

BMW x SCADpro



metaverse



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1.1 Design Brief

BMW is developing metaverse environments like Hypnopolys and BMW Heimat for customer outreach, focusing on millennials and Gen Z. The objective is to expand the customer base by deploying the metaverse for premium brand experiences. The primary question is, "How do we reach future customers?" BMW aims to attract Fortnite gamers, enabling seamless transitions between environments and creating a user experience that connects them to the BMW brand. The brief emphasizes conceiving a user journey from Fortnite to BMW Metaverse, enhancing pre-sales marketing efforts. The project focuses on strategy development for future customer engagement and brand activation, covering stakeholder mapping, user research, journey design, experience mapping, brand experience design, and concept visualization. Strategies consider short, medium, and long-term impacts, recognizing the young age of a significant portion of the target audience.



Prof. Matthias Hillner



Prof. Amir Ahmadi

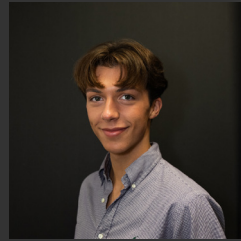
1.2 Meet the team



Annie Cater
Project Manager



Tanvi Deshpande
Project Manager



Jake Murphy
Project Manager



Asna Naseem
Game Design Lead



Tan Tan Nguyen
Design & Concept Lead



Bryan Pek
Research Lead



Liam Stoica
UX Design Lead



Zhikuan Zeng
Concept Art Lead



Diego Arce
Game Designer



Midora Firebaugh
Concept Art: 2D



Yue Jiang
Process Book Team



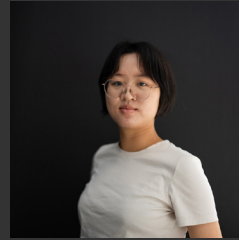
Yu-Ching Lin
Game Designer



Yixiao Qin
Concept Art: 3D



Yiran Qin
Concept Art: 2D



Allen Xu
Concept Art: 3D



02 DISCOVER

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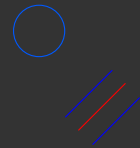
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2.1 Secondary Research

Our secondary research encompassed a comprehensive examination of various facets related to Generation Z, including their attitudes and perspectives, their engagement with Fortnite, issues related to diversity, equity, and inclusion (BME), and their interconnection with physical and mental well-being. We gathered insights from a wide array of sources, including articles, books, and websites, to gain a holistic understanding of these topics and their impact on Gen Z's interactions with competitors.





About BMW

The decision to embark on research into BMW was motivated by a desire to gain a deep understanding of the company's core values, identity, and ethos. BMW is not merely an automotive manufacturer; it is a symbol of innovation, craftsmanship, and driving pleasure. By scrutinizing various facets of the company, including its corporate history, market positioning, and technological advancements, our aim is to uncover the essence of BMW – what sets it apart, what drives its success, and what values underpin its brand. Such an exploration is crucial in deciphering the company's unique character and the principles that guide its decision-making processes. In essence, this research seeks to unveil the soul of BMW, providing insights into not just what the company produces, but who BMW is as an entity deeply embedded in the automotive landscape.



Values



BMW's Corporate Sustainability and Global Presence:

BMW is not just an automaker but a pioneer in corporate sustainability, emphasizing responsible business practices and environmental stewardship. With a global presence and a deep understanding of market dynamics, BMW continues to shape the future of mobility, setting trends and raising the bar for excellence in the automotive realm.



Creating a Comprehensive Automotive Experience:

BMW aspires to move the “body, heart, and mind” in a comprehensive automotive experience, going beyond physical transportation. The brand aims to evoke emotional responses and intellectual engagement through innovative technologies and design philosophies, reflecting BMW's commitment to creating vehicles that offer a transformative and complete driving experience.

BMW Group exemplifies its mission to “move the body, heart, and mind” through its pioneering advancements in autonomous driving and in-car infotainment systems, enhancing driving comfort and convenience.



Technological Advancements and Innovation:

BMW Group's mission to move the "body, heart, and mind" is exemplified by its commitment to technological advancements. The company is at the forefront of introducing innovations such as autonomous driving technologies and cutting-edge in-car infotainment systems to enhance the comfort and convenience of driving.



Commitment to Innovation, Sustainability, and Social Responsibility:

BMW Group aims to be synonymous with innovation, sustainability, and social responsibility. The company positions itself as a brand that not only delivers cutting-edge vehicles but also actively contributes to enhancing society. By aligning with evolving consumer preferences for brands that embody shared values, BMW Group strives to resonate with consumers seeking a brand that goes beyond conventional expectations, providing products and services that contribute to personal development.

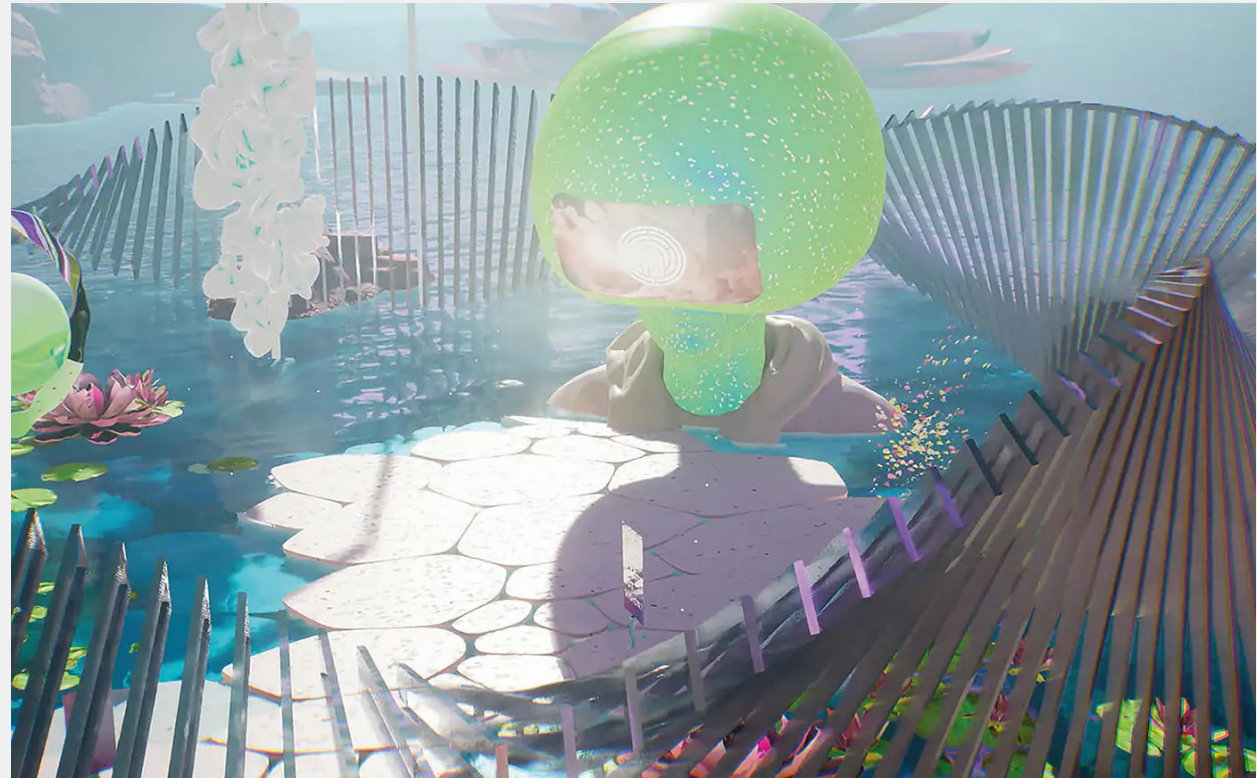
BWM Metaverse

BMW is strategically steering towards ambitious goals and cutting-edge projects to redefine its engagement with consumers. One primary goal is to significantly increase touch points with BMW, transcending traditional interactions and fostering a deeper connection. Embracing the fusion of physical and virtual realms, BMW aims to leverage its tangible products within immersive virtual environments, creating novel experiences that resonate with contemporary consumers. A key focus is exciting Gen-Z potential users by introducing them to innovative and immersive technologies. Recognizing the importance of staying ahead in the digital landscape, BMW is dedicated to capturing the imagination of the younger generation through pioneering advancements.



Joytopia

To realize these goals, BMW has launched visionary projects. "Joytopia" stands out as a virtual world where users not only gain insights into the company's future plans but also engage with its vehicles in unprecedented ways. This immersive platform goes beyond the traditional boundaries of information sharing, providing a dynamic and interactive experience.



Hypnopolis

In the realm of gaming and entertainment, BMW is venturing into the metaverse with "Hypnopolis" within Fortnite. Users embark on a guided journey by a digital character, Julia, exploring mini-games, showrooms, and iconic landmarks. This innovative approach not only enhances brand visibility but also aligns BMW with the interests and platforms that resonate with the younger demographic.



Fortnite

Fortnite, developed by Epic Games, is an engaging multiplayer online game where 100 players descend onto a vibrant, cartoonish island via a floating bus. The players, free to dress up and customize their characters, engage in a playful and PG-rated battle royale. They gather weapons and gear, emote as they please, and strive to eliminate each other until only one remains. The absence of visual violence, such as blood, contributes to its appeal. With approximately 400 million registered users and impressive daily and monthly user numbers, Fortnite has become a cultural phenomenon.



250 M

Average monthly users

90%

Male players

63%

Players are 18-24 year old.



Visual Appeal and Immersive Design

Fortnite's visual appeal is a significant factor in its popularity, with a cartoonish world, striking art, and graphics that create an immersive gaming environment. The third-person perspective enhances the experience by allowing constant visibility of character design and customization options.

Social and Well-Being Aspects

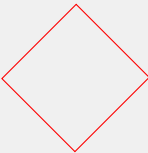
Fortnite offers social connections and a sense of purpose for players. It satisfies psychological needs for autonomy, competence, and relatedness, contributing to individual well-being. However, it can also trigger negative emotions, such as Fear of Missing Out (FOMO).

Educational Potential

Beyond recreation, Fortnite has educational value. Playing the game can contribute to the development of visual-spatial brain regions, improving skills related to visualization, object manipulation, and spatial imagination.

Challenges and Opportunities

Excessive gaming can lead to concerns like online toxicity and emotional regulation issues. On the positive side, gaming provides opportunities for cognitive development, enhancing skills such as problem-solving, hand-eye coordination, and spatial awareness, making it a valuable mental workout for players.



Gen Z (1997-2012)



BMW Metaverse Strategy

Generation Z, often referred to as Gen Z, is a prominent demographic cohort in the United States, making up 20% of the population with 68.6 million individuals. Born between the mid-1990s and early 2010s, Gen Z is the most educated generation in history, with a strong presence in American colleges. This generation is characterized by unique values, lifestyle, and concerns, making them a subject of significant interest and study. In this exploration, we delve into the world of Gen Z, highlighting their daily routines, values, identity, and top concerns, providing insights into their distinct attributes that shape the present and future.

Gen Z Demographics and Education

Gen Z is a substantial demographic cohort, comprising 68.6 million individuals and making up 20% of the U.S. population. They are recognized as the most educated generation in history, with a strong presence in American colleges, emphasizing their value for education.

Values and Concerns

Gen Z places high value on authenticity, diversity, and social responsibility. They are passionate about making a positive impact on the world but also experience anxiety and stress about the future. Individualism and independence are prioritized over traditional status symbols.

Daily Life and Interests

A typical day for Gen Z members involves a diverse range of activities, including work or school, social interactions, entertainment, and relaxation. They prioritize spending time with loved ones, engaging in social events, consuming digital content, and nurturing their creative side through various hobbies.

Changing Travel and Financial Priorities

Gen Z's shifting attitudes towards driving, as well as their willingness to curtail expenses to prioritize travel experiences, reflects a departure from conventional consumerism. They are committed to sustainable transportation options and view travel as an investment in experiences over material possessions.

Third Place (Metaverse)

The third place refers to the social surroundings that are separate from the two usual social environments of home ("first place") and the workplace ("second place").

Coined by Ray Oldenburg in 1989, the concept of the "third space" has become integral to community life, offering a unique and vital anchor beyond the boundaries of home (the first place) and work (the second place). Oldenburg's idea of a true third space includes features like openness, comfort, a consistent community of regular attendees, and a welcoming, unpretentious atmosphere that fosters positive interactions and lighthearted conversations. Traditionally, spaces like coffee shops, gyms, and salons have served as examples of these third places.



2.2 Competitor Analysis

Our objective in conducting a competitor analysis was to assess the online and metaverse presence, as well as technological advancements, of various competing brands within the automotive industry, in comparison to BMW. This analysis serves as a crucial benchmark for understanding BMW's current positioning and identifying areas where further strategic development can be pursued in light of the competitive landscape.



