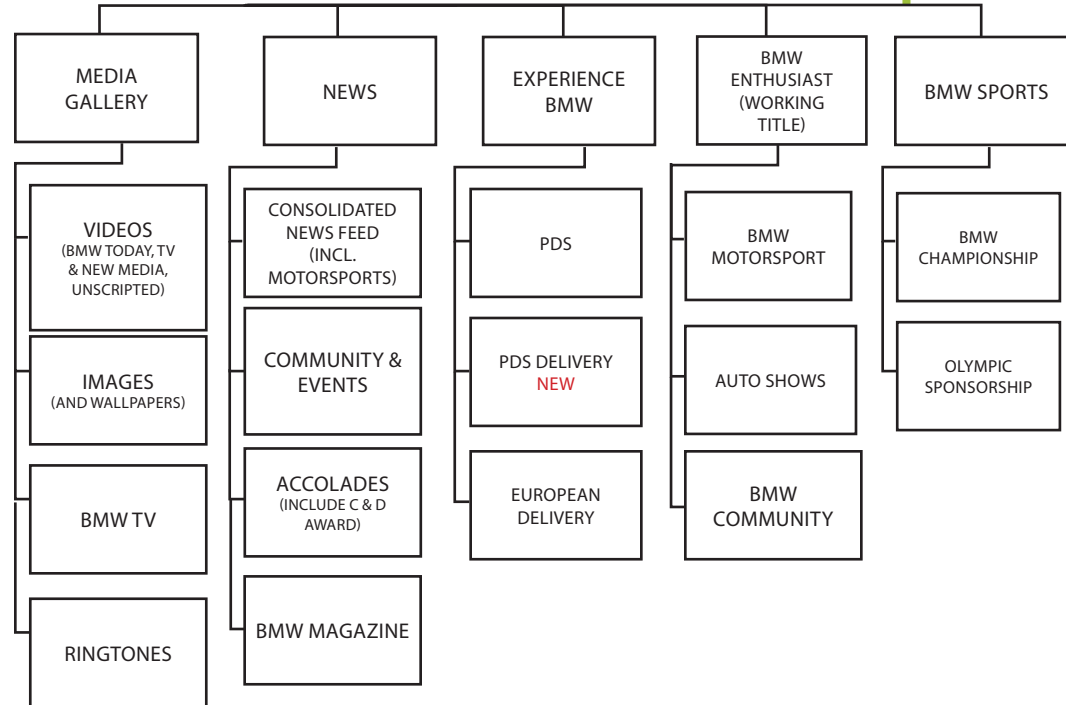
Current Flyout

3

Explore BMW

Home **1** **3** **5** **6** **7** **X** **Z4** **M** **All BMWs** Certified Pre-Owned Innovations **Explore BMW** BMWUSA

Build Your Own **Dealer Locator** **Test Drive** Sales & Programs Financial Services Accessories Owners Search



Absorbed Content/Links:
 BMW in the Community
 Don't TXT and Drive
 C & D Award
 Wallpapers