Mercedes-Benz



HYUNDAI

NISSAN



Audi



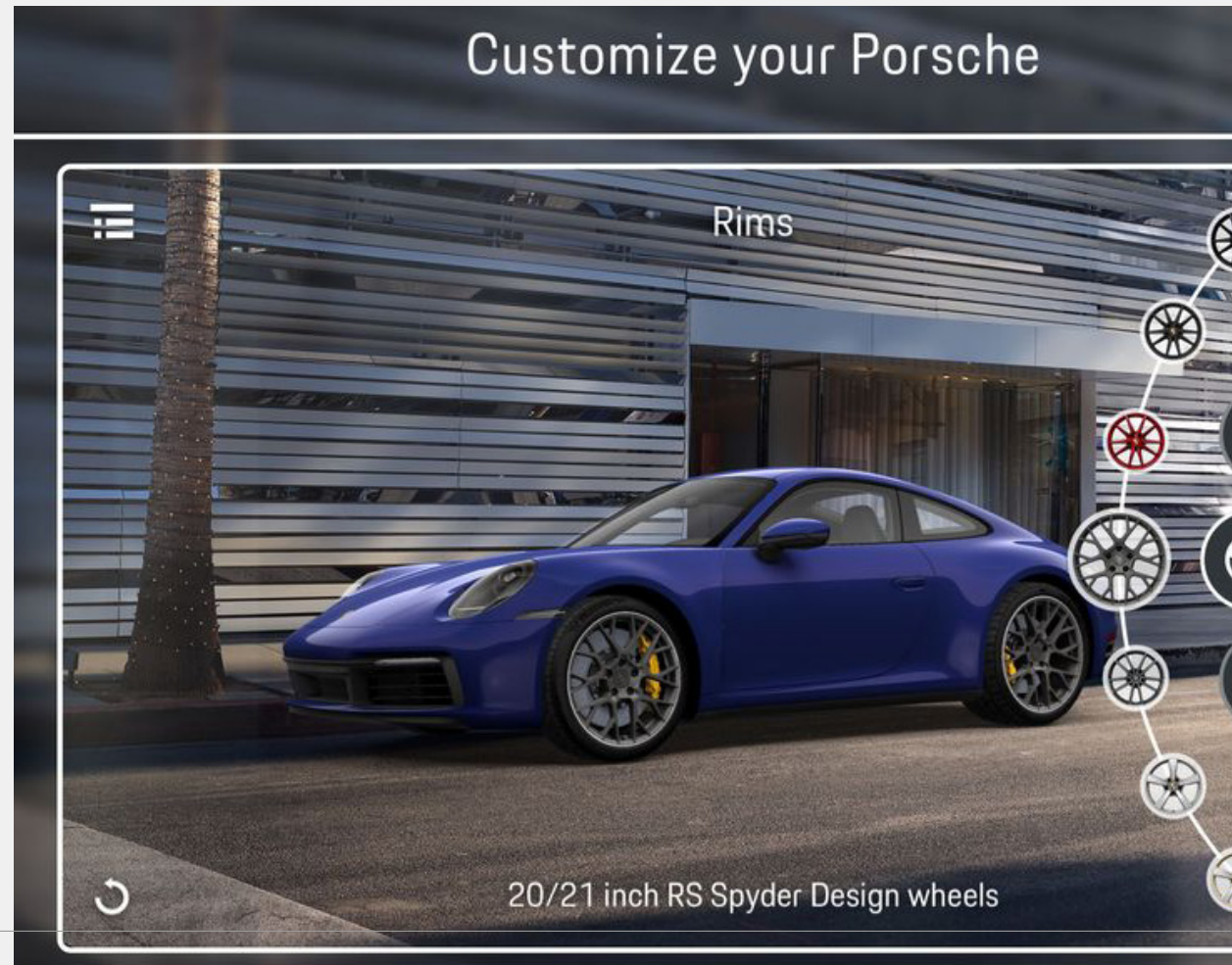
PORSCHE

HONDA
The Power of Dreams

Porsche 2021

Released a mobile AR app in 2021 letting users see “under the skin” of the new Taycan all-electric sports car and got into the metaverse spirit with the Porsche Vision Gran Turismo, a concept car designed solely for the virtual world.

The brand worked with NVIDIA, Autodesk, Lenovo, and Varjo to bring the Mission R electric car, or rather its digital twin, to life.



Audi 2021

Audi has focused on in-vehicle XR, debuting a heads-up AR display in the Q4 E-Tron in 2021, integrating the Holoride VR entertainment system in certain vehicle models in 2022, and just recently revealing a concept SUV that uses AR glasses in lieu of a screen display.



Hyundai 2021

Hyundai is making waves in the virtual world with its foray into the Roblox Metaverse Space through "Hyundai Mobility Adventure." This innovative platform allows users to explore and interact with Hyundai's mobility offerings using customizable avatars. The experience is hosted in five themed parks, including Festival Square for celebrations, Future Mobility City showcasing cutting-edge technologies, Eco-forest promoting eco-friendly mobility, Racing Park for high-performance N brand cars, and Smart Tech Campus for future technology experiences. Hyundai's presence in the metaverse began earlier, with collaborations in Web3 and partnerships with virtual gaming environments like ZEPETO. Notably, Hyundai became the first automotive brand to launch a virtual experience on Roblox, a popular gaming platform with over 250 million monthly users.



Toyota 2022

Toyota has developed a metaverse-style virtual workspace for some departments and subsidiaries wherein employee avatars will roam around an office environment, participate in the meetings, and interact with one another.

The parent company of Toyota is working on the virtual workplace to develop it further for expansion by the technical development and human resources teams. - A representative of Toyota remarked that virtual workspaces have been started specifically for young employees.



Volkswagen 2022

Volkswagen steps into the metaverse with an NFT treasure hunt. Volkswagen South Africa has launched an integrated metaverse campaign to promote the safety and intelligence features of its latest Polo model, the IQ.DRIVE.

'Game On' brings interactive storytelling to life via a treasure hunt for hidden NFTs waiting to be discovered by fans on social media. The first to uncover the secrets will be rewarded with a selection of real and virtual prizes, including a PS5 and tuition by the Volkswagen Advanced Driving Academy. Dovetailing with the inclusion of Polo GTI in the Gran Turismo 7 racing game, the contest invites the discovery of a constellation of 100 NFTs collectively dubbed the 'Mzansiverse.' The campaign has been localized for the South African market with recognizable Johannesburg street scenes populated by avatar players.



Mercedes Benz 2022

Recently, the car company filed five metaverse and NFT-correlated trademark applications with the United States Patent and Trademark Office (USPTO).

The five applications were meant for the “Mercedes Benz, Mercedes, S-Class, G-Class, and Maybach” in order to enact trademark protection for any possible NFT collections, marketplaces for NFTs and virtual car parts, along with making way for cryptocurrency trading.

One trademark filing for the automaker’s “Maybach” model mentioned plans for “crypto-collectibles” involving animal furs, blankets, carpets, rugs, and mats, whether in digital or physical form.

In another filing for the gasoline flagship S-Class sedan, it mentioned the potential inclusion of audio, video, images, music, and multimedia files containing NFT-authenticated collectible items.



Honda 2022

Honda has unveiled its metaverse on Hondaverse there are customized Fortnite maps within which streamers and players can challenge each other. This way they can test their skills with virtual parkour runs and trivia questions.

In fact, the first iteration of the Hondaverse is the Honda Parkour World, built around the 2023 Honda HR-V. SypherPK's second themed stream is scheduled for 13 July, and the third will be on 1 August. This will allow Twitch creators and fans to compete against SypherPK for prizes.

Hondaverse is currently exclusive to famous streamers like SypherPK, but as early as the third stream on 1 August it should be open to others as well. It is worth noting that SypherPK has 6 million followers on Twitch.



BYD 2023



BMW Metaverse Strategy

02 Discover

2.2 Competitors Analysis

BYD Launches “BYD World”, in Partnership with AI and Metaverse Company, MeetKai unveiled the launch of BYD World, an interactive virtual dealership dedicated to providing future-forward immersive car-buying experience for customers to interact with the BYD brand and its products in the Americas.

BYD World – Showroom

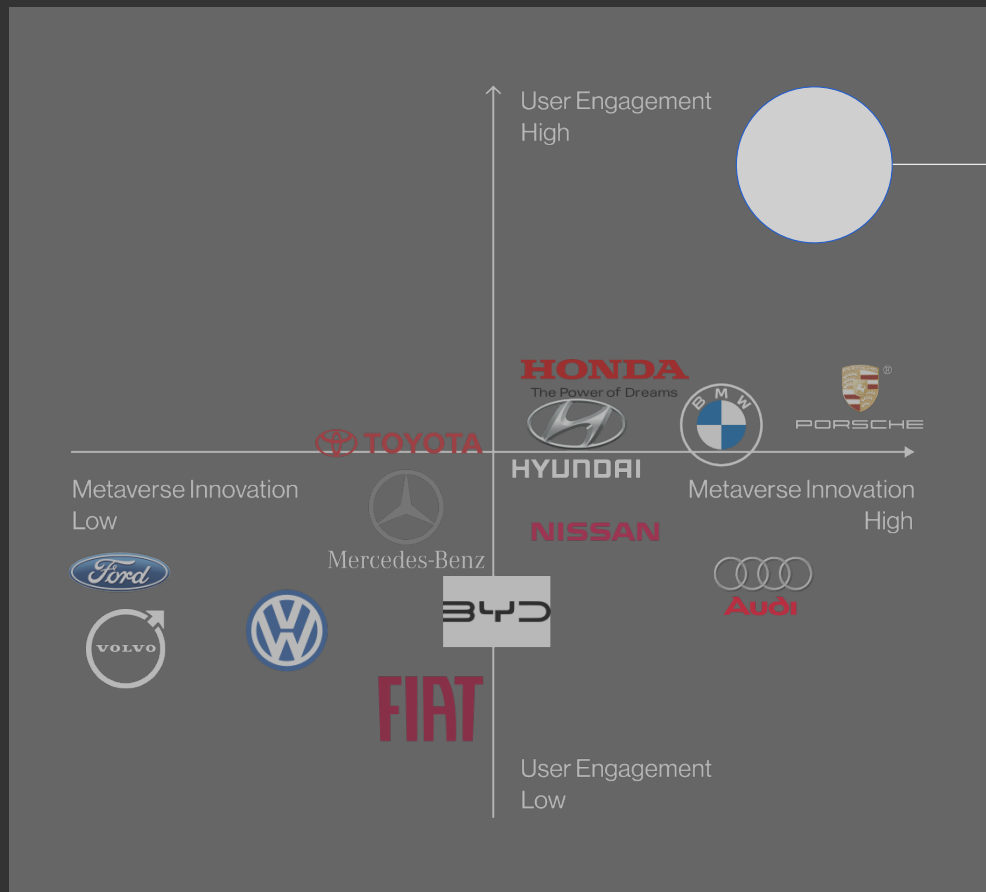
BYD World – Interaction Zone

BYD World – Dream Bar

BYD World – News Stand

BYD World – Experience the car virtual dealership -

which is available from any device that has access to a web browser - visitors have the freedom to explore a digital showroom, complete with 360 lifelike representations of BYD's exceptional range of new energy vehicles.



Opportunity Area

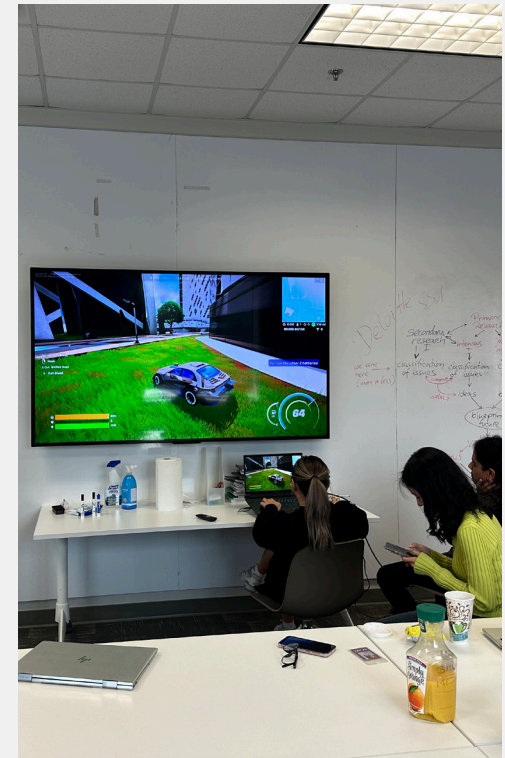
Through comprehensive collaborative secondary research, our team focused on the alternative automotive competition present in the industry. We determined there to be a significant potential for metaversal brand opportunities for BMW. Our secondary research findings validated BMW's keen interest in formulating directed strategies utilizing an alternative space. Our pursuit of elevated user engagement and metaverse innovation led us to highlight and examine the successful digital branding initiatives by key automotive brands: Honda, Hyundai, and Porsche.

2.3 Primary Research

Observation sessions

Participant and Non-participant

During week 4 of the quarter, our concept and game design team collaborated to play through BMW's Fortnite release of Hypnopolis on October 5, 2023. The session aimed to assess the existing world, revealing positives and pain points. The team observed that the game lacked depth in both its objects and storyline connected to the character, Julia. Puzzle tasks were challenging to comprehend, Julia lacked emotional depth, and overall content proved dull and unengaging. Immersive observation sessions of Fortnite and Hypnopolis gameplay provided valuable insights into user experience, shedding light on thoughts, emotions, and areas for improvement.