Removed Content:
 Guggenheim
 Thomas Keller Partnership

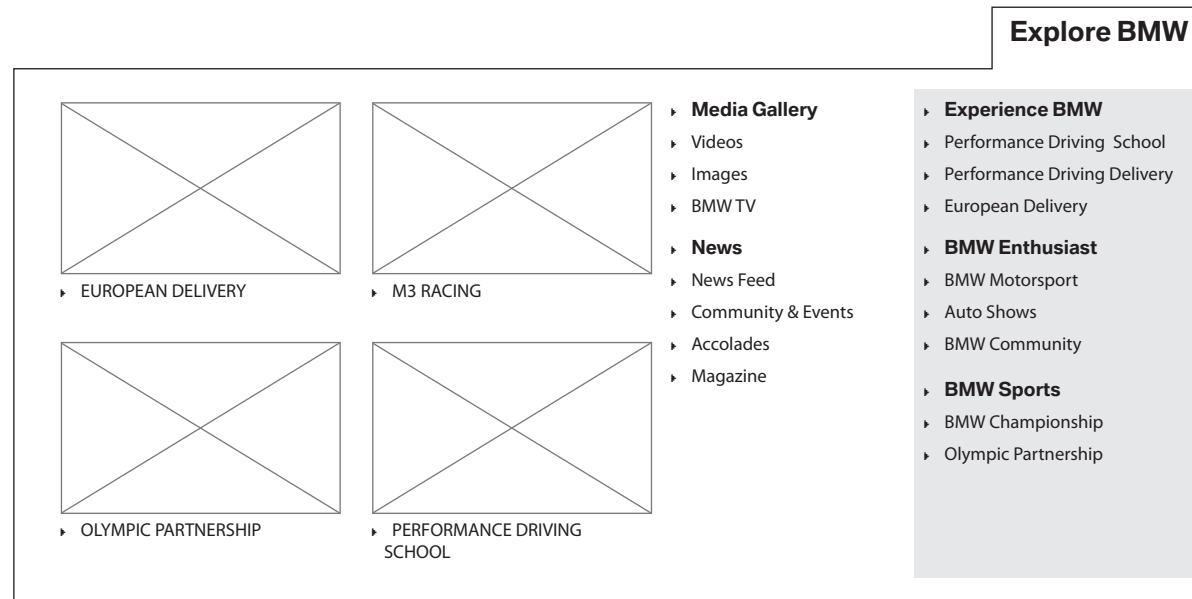
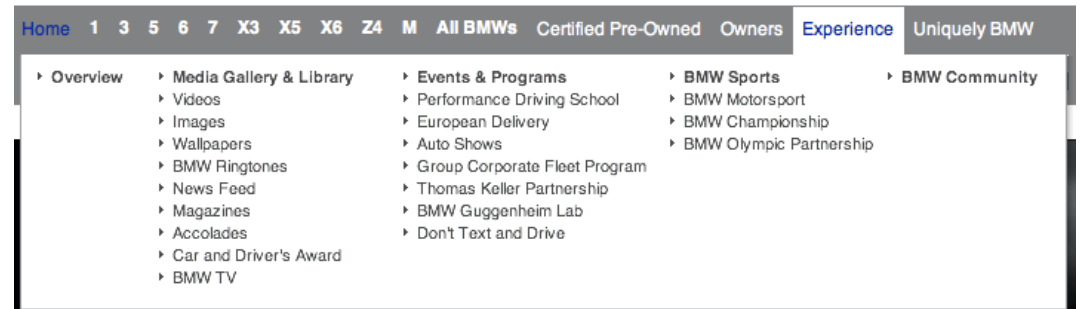
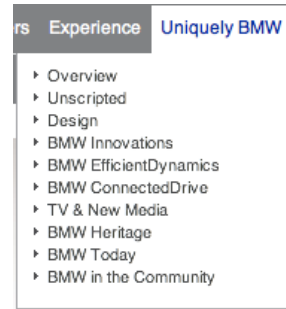
New Overview Pages:
 News
 Experience BMW
 BMW Enthusiast
 BMW Sports

Explore BMW Flyout

This section is a combination of the Uniquely BMW and the Experience sections, with some content pruning.

Flyouts integrate featured content areas, bringing the most appropriate content from the section to the top of the heap in a visually compelling and tablet friendly manner.

Current Flyouts




BMW Innovations

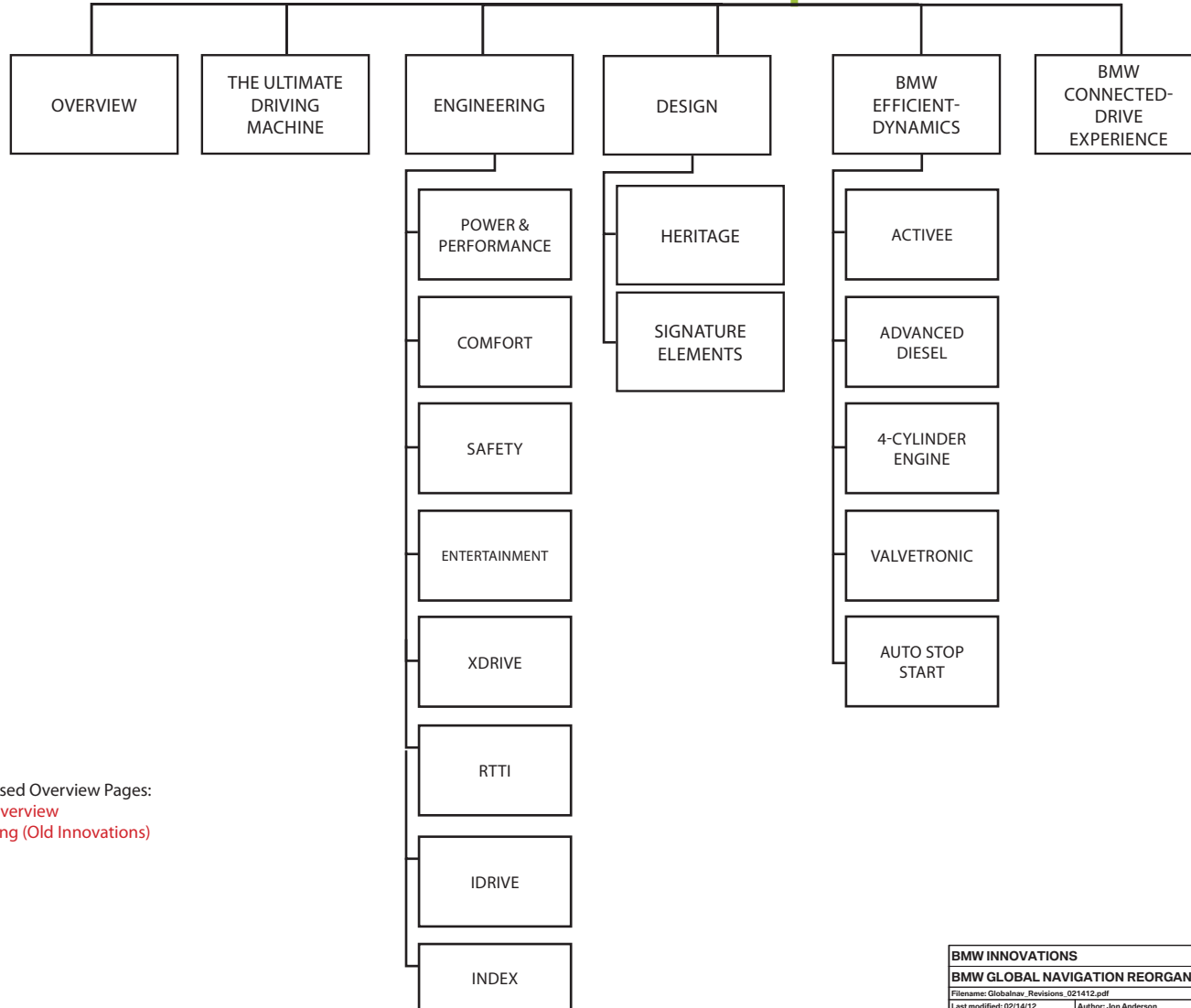
Home **1** **3** **5** **6** **7** **X** **Z4** **M** **All BMWs** Certified Pre-Owned **Innovations** Explore BMW

Build Your Own **Dealer Locator** **Test Drive** Sales & Programs Financial Services Accessories Owners Search

BMWUSA



The Ultimate Driving Machine™

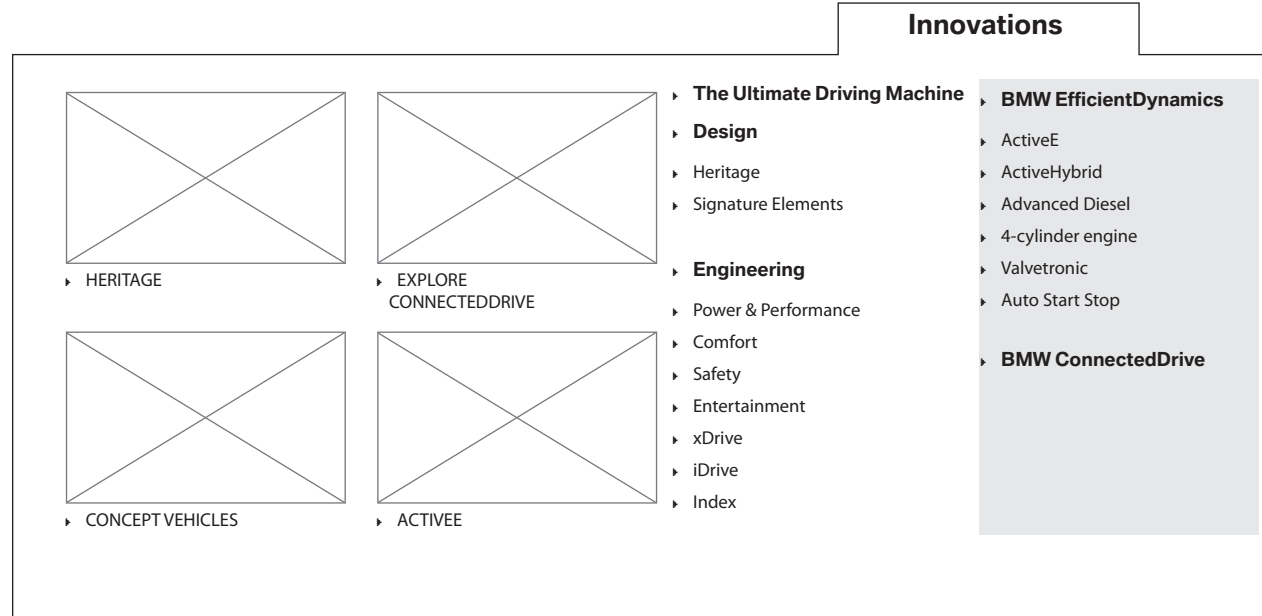


Absorbed Content/Links:
[Designer's Perspective](#)

New/Revised Overview Pages:
[Section Overview](#)
[Engineering \(Old Innovations\)](#)

Innovations Flyout


Innovations represents design and technology.