Quantitative & Qualitative Research

Our primary research primarily targeted dedicated Fortnite players, particularly those belonging to Generation Z. Our aim was to delve into the mindset of Gen Z individuals and gain insights into their attitudes and behaviors concerning the game and the associated brand. This focus is crucial because the brand places a strong emphasis on engaging Gen Z in the context of the “body, heart, and mind” approach, particularly through their innovative metaverse strategy.

100+
Survey

30+
Interviews

03

DEFINE

3.1 Affinitization

1200+ Data Points

Post the observation sessions, interviews, and surveys, we delved into a comprehensive analysis, meticulously dissecting the data. With an impressive 1200+ data points, we not only organized them into different themes but also applied affinitization to discern patterns, ensuring a thorough and nuanced comprehension of the gathered insights.

130+

- Going to the gym
- Watching TV
- Playing a board game or role-play video games
- Playing basketball
- Sleeping
- Drinking coffee
- Drinking alcohol

Key themes

Reading and Entertainment:

- Reading "Besel," a future dystopian book
- Watching movies or TV shows

Work:

- Working in a hospital
- Working in a bank

In the process of consolidating and clustering the data points represented by yellow stickies, we identified a rich tapestry of 130 distinct themes articulated by the users. Carefully distilling these themes, we honed in on the primary insights, providing a more focused and nuanced understanding of the user experience.

50+ Insights

These main insights served as our focal points, guiding our attention towards a deeper understanding of the user experience. We strategically categorized them into strengths, weaknesses, opportunities, and threats, allowing for a comprehensive examination. This structured approach not only informed our conceptualization but also provided a strategic roadmap for leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating potential threats. It was a pivotal step in shaping concepts that are not only user-centric but also strategically aligned with the identified dynamics.

BMW Metaverse Strategy

3.1 Affinitization

33

Understanding the Users

WANTS

Users are seeking experiences that involve **collaborative team play**, where they can join forces with others to achieve shared goals. There's a desire for **community building**, creating a space where individuals can **connect, interact, and form lasting relationships**. Additionally, the interest lies in the excitement of **concerts and music festivals** within the virtual realm, providing a unique and immersive way to enjoy live music together.

Competitive elements are also valued, as users seek **challenges and opportunities** to test their skills against others. Furthermore, there's a keen interest in platforms that encourage **self-expression**, allowing users to showcase their creativity and individuality. These multifaceted desires reflect a comprehensive approach to the user experience, encompassing **social, cultural, competitive, and personal expression** aspects.

PAINPOINTS

Users are grappling with several pain points in their online experiences. Firstly, **advertisements** disrupt their engagement and create a distraction. Secondly, the prevailing **lack of attention span** in the digital space hampers their ability to fully immerse in content. Additionally, the **absence of a clear objective** in certain platforms leaves users feeling directionless and less engaged.

Furthermore, users express frustration over the **limitations in self-expression** on some platforms. These pain points collectively contribute to a less-than-optimal user experience, highlighting areas where improvements could enhance overall satisfaction and engagement.

User Profile



INTENSE GAMER

David, 21 (He/Him)

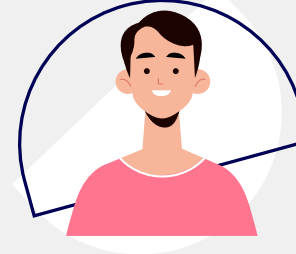
"I wish you could switch between maps and chapters. I like the new chapters and seasons, but a lot of the time I'm just getting used to it before a new update comes out".



PASSIVE GAMER

Angela, 18 (She/Her)

"I like Creative Gameplay because Fortnite has gotten better for free Creative play. I used to stick with Battle Royale but have since ventured into other areas of the game".



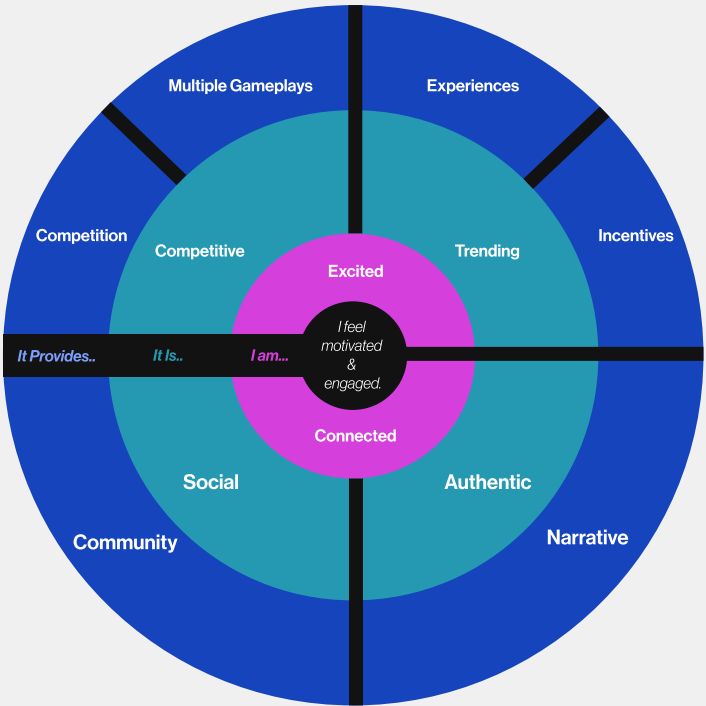
AMATEUR GAMER

Taylor, 23 (They/Them)

"I want to be able to earn skins or rewards without spending money. That is something so great about Fortnite. You can play it without paying".

3.2 Framework

This is a framework that aligns with the mental model of an ideal experience for Fortnite users. Our objective is to delve comprehensively into the intricacies of the Fortnite user's ideal journey, subsequently scrutinizing how we can establish correlations with BMW's core values of stimulating the body, heart, and mind. Uncover the innovative intersections where the realm of digital engagement seamlessly meets the essence of BMW's commitment to holistic and enriching experiences.





At the heart of the user experience lies a profound connection with emotions. Our discerning insights have illuminated a fundamental desire among users: the yearning to feel both bonded and liberated. Our comprehensive understanding is derived from the user's intrinsic desire to forge connections with the narrative, the gaming environment, and the larger community. They seek a platform where their voices resonate, fostering a sense of expression and encouragement.

In this synergy of user aspirations, we discern a parallel with BMW's foundational values. Central to this alignment is the recognition that eliciting emotional responses is pivotal in moving the heart of our users. In this exploration, we uncover the resonance between the nuanced emotional landscape of user experience and the essence of BMW's commitment to capturing and enhancing the emotive journey.



Transitioning to the subsequent facet of our framework, we delve into the tangible advantages that serve as the bridge between Fortnite, the product, and the emotional landscape of the user. Our discerning insights underscore a distinct set of user expectations: a desire for personalization, a penchant for competitive engagement, and a yearning for social connectivity.

In the sophisticated layers of our framework, these benefits resonate harmoniously with BMW's foundational values. The crux of this alignment lies in the recognition that to engage the intellect of our users, it is imperative to comprehend the intricate interplay between the product and the emotions it evokes. This exploration unveils the seamless connection between the nuanced benefits offered by the Fortnite experience and BMW's commitment to intellectually enriching and satisfying the discerning minds of its patrons.



In the final tier of our framework, we pivot to elucidate the user's expectations regarding the manifestation of key principles within the product. These principles, envisioned as the foundation for our conceptualization, encapsulate the core features that users desire. This envisioned transition encompasses the evolution of BMW's "body" values, traditionally embodied by the physical car, into the realm of the virtual experience — the paradigmatic third space of the contemporary era.

This conceptual evolution echoes the user's aspiration for a seamless integration of principles within the product, aligning seamlessly with the dynamic shift from the tangible to the virtual. In essence, this transformative progression reflects not only the user's evolving expectations but also the adaptation of BMW's enduring values to the emergent landscape of the digital age.

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**If I have someone to
play with me, I would
definitely play it again.**

*Extracted from the interviews.



BMW Strategy

4.1 Ideas and Concepts



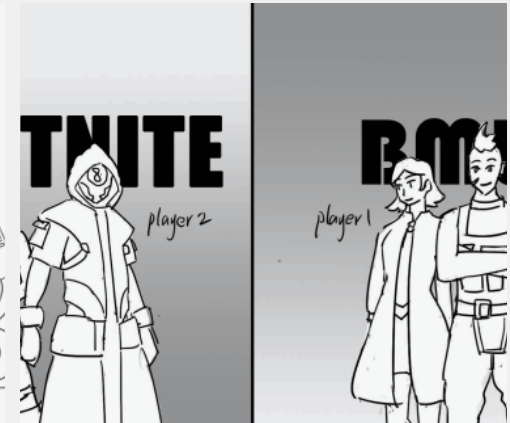
Self-expression is the greatest form of human connection.



Get your golden ticket to the best time of your life.



An insight into BMW's past, present and future.



The most memorable experiences are the one's shared.

Idea 1- Julia's Narrative



Key Principles

We've crafted a puzzle game that speaks directly to our generation's values: self-expression, connection, and immersive experiences. Our team of Gen Zers noticed Hypnopolis lacked a personal touch and clear gameplay, so we stepped up.

Meet the new Julia, designed to authentically represent us — Gen Z. This redesign is all about showcasing our unique personalities, needs, and values. For us, self-expression and meaningful connections aren't just features; they're at the heart of who we are.

Body, Heart, Mind

Our game aims to address these issues by immersing players in a story that challenges their minds with puzzle games. The objective is to assist Julia in her journey, engaging Gen Z players on multiple levels, through narrative and immersive experience. Julia is the digital "body" that the player will connect with in Hypnopolis and by extension in VXP.

User Engagement

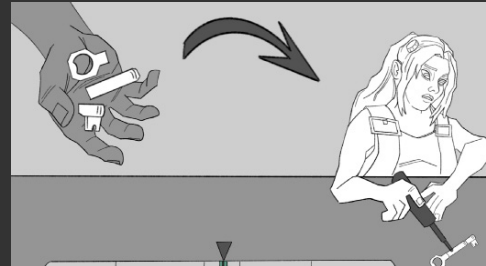
Enhancing Julia's narrative and gameplay in Hypnopolis is a win for BMW, creating a genuine connection with players. By amplifying Julia's self-expression, crafting engaging in-game experiences, and fostering a community extending to the Virtual Experience Platform (VXP), we ensure a lasting impact.

Julia is not just a character; she's your real-world touchpoint, a digital influencer representing VXP. Think of her as your virtual friend, sharing VXP's exciting features in a personal and relatable way. This narrative concept mirrors the success of digital influencers like Miquela, proving that authenticity resonates. Julia is set to be your authentic link to the dynamic world of VXP—a virtual influencer for a new era.

Idea 1 - Storyline



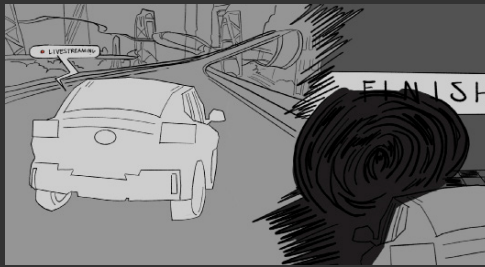
As Julia, the participant in this expanded Hypnopolis adventure, you embark on the quest to build her dream car. The first step is to find her grandfather's lost toolbox key, initiating a puzzle-filled journey as you retrace his steps.



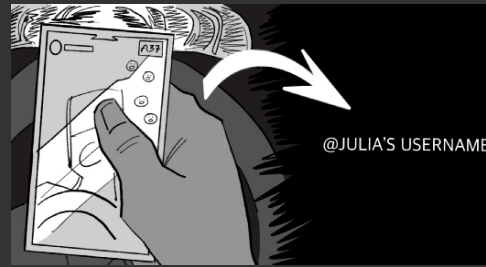
Upon finding the key parts and welding them back together, Julia gains the tools needed to scavenge for car parts, leading players into part two of the journey, with more puzzle games.



As her car takes shape, Julia experiences a profound sense of pride, viewing her creation as an embodiment of her self-expression.



With newfound confidence, Julia decides to live-stream her local race on social media to share her journey. Just as she nears the finish line, an unexpected twist unfolds—Julia is swallowed by a portal.



The live stream glitches, fading to black. Julia's social media handle appears, concluding gameplay and prompting players to connect with her. On her real-life account, Julia shares footage of BMW's VXP, leveraging the following garnered in Hypnopolis.

Idea 1

“

Story is very important to me. If there's no objective to a game, it's just an escape from reality but not in a good way. With something like a story being present, you still feel like you're achieving something, otherwise you're going to get bored.

*Extracted from the interviews.

Idea 2 - The Golden Ticket



Key Principles

Our concept taps into Gen Z's unique emphasis on experiences, surpassing even that of previous generations. Recognizing the profound impact of concerts and music festivals, we're crafting a virtual space that caters to our need for self-expression and connection.

This innovative direction serves as a catalyst, provoking incentives while delivering an immersive experience that perfectly aligns with the desires and expectations of our Gen Z users. Step into the future of virtual engagement, where experiences transcend moments, becoming vibrant expressions of identity and shared passions.

Body, Heart, Mind

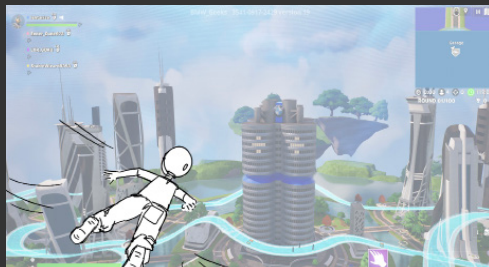
BMW stands out by crafting an adrenaline-fueled journey, challenging gamers with tasks and rewards.

Going beyond the individual, this experience promotes collaboration and team building in a community-driven space. Recognizing Gen Z's penchant for shared experiences, our challenges encourage gamers to compete as a team, creating a reason for friends and family to unite, rally for a shared purpose, and relish collective rewards. It's more than just gaming; it's a journey of bonding and shared victories, showcasing BMW's keen understanding of user needs.

User Engagement

Fortnite has ventured into the realm of virtual concerts and music festivals for several years, achieving immense success with over 12 million active players tuning in to these events. The audience is already acquainted with the concept and the associated perks. BMW aims to pioneer an unparalleled transition, creating an experience that lingers in the mind—full of excitement, connection, and lasting memories. This is more than an event; it's a journey that, when the time comes to afford a premium car, makes us think of BMW.

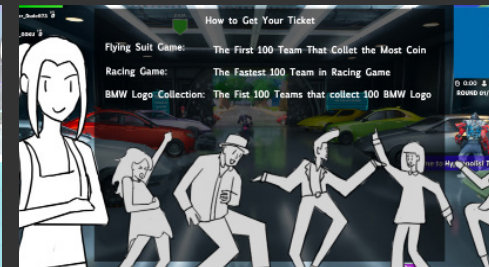
Idea 2 - Storyline



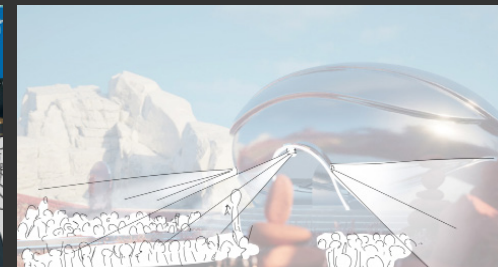
This concept revolves from the appealing incentive of experiencing a live music festival from Gen-Z.



Players will compete in a series of mini-challenges hosted in Hypnopolis to win the ticket to join the music festival in BMW's VXP. Mini-challenges include: - Flying-suit - Car Racing Game - BMW's Logo Collecting - BMW's i5 Car Parts Collecting - Battle Royale Style



After completing the mini series of games you will receive ticket based on your leaderboard.



Winning teams will receive special codes to access to VXP's lobby and concert place.

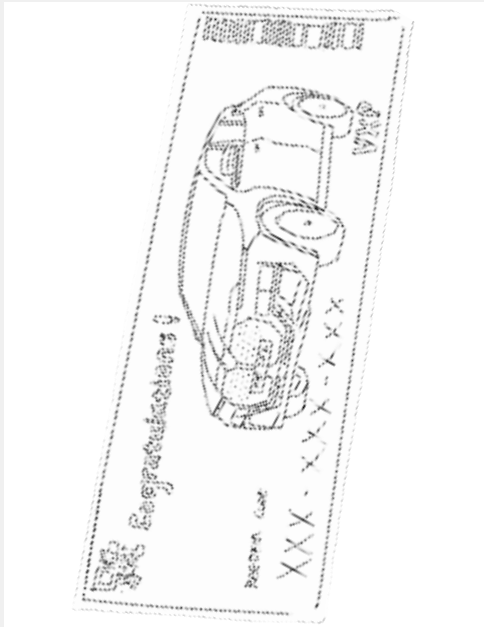
Idea 2

“

The concerts are how I started getting to know about Fortnite as well. I used to watch a lot of streamers.

*Extracted from the interviews.

Idea 3 - Racing game



Key Principles

This concept revolves from one of the most appealing incentives of Gen-Z - Competition. We found insights through our research that users who want to play with their friends or solo, still thoroughly enjoy the thrill of competing.

Body, Heart, Mind

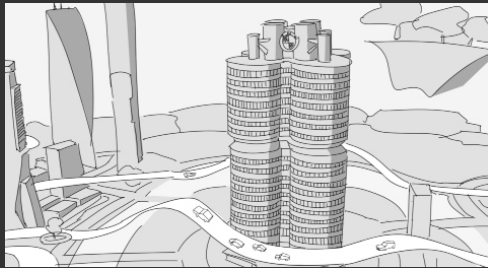
As we stated earlier in our research, our users have competition deeply ingrained in their emotions. They value it deeply, it is a core joy for them where when they win, they're absolutely over the moon. And when they lose, controllers may be launched to the other side of the room. We want to capture these emotions. We want to give the user the experiences that could replicate the experiences of motorsport. We want to incentivize our users with rewards both in-game and real-life rewards, moving the heart and mind of our users by giving them experiences that they will long cherish.

User Engagement

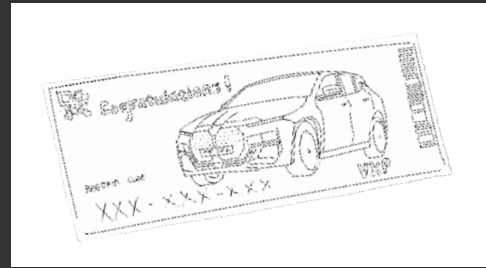
In the dynamic world of VXP, we've turbocharged user engagement with enticing incentives. Players earn points and in-game currency, redeemable in the VXP shop, after each race. For the competitive Gen Z, the stakes get even higher with real-life rewards, including BMW track days, exclusive merch, and race tickets, awarded to the top performers on the leaderboard.

Injecting a dose of reality, VXP aligns with the schedules of esteemed racing series like SRO and IMSA. Limited-time events featuring BMW cars from these series not only offer a unique virtual experience but also present the chance to snag real-life rewards. This seamless fusion of virtual and real-world excitement sets VXP apart, catering to Gen Z's love for competition and the allure of tangible incentives.

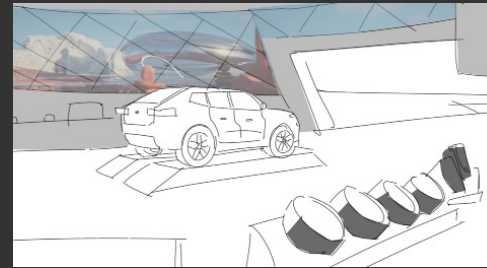
Idea 3 - Storyline



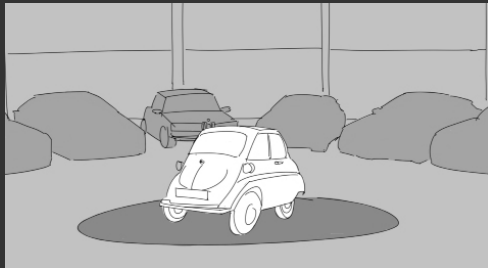
Let me take you on the specific journey of how our players will go from Hypnopolis to our Virtual Experience



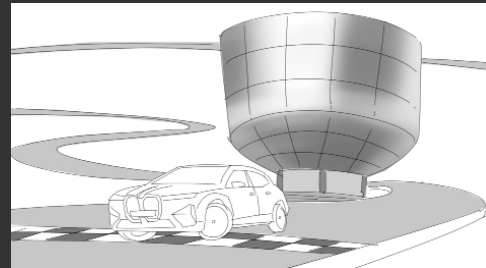
We start out by rewarding the player that comes 1st in the Hypnopolis race with a ticket for a free IX2 in VXP. This will ignite their interest in the VXP by giving them a reward to look forward to when they enter it.



In the Fortnite Car Creator we would have an Advertisement Board showing various features in the VXP including: A BMW Museum, an intricate race track, numerous BMW cars from various generations, and potential for real life rewards.



In VXP, our digital BMW museum mirrors Munich's, letting users explore models, interact with voiceovers, videos, engine revs, and take virtual test drives—an immersive journey through BMW's evolution.



There will also be a race track where users will be able to compete against each other. The track itself will be big enough to cover the entire VXP, this will allow us to create various track layouts in one track.

Idea 3

“

**I love the dopamine rush to
keep on playing when it's
competitive.**

*Extracted from the interviews.

Story 4 - Duo Simultaneous Game



Key Principles

Our concept taps into Gen Z’s unique emphasis on experiences, surpassing even that of previous generations. Recognizing the profound impact of concerts and music festivals, we’re crafting a virtual space that caters to our need for self-expression and connection.

This innovative direction serves as a catalyst, provoking incentives while delivering an immersive experience that perfectly aligns with the desires and expectations of our Gen Z users. Step into the future of virtual engagement, where experiences transcend moments, becoming vibrant expressions of identity and shared passions.

Body, Heart, Mind

BMW stands out by crafting an adrenaline-fueled journey, challenging gamers with tasks and rewards.

Going beyond the individual, this experience promotes collaboration and team building in a community-driven space. Recognizing Gen Z’s penchant for shared experiences, our challenges encourage gamers to compete as a team, creating a reason for friends and family to unite, rally for a shared purpose, and relish collective rewards. It’s more than just gaming; it’s a journey of bonding and shared victories, showcasing BMW’s keen understanding of user needs.

User Engagement

Fortnite has ventured into the realm of virtual concerts and music festivals for several years, achieving immense success with over 12 million active players tuning in to these events. The audience is already acquainted with the concept and the associated perks. BMW aims to pioneer an unparalleled transition, creating an experience that lingers in the mind—full of excitement, connection, and lasting memories. This is more than an event; it’s a journey that, when the time comes to afford a premium car, makes us think of BMW.

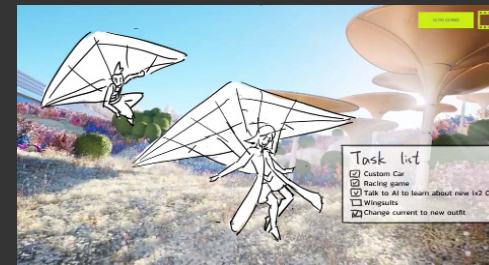
Idea 4 - Storyline



The players enter Hypnopolis as a team of two or more. Then they are given a narrative to follow. The story diverges into the Hypnopolis realm and the BMW virtual experience.



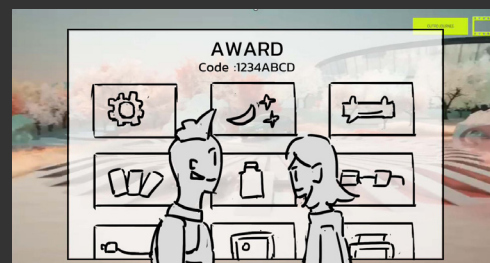
Half the team members stay in Hypnopolis to complete various tasks and quests, such as collecting BMW logos, finding car parts, flying around to collect coins, or taking virtual selfies with BMW cars.



The other team half explores BMW's virtual experience, customizing cars, playing racing games, interacting with AI to learn about the new iX2, and trying out the wingsuit. Synchronized gameplay and teamwork are key.



After both teams finish their tasks, each is awarded half a code, emphasizing that the best experiences are shared. Combining both halves forms the team's final code.



This final code can be used by each team member to claim their rewards, which honestly they deserve, both in Hypnopolis and in the BMW virtual experience. After all, the most memorable experiences are the ones shared.

Idea 4

“

That's how I maintain a lot of friendships. I sometimes see some of them but a lot don't live in the same city or even country so we game together and that maintains our relationships.

*Extracted from the interviews.

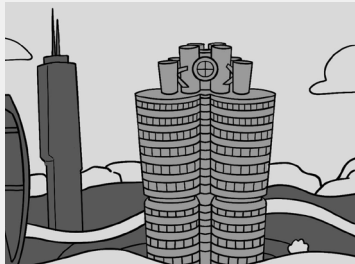
Poster

We've crafted one powerful poster summarizing all four concepts, serving as a visual guide to our innovative ideas. It's designed for easy recall, ensuring the key points from the presentation stick with our audience.



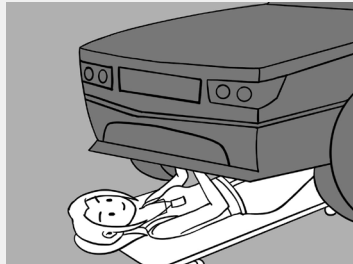
4.2 Refined Concept

Entering Hypnopolis



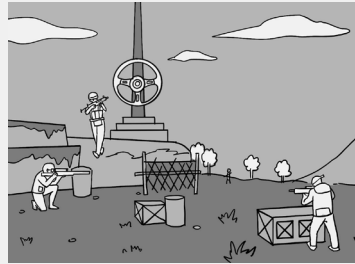
Players enter hypnopolis, experiencing their first interaction.

Connection



Player encounters Julia, and is pulled into her story.

Game Engagement



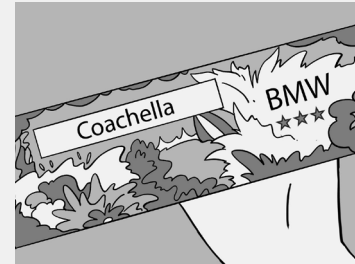
Player participates in the main gameplay in the Hypnopolis.