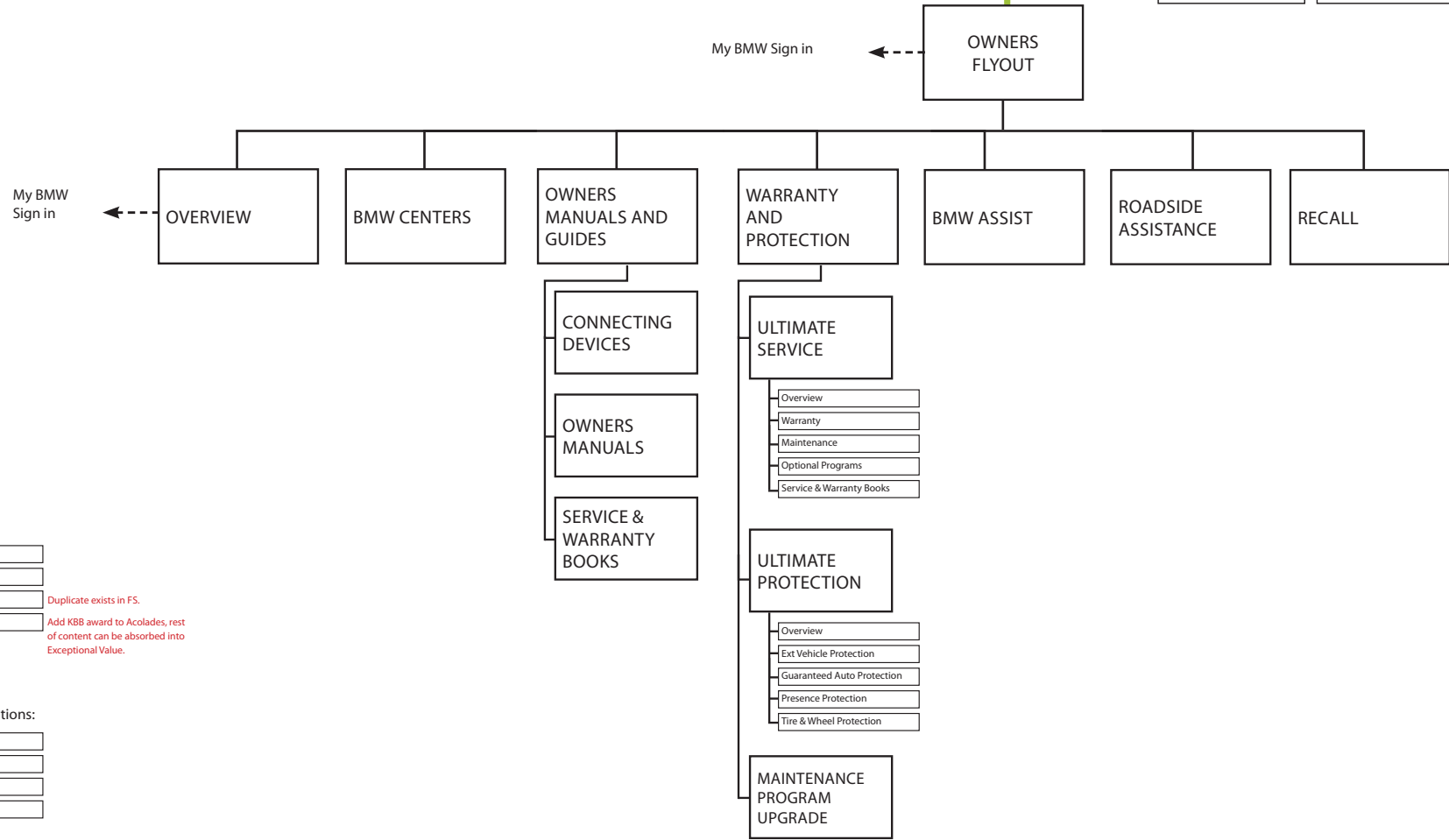


Owners

Home 1 3 5 6 7 X Z4 M All BMWs Certified Pre-Owned Innovations Explore BMW

Build Your Own Dealer Locator Test Drive Sales & Programs Financial Services Accessories Owners Search

BMWUSA  The Ultimate Driving Machine™



Removed:

- Performance
- Traction
- Exceptional Value Duplicate exists in FS.
- Residual Value Add KBB award to Acolades, rest of content can be absorbed into Exceptional Value.

Moved to Innovations:

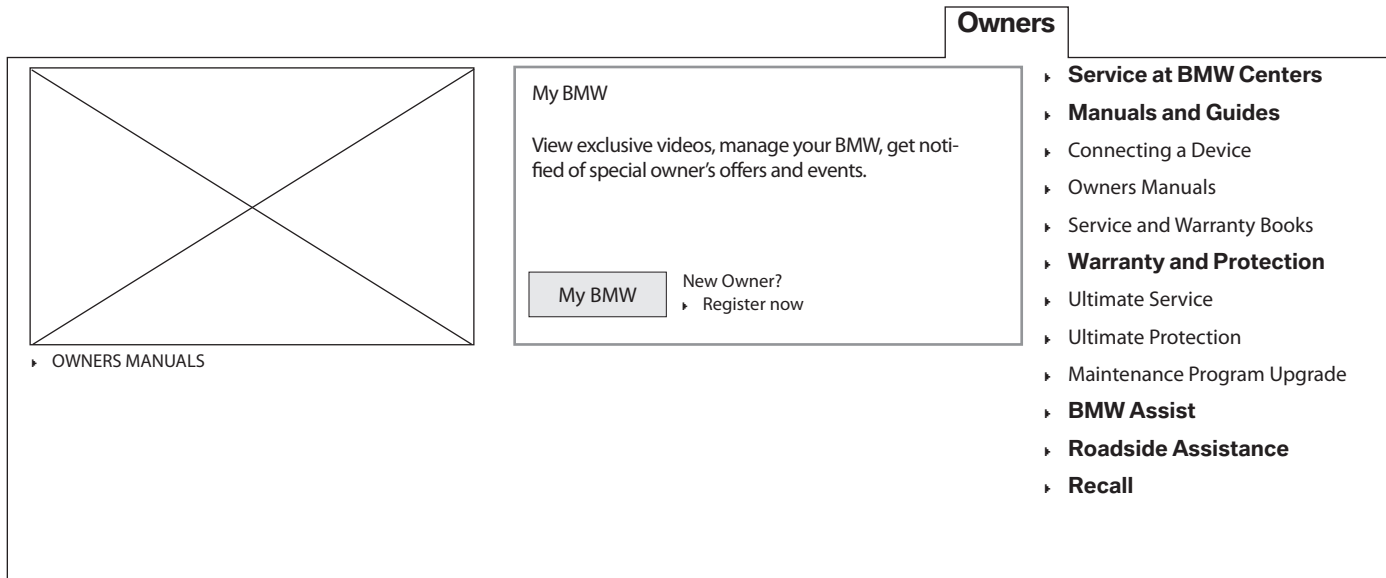
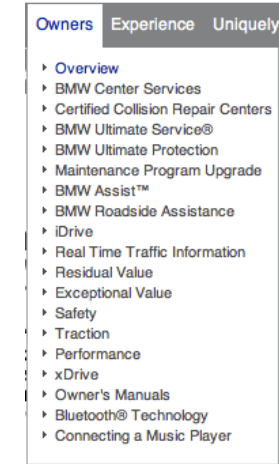
- RTTI
- xDrive
- Safety
- iDrive

Owners Flyout

Looking at competitor sites, we find that most leverage place the link to sign into the Owner's personal content within the owner's section. So in conjunction with a more general reorganization of the owner's section, we propose putting the link to sign in on a richer flyout.

Advantage: logically grouped with the owner's section. More space in the global nav. Opportunity to list exclusive benefits to having an owner's account.

Current Flyout



Financial Services Flyout

Current Flyout

- Overview
- Exceptional Value
- Benefits of Financing
- Benefits of Leasing
- Lease Offers
- Financing Offers
- Loyalty Offers
- Apply For Financing
- Estimate Payment
- Credit Card
- BMW Ultimate Protection
- Insurance
- My BMW Sign In

Financial Services

X

My BMW

Onulputet adit ut aute min ulla facilisl doluptat, quis ex er si esendit nos accum acilis niscidunt prat. Ut ut dignit nis at.