Transition



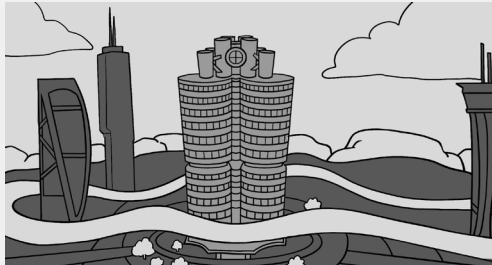
Player are introduced to a way they can transition into VXP with the golden ticket.

VXP Retention

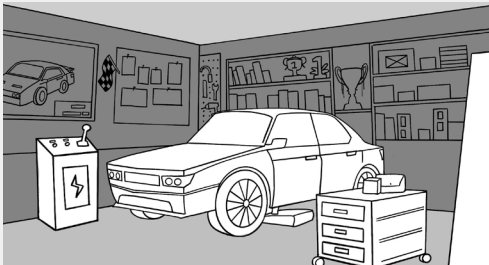


Player continues Julia's story in VXP, enjoying the reward.

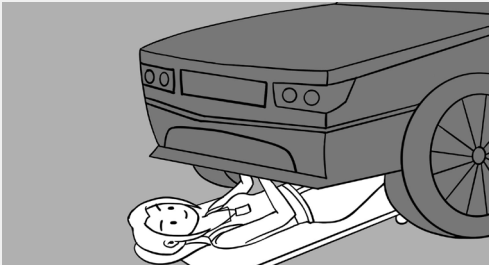
Storyline



After player enters Hypnopolis by typing the code, they will fly around the whole world as the introduction of the environment of the Hypnopolis.



In the revamped Hypnopolis, users enter Julia's personal garage—an automotive haven with memorabilia and a project car, introducing them to her character and the immersive atmosphere.



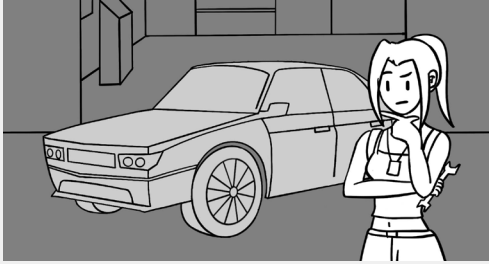
As users take a step closer to the car in front of them, out pops Julia from underneath her vehicle mid-task. She smiles once she sees you as if you are a long-time friend of hers.



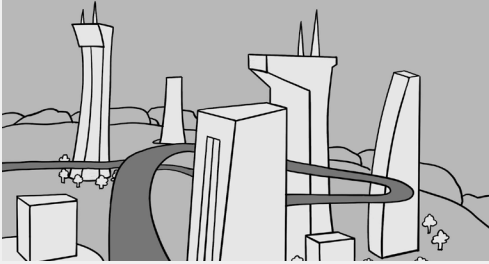
"Hi, I am Julia" the girl introduce herself, "I am upgrading the car and make it a ultimate driving machine and win the racing game".



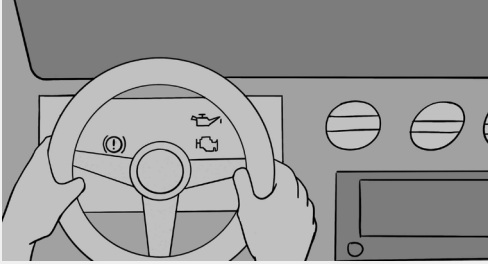
On the walls of her garage sits a bulletin board, decorated with imagery of Hypnopolis, automotive culture, and her family. This would allow users to gain a closer, more-visual look into Julia's personal life and her sense of self-expression.



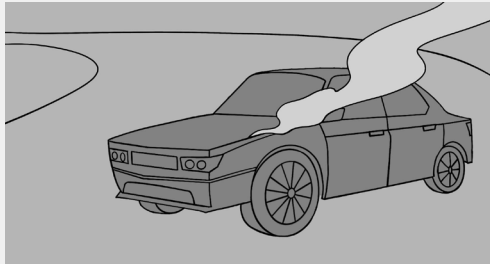
Now, she will ask if you are interested in accompanying her in testing out her just completed project car on the roads of Hypnopolis. Julia will even let you be the one to drive it for her.



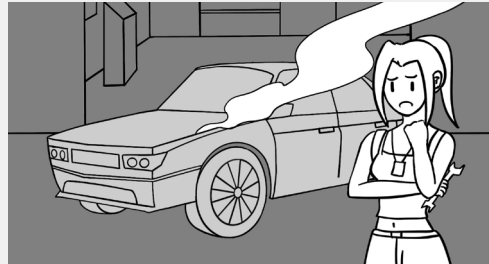
Going outside, the user will be given another breathtaking look at the environment of Hypnopolis with its futuristic building structures and electrifying roads.



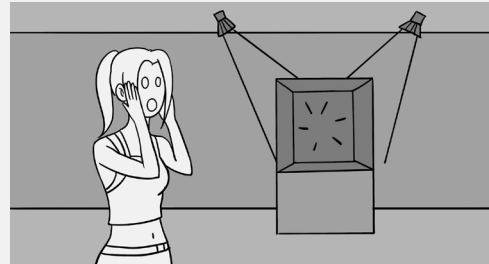
Sitting in the driver's seat, you as the user will have total control over driving on the course.



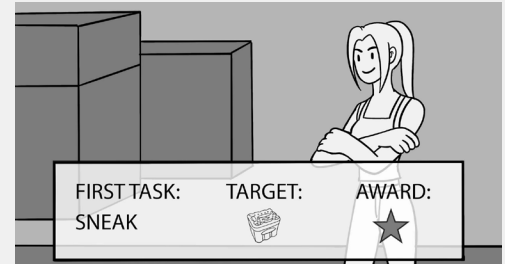
As you and Julia reach close to the end of your test route, her car will suddenly break down. Something inside ran amuck.



The two of you will make your way back to her garage with the broken down vehicle. Julia is noticeably disheartened by this sudden issue as she knows her skills should not result in a broken down car.



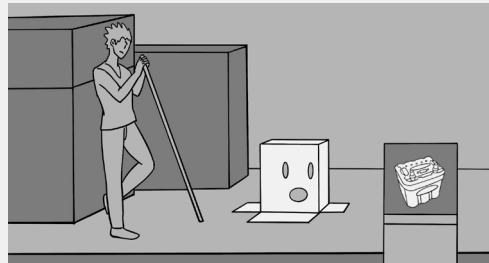
Julia suddenly realizes one of her car parts has been stolen from her by rival competition.



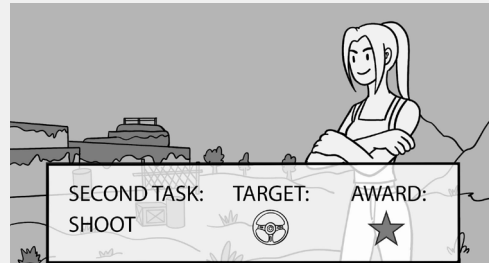
Disturbed by the discovery, Julia enlists your help to retrieve her stolen car parts.



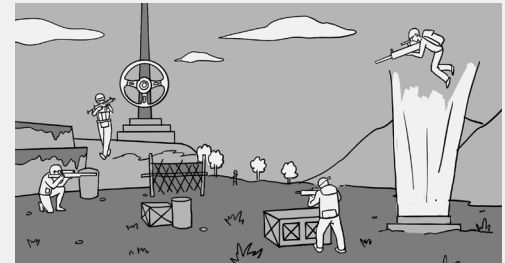
Your first task involves stealth, and success earns you a golden star.



Participation in the first task will allow users to temporarily utilize found objects such as cardboard boxes to disguise themselves while you sneak past enemies in search of the first missing car part.



After successfully locating the first car part and returning it to Julia, you will now have to engage in a first-person shooter game task which will earn you the missing car part and a second golden star.



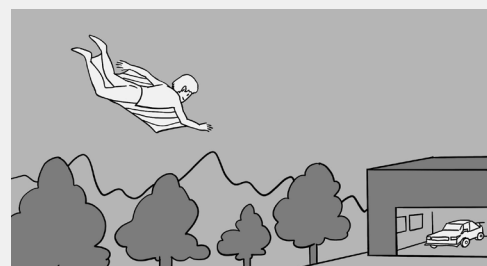
Players will have to traverse the battlefield filled with weapons, traps, and tools in search of the second car part. This form of first-person player versus environment alludes to the popular Fortnite mode, Battle Royale, giving Hypnopolis players a sense of familiarity in their gameplay.



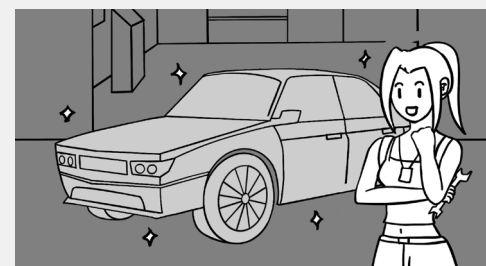
For users' third and final task, players will have to traverse a storm in search of the final car part and their final golden star reward.



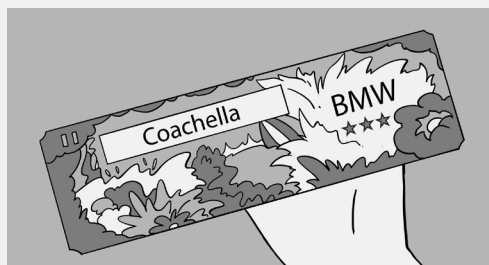
The environment becomes ominous with thunder, lightning, and dangerous wildlife. Players must reach the mountaintop, avoiding enemies within the closing safe zone.



Accomplishing your final task, you will be able to paraglide your way back to Julia's garage with a sense of pride in what you have managed to do to help your friend.



Julia is delighted by your help and the return of her missing car parts. She is quickly able to fix up her car one last time, eager to successfully test it out once more.



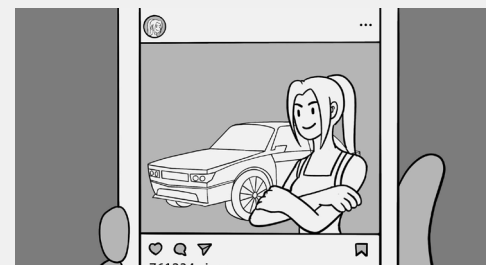
Appreciative of your help, she gives you a ticket to a virtual Coachella concert in exchange for your golden stars earned from completing the three tasks.



The two of you once again make way onto the track, completing the course with skill and ease. Julia cheers as you both see the finish line in sight.



Suddenly, a bright warbling portal opens at the end of the finish line. The car with you and Julia inside gets swallowed by this otherworldly sight.



Before anything else can occur, Julia's real-life Instagram handle pops up in front of players' screens. This should prompt users to go check out their own social media accounts to see what might have happened to the both of you.

4.3 Vision Video Draft

INT. BEDROOM - DAY
JUSTIN (22) playing fortnite alone, in front of his TV. He dies in the game. He calls his friend to see if they want to play, they don't pick up. The phone keeps ringing.

JUSTIN (WHISPERS)
Pick up. Pick up. Pick up.
PHONE (V.O.)
Hi you've reached the voice mailboJustin ends the call. He opens instagram. Starts scrolling. Nothing is appealing. He opens a bag of chips & restarts the game.

CUT TO:
INT./EXT. PARK - DAY
Justin walks around the park alone. Looking at other people playing soccer frisbee hanging out with friends getting coffee.

CUT TO:
INT./EXT. CAR - DAY
Justin gets inside his car, looks down gets on social media seeing people hang out together. He gets this sense of loneliness in his gut.

CUT TO:
INT. APARTMENT - NIGHT
Justin gets home, sits in bed. As he scrolls through social media he starts to feel this lonely feeling in his stomach. He decides to hop onto his gaming console again. Eventually falling asleep on his bed.

CUT TO:
EXT. PARKING LOT - DAY
(THIS IS THE TRANSITION. I want to add screen grabs from recordings of playing in hypnopolis and transitioning to the VXP.) Justin wakes up.

(IN THE FUTURE) A BMW car pulls up into a parking lot. Parks in the parking spot.

JULIA
You have arrived.
Justin sighs.

JUSTIN
Thank you Julia.

JULIA
You're welcome. I will remind you when its time to

leave for your next appointment.

JUSTIN
Thank you Julia. That's all.
Justin walks into his class.