You can:

- View Account Summer
- Make a Payment
- Set up alerts

My BMW

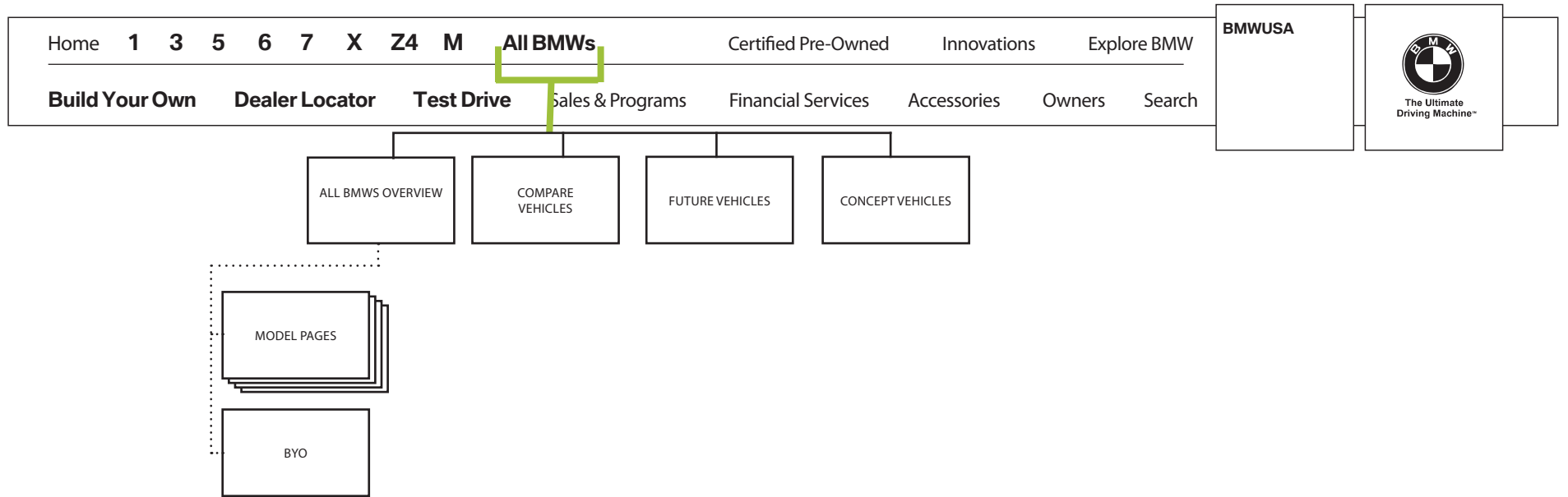
New Owner?

- Register now

- Exceptional Value
- Benefits of Financing
- Benefits of Leasing
- Lease Offers
- Financing Offers
- Loyalty Offers
- Apply For Financing Offers
- Estimate Payment
- Credit Card
- BMW Ultimate Protection
- Insurance

▸ LEASE OFFERS

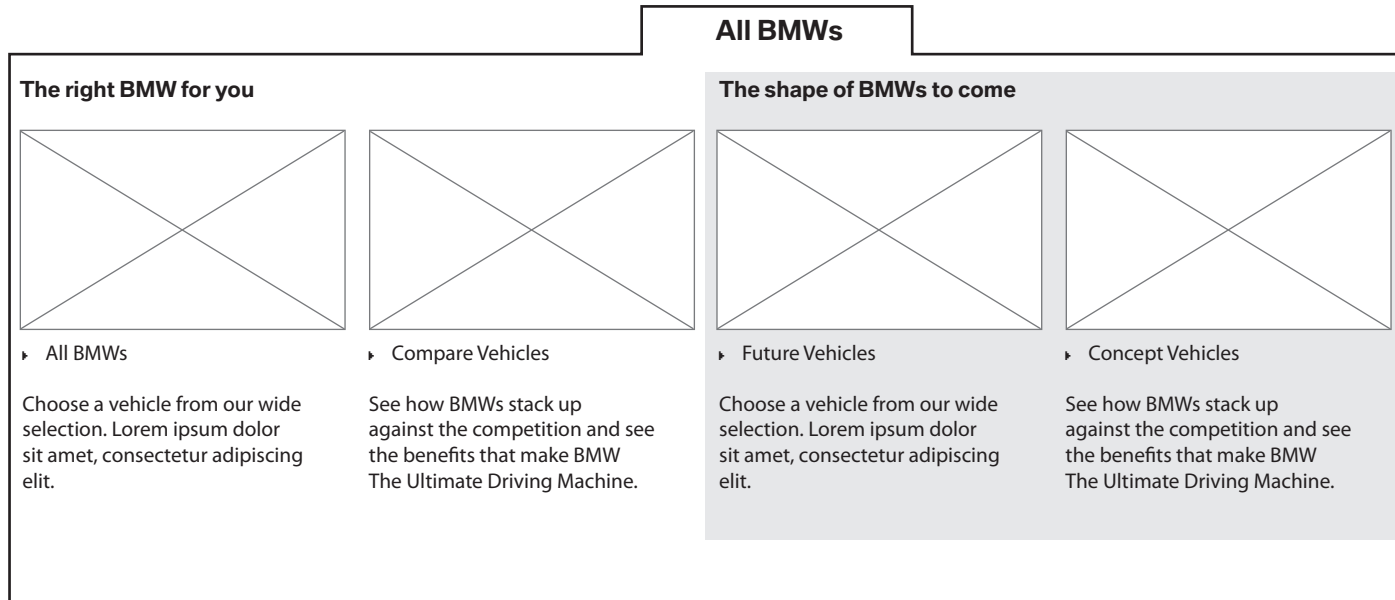
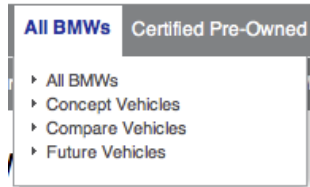
All BMWs