CUT TO: He gets an alert on his phone that he needs to start walking to his car to make it in time for his next destination.
Justin gets in his car. (this is the part that I want to relate to body heart and mind and turn it into some 2D animation stuff about Justin's body and his stats and how hes feeling based off his driving or how he is so busy it would be nice to take a 2 minutes to do a breathing exercise based off of what his day looks like)

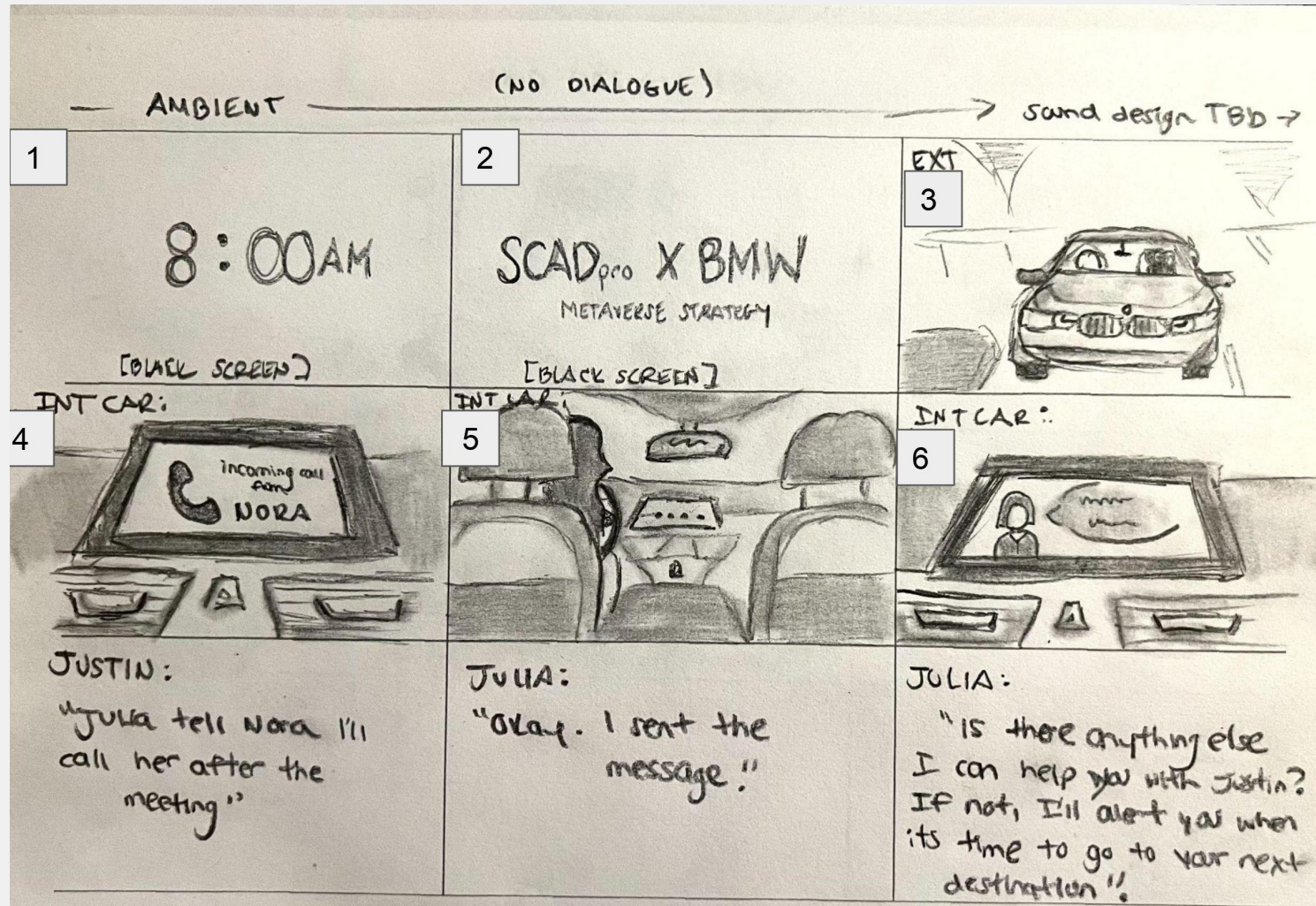
JULIA (CONT'D)
Breathe in. Breathe out.

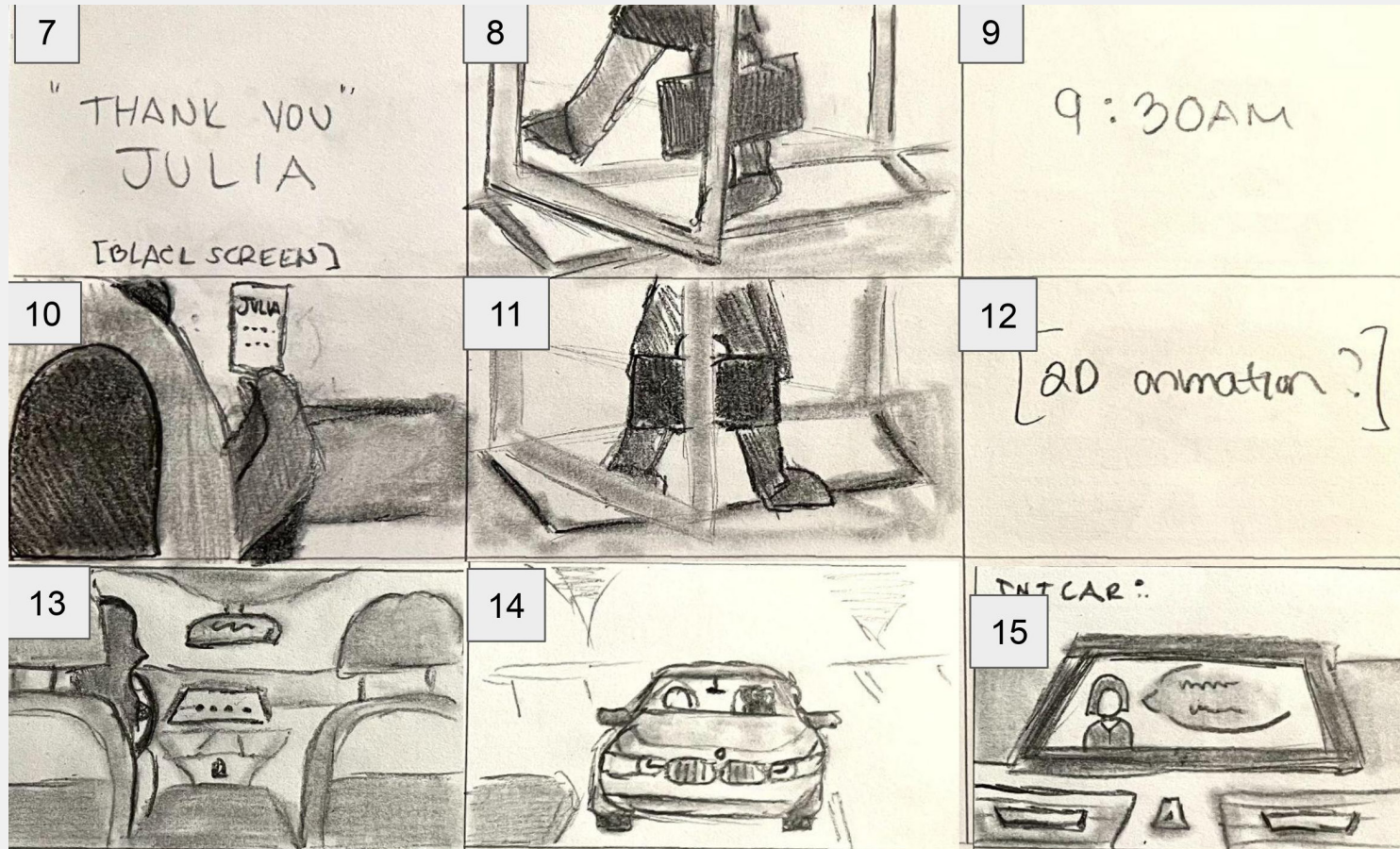
JUSTIN
Thank you Julia.

JULIA
That's what I'm here for. Sometimes your schedule gets so busy, its nice to take a breather and

remember you are human.

EXIT SHOT: Justin feeling relaxed and well rested driving away to his next meeting

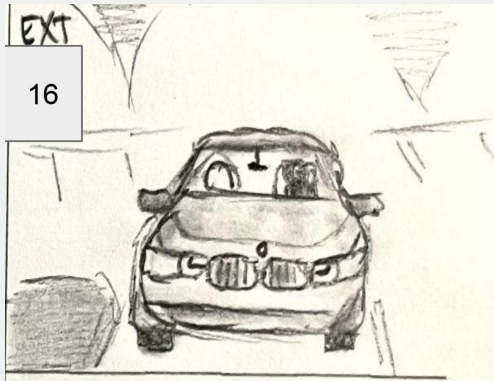




Justin gets in his car.

JULIA: "Breathe in, breathe out"
JUSTIN: "Thank you, Julia"

JULIA: "That's what I'm here for"



Justin starts driving away.

17

JULIA CONT: "Sometimes your schedule gets so busy, its nice To take a breather and remember you are human".

[Black Screen]

18

SCAD_{pro} X BMW
METAVERSE STRATEGY

[BLACK SCREEN]

05 DELIVER

BMW Metaverse Strategy

5.1 Final Concept

With ten weeks to fulfill the original design brief problem statement, the SCADpro X BMW Metaverse Strategy team has worked collaboratively to exceed all expectations. With our original brief to promote Gen Z's transition from Fortnite to the BMW VXP, the team has created one cohesive, motivating, and promising opportunity to do just that.

Our solution begins with identifying the framework of what we are aiming to achieve. From our primary and secondary research, we have gathered that Gen Z prioritizes connection and excitement above all else. In relation, identifying interests in competition, community, experiences, incentives, and so much more. Following our four potential avenues at our midpoint, we have since consolidated in collaboration, creating one immersive, rewarding, and authentic experience that can only be found in BMW's Fortnite island "Hypnopolis", and eventually BMW's very own VXP. Our final concept promotes innovation and encourages the Gen Z bridging from metaverse to metaverse.

The solution can be broken down into three "phases". Phase One, "Initiation", where the player meets Julia in Hypnopolis and begins the narrative. The narrative consists of aiding Julia in completing three unique and challenging tasks to reach VXP. The player needs to retrieve the necessary parts to fix Julia's car. These

parts can be found at the end of each task. These "tasks" further enriches BMW's key principles of "Body, Heart, and Mind". "Task One", the "Shooter Game", represents "Body". "Task Two", "Stealth Game", embodies "Mind". Lastly, "Task Three" constitutes "Heart". Following the completion and collection of the needed car parts, Julia rewards you with exactly what you need to start your "transition", the "Golden Ticket". This "ticket" provides incentive to join BMW's VXP to attend virtual events such as Coachella.

Phase Two, "Transition" begins. You and Julia "travel" to VXP to explore the innovation that awaits. Through glimpses of what awaits, players see BMW's very own racetrack, Julia's personal social medias including Instagram, TikTok, and Youtube, where players can learn more from Julia, and all sorts of long anticipated virtual events. Following the sneak peaks of what awaits, Gen Z's and BMW's priorities of community, competition, and incentives retain players in Phase Three, "Retention".

The final phase consists of everything players have been working towards with Julia in Hypnopolis, to the sneak peaks of what awaits in "Transition". Arriving in VXP, places such as the "Events Hub" and "Racing Island" are what keep players active. Anticipating what's yet to come, they further their

relationships with Julia and establish a community under the Body, Heart, and Mind. BMW's Julia can be explored in countless ways in the future. Having a vision for the endless possibilities can be further explored by bringing Julia from the VXP, to BMW's very own automotive creations. One day, we might see our friend not just in VXP, but in our very own cars.

How might we promote the transition from Fortnite to VXP? We might provide an immersive, collaborative, and meaningful opportunity, for all Gen Z Fortnite enthusiasts, to partake in the endless possibilities only found in BMW's Metaverse.

Player Initiation

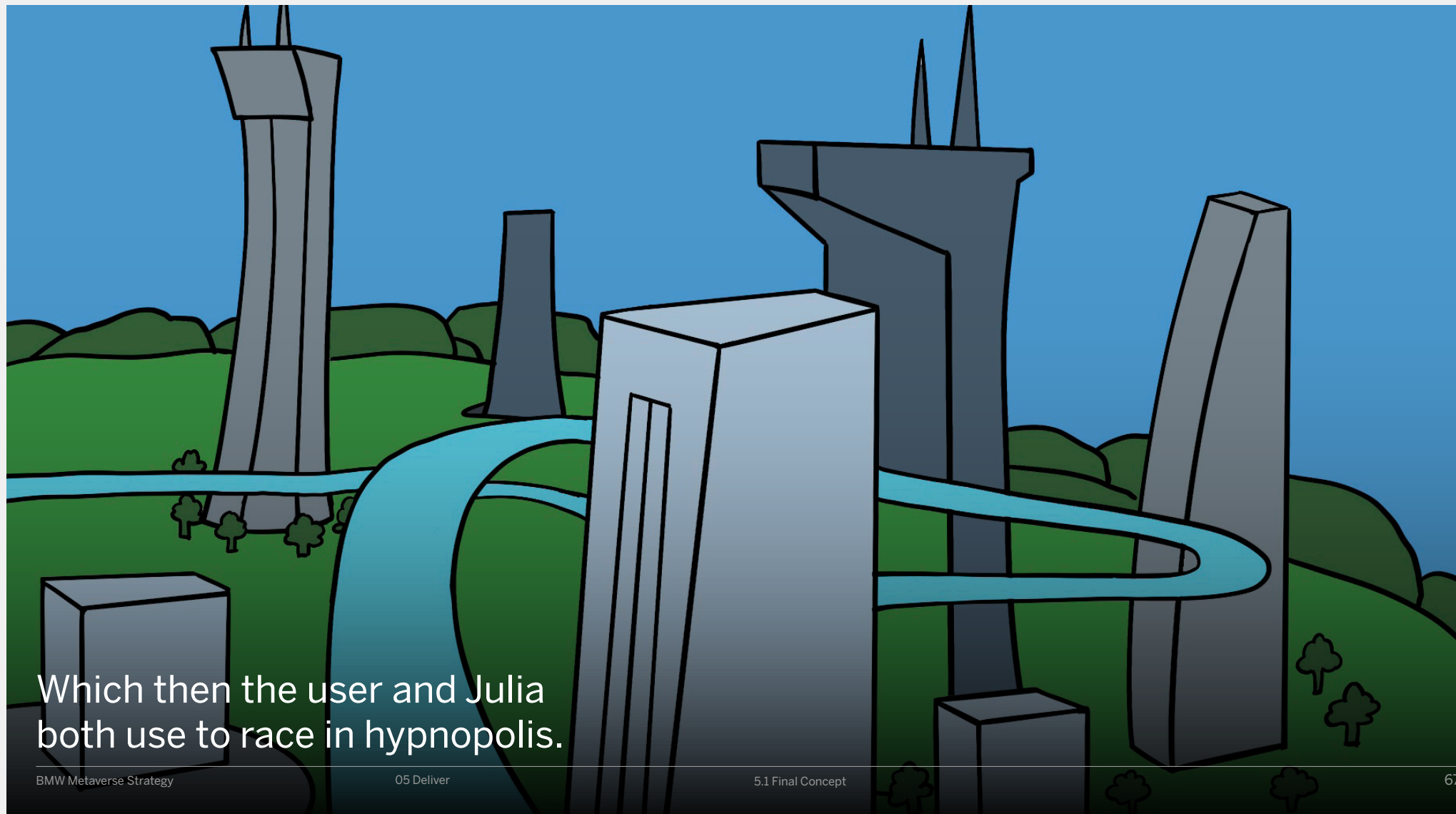
The user, enters hypnopolis.