All BMWs Flyout

Current Flyout

Clicking or double-tapping the All BMWs entry in the top nav takes users directly to the default All BMWs page.




Sales & Programs

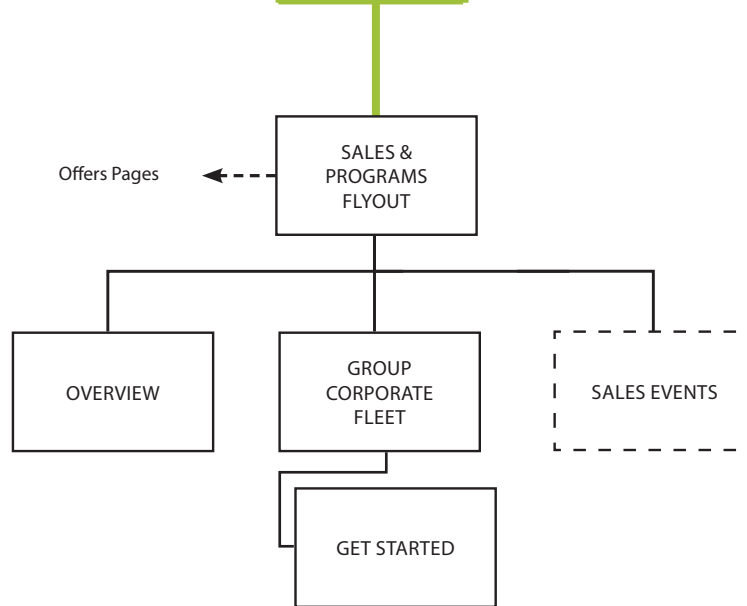
Home 1 3 5 6 7 X Z4 M All BMWs Certified Pre-Owned Innovations Explore BMW

Build Your Own Dealer Locator Test Drive Sales & Programs Financial Services Accessories Owners Search

BMWUSA

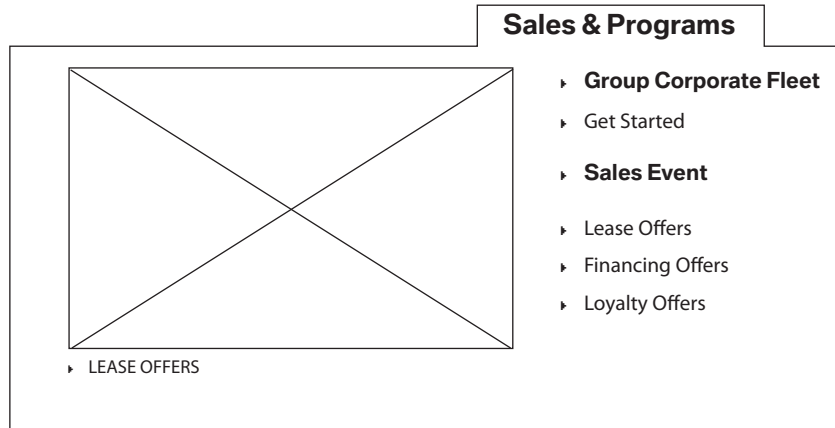


The Ultimate Driving Machine™



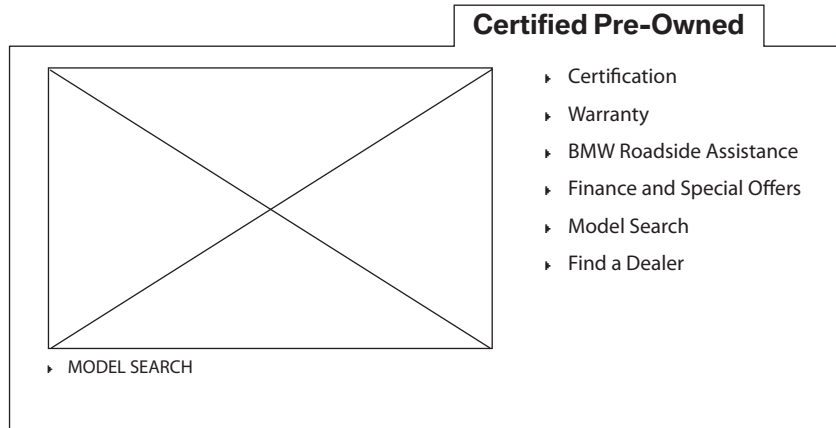
Requires new overview page.

Sales & Programs Flyout

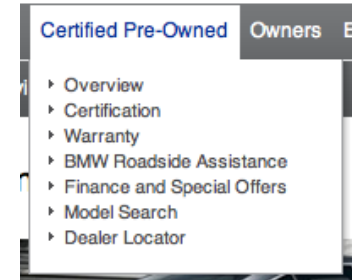


Requires new overview page.

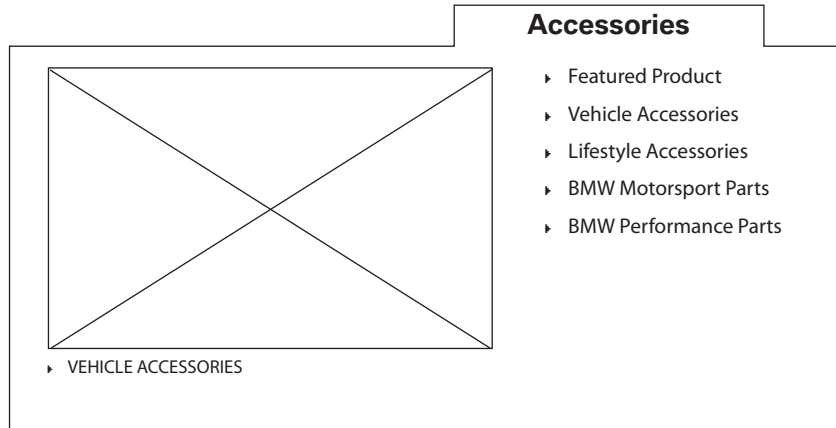
Certified Pre-Owned Flyout



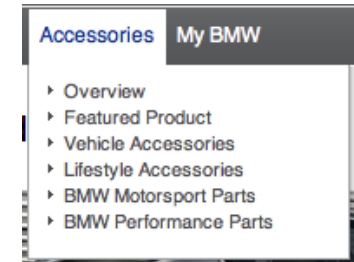
Current Flyout



Accessories Flyout



Current Flyout



Change Log

Changes for 2/14/12

- Removed "Find my BMW" concept.
- Fixed content bucketing chart on page 2 to reflect the last several months of changes.
- Removed mention of EV/Hybrid section.
- Added the following line to page 4: "Clicking or double-tapping an entry in the global nav takes users to that section's overview page."
- Removed series overview button from series flyout.
- Swapped BYO & Model Overview buttons on series flyout.
- Added the following line to page 6: "Clicking or double-tapping the 3, takes users to the Series Overview Page. This behavior is consistent site wide: clicking or double-tapping an entry in the top nav will take users to that section's overview."
- Ringtones is added back to media gallery sub-section.
- Made mention of required new/revised overview pages.
- Swapped BYO & Model Overview buttons on series flyout.

Changes for 2/2/12

- Overview pages are specifically listed on each section's map and flyout.
- Swapped BYO & Model Overview buttons on series flyout.

Changes for 1/9/12

- Revised Owners section & flyout.
- Removed suggestion of a consolidated owner benefits page.
- Added Ultimate Driving Machine page to Innovations.
- Moved applicable owner benefits pages to Innovations.
- Removed Value section from Explore, as part of the Owner section re-focussing.

Changes for 11/10/11

- Added fly outs for Accessories and CPO
- Added left nav items that don't appear in flyouts to the content maps
- Solved the BYO bodystyle selector page with filtered All BMWs page
- Removed Motorsports Parts and Guggenheim from Explore flyout
- Combined In the Community and Events
- All flyouts now have links on the right, FCAs on the left
- Added flow for Find my BMW
- Added offers to Sales & Programs
- Tablet functionality is detailed on page 6
- Revised Owner Benefit strategy

CHANGE LOG		Page 20 / 20
BMW GLOBAL NAVIGATION REORGANIZATION		
Filename: Globalnav_Revisions_021412.pdf		
Last modified: 02/14/12	Author: Jon Anderson	Version 3