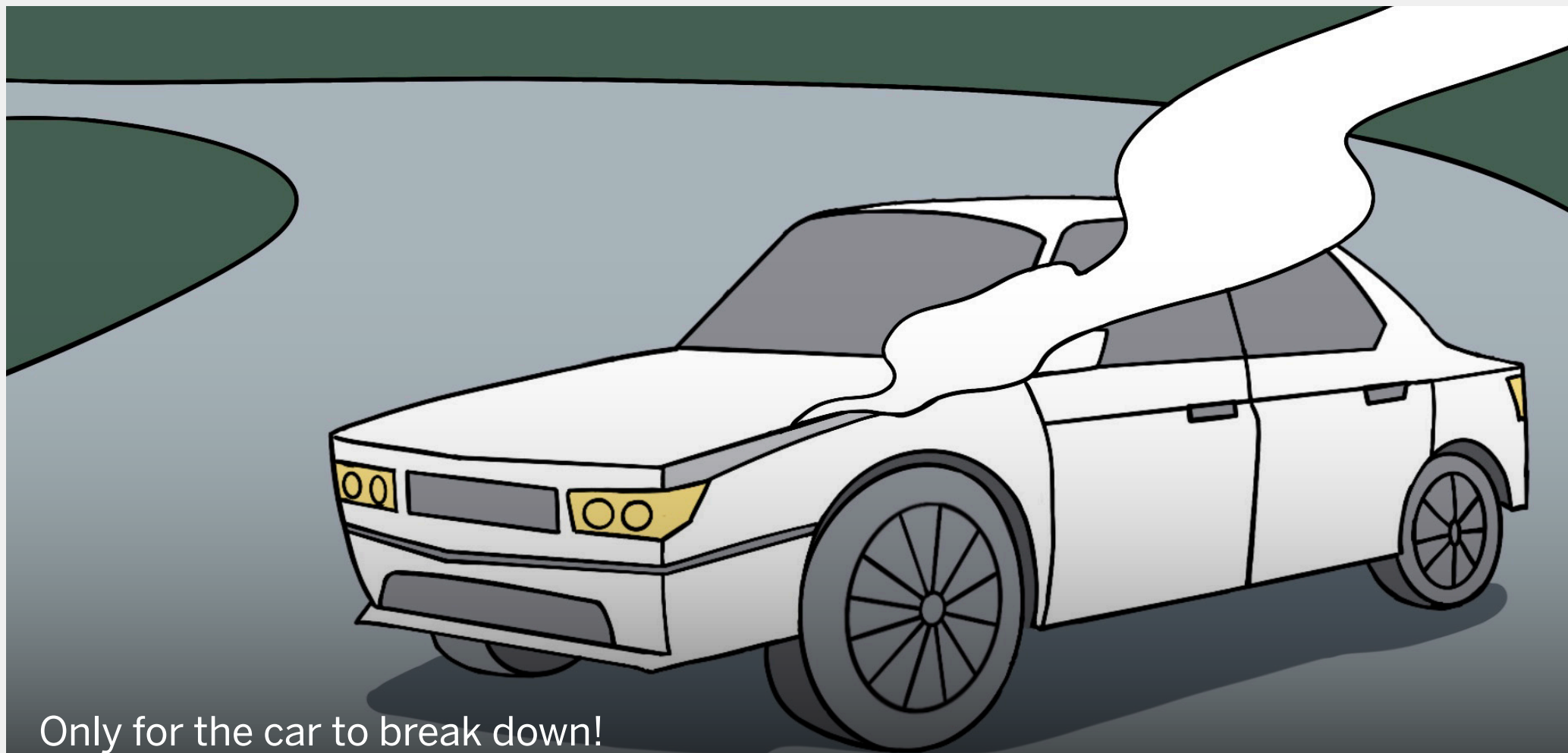
User enters Julia's garage and this is where you're first introduced to julia.



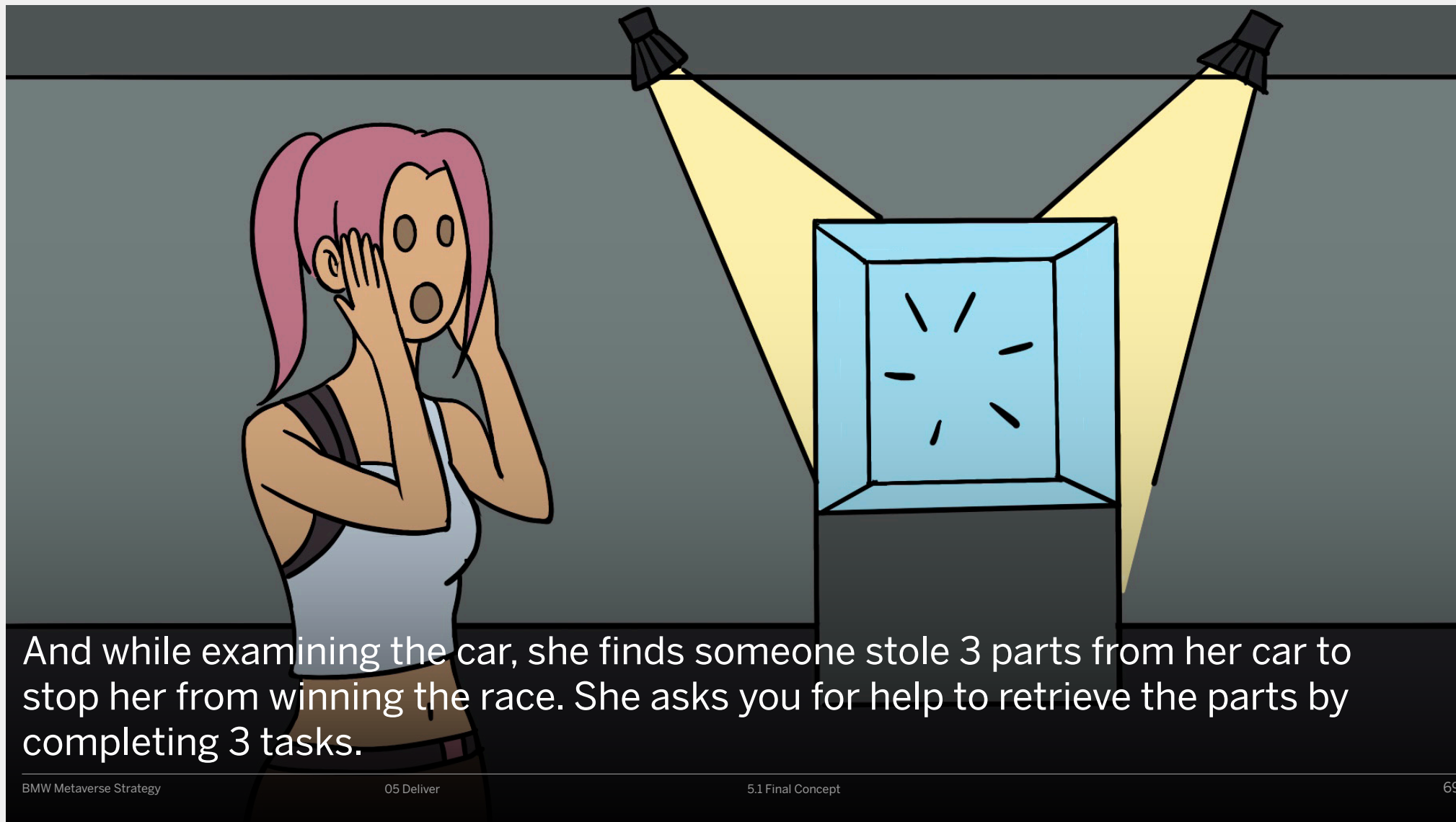
Julia tells users about how she wants to become the best car mechanic and is currently working on her car which she wants to use to race.



Which then the user and Julia
both use to race in hypnopolis.



Only for the car to break down!



And while examining the car, she finds someone stole 3 parts from her car to stop her from winning the race. She asks you for help to retrieve the parts by completing 3 tasks.

Player Transition

Task 1

The first level is a stealth game where players will not have any weapons. They must sneak and retrieve the missing car part by avoiding enemy sight, either by hiding or changing their appearance. This level aligns with one of BMW's core values: MIND. Players must strategize to progress, or alter their appearance based on the situation or necessity, much like BMW's latest Elnk technology.

In this level, players can engage in stealth or disguise themselves as objects within the environment, such as cardboard boxes or potted plants. Or they can mimic the appearance of enemies to blend in effectively evading enemy patrols and ultimately recovering the lost car part.



Task 2

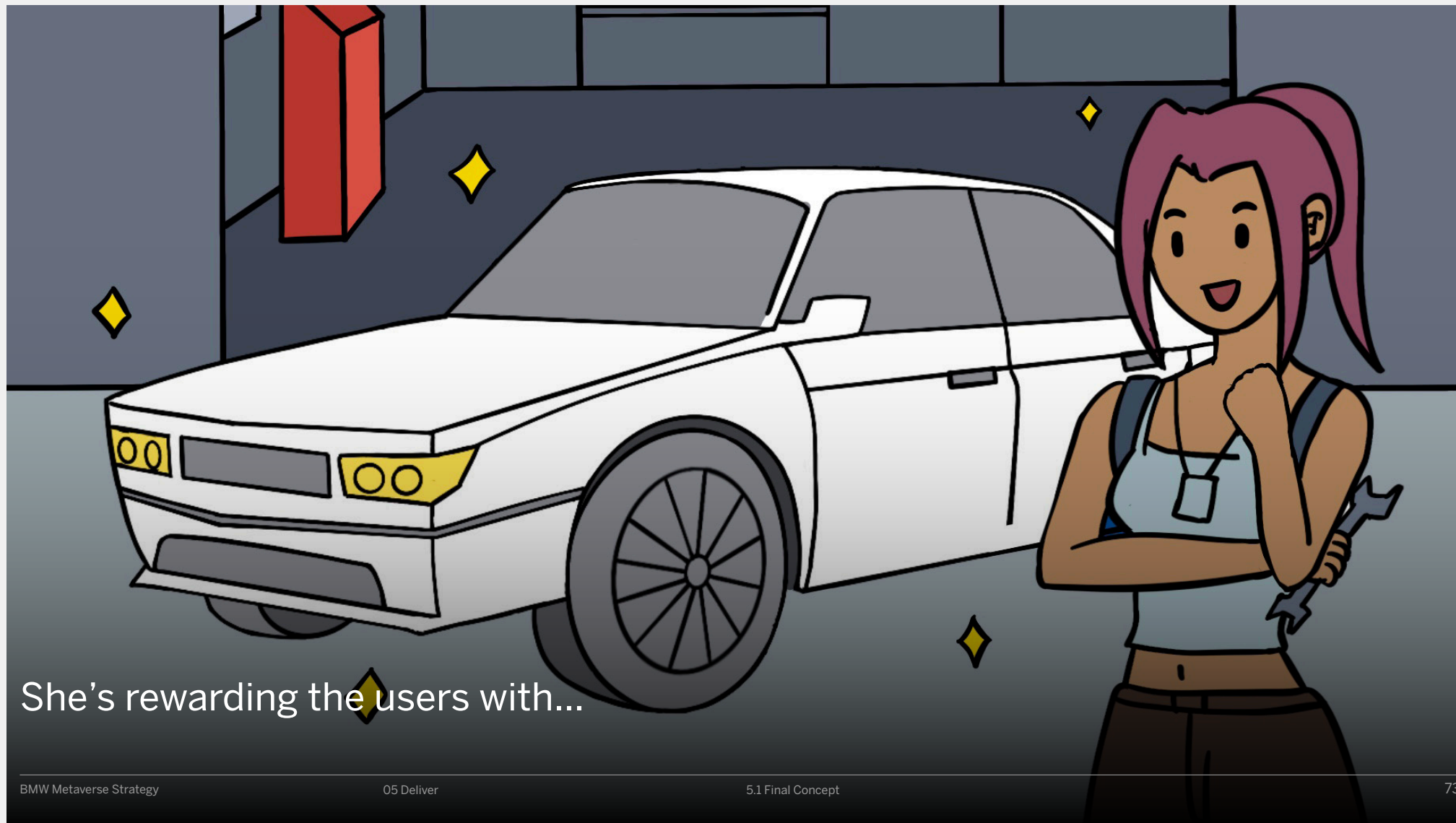
In the second level, players acquire a weapon and engage in a shooting scenario, aligning with BMW's core value of Heart. Players must eliminate enemies, navigate traps, and acquire the second car part, resembling the core mechanics of Fortnite.



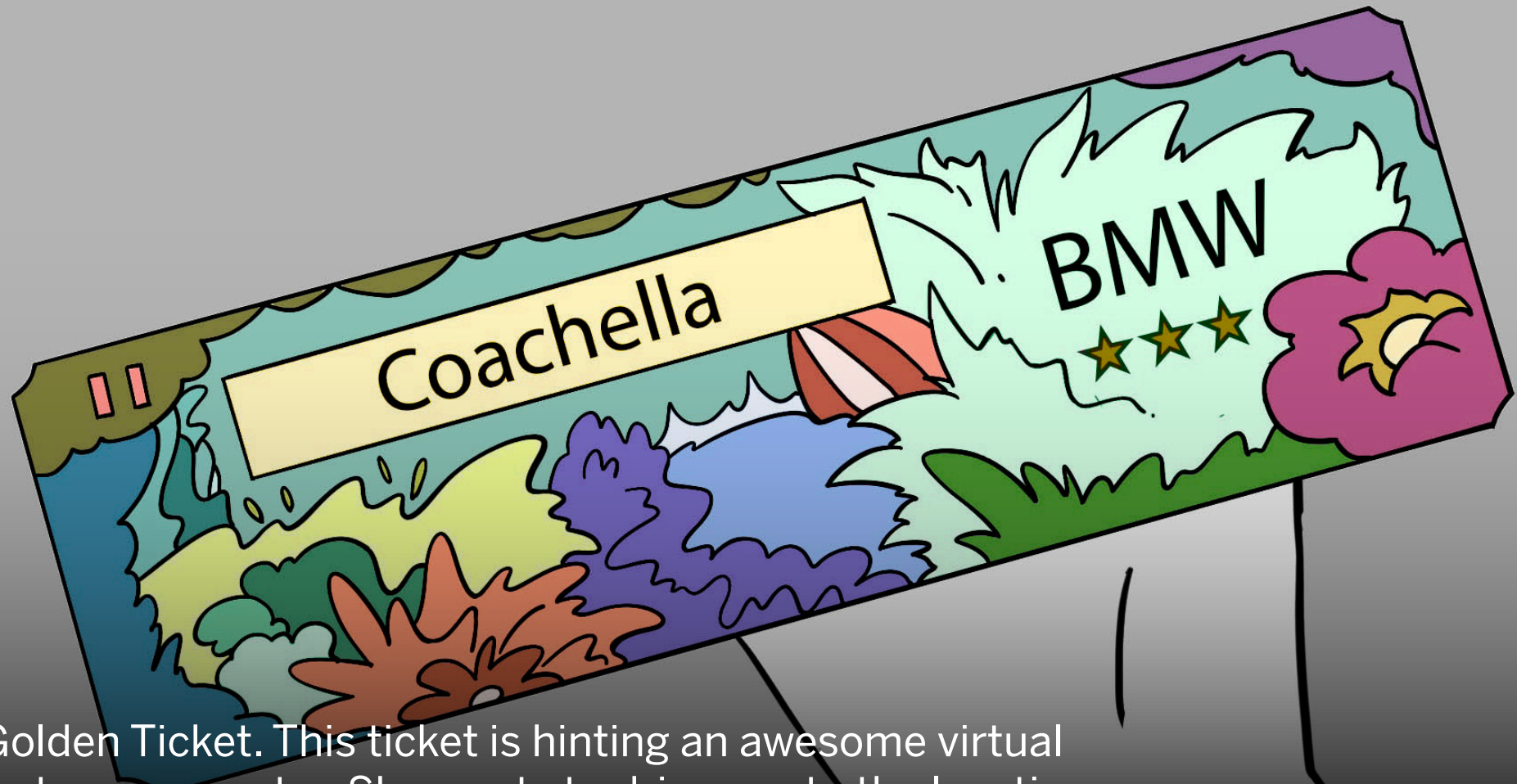
Task 3

After obtaining two components, players face a storm in the final level. They must advance, dodge obstacles, and obtain the final piece within a limited time, reflecting BMW's core value of Body. Players use the flight suit to return to the garage and assist Julia, earning a golden ticket as a reward.





She's rewarding the users with...



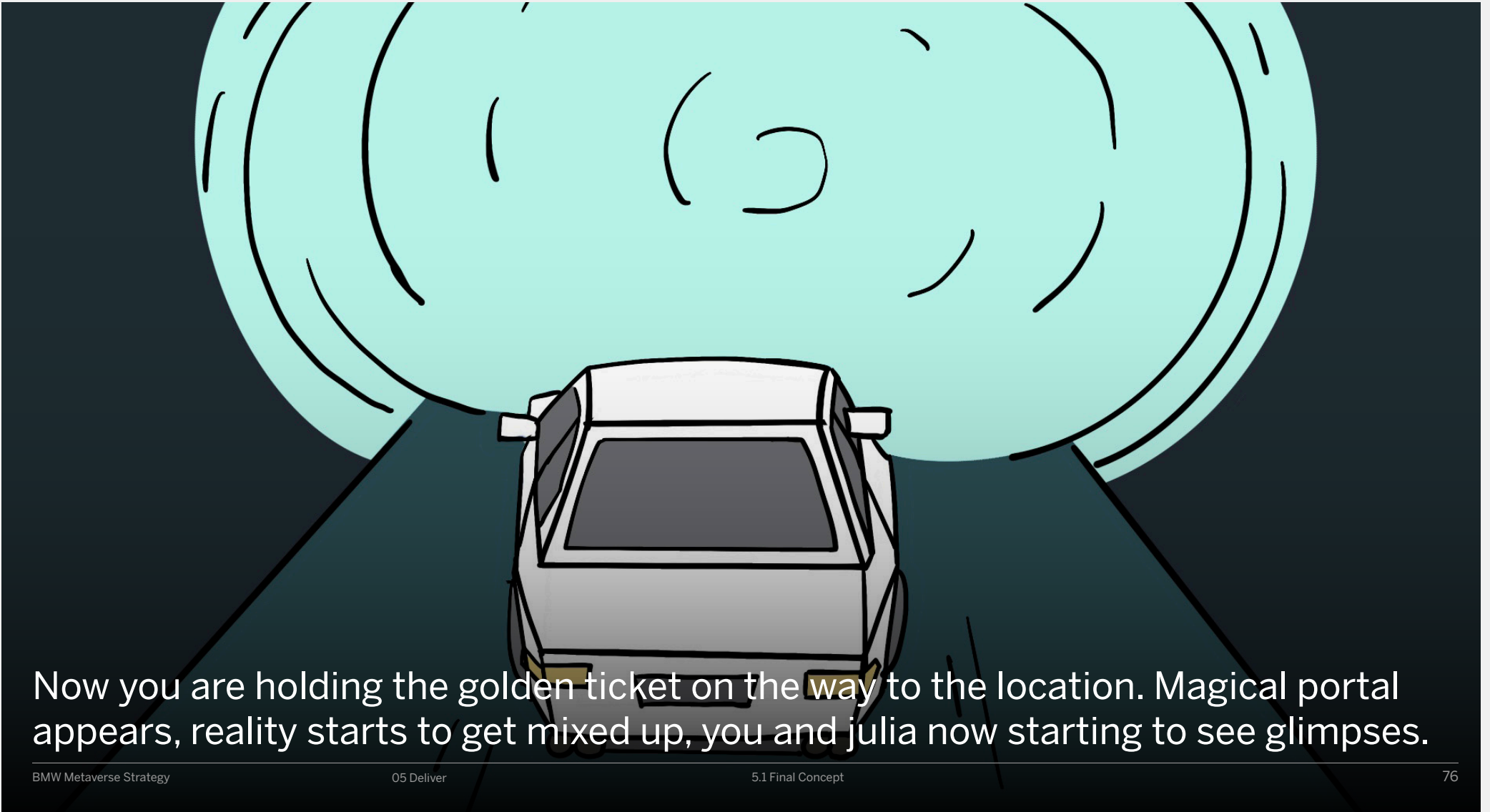
A Golden Ticket. This ticket is hinting an awesome virtual event you can enter. She wants to drive you to the location.

Golden Ticket

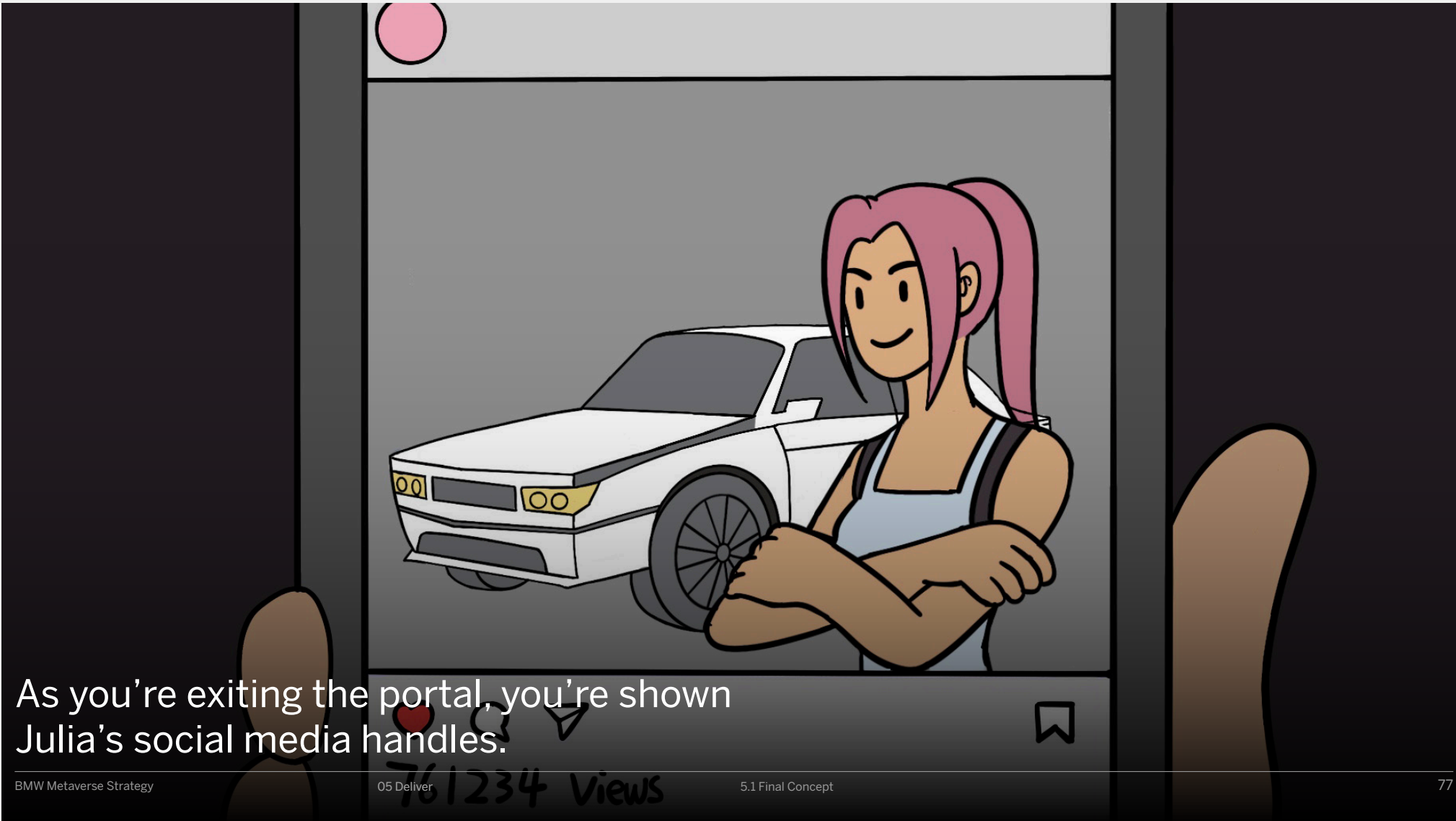
to the VXP

Concert





Now you are holding the golden ticket on the way to the location. Magical portal appears, reality starts to get mixed up, you and julia now starting to see glimpses.



As you're exiting the portal, you're shown
Julia's social media handles.

Renders









Player Retention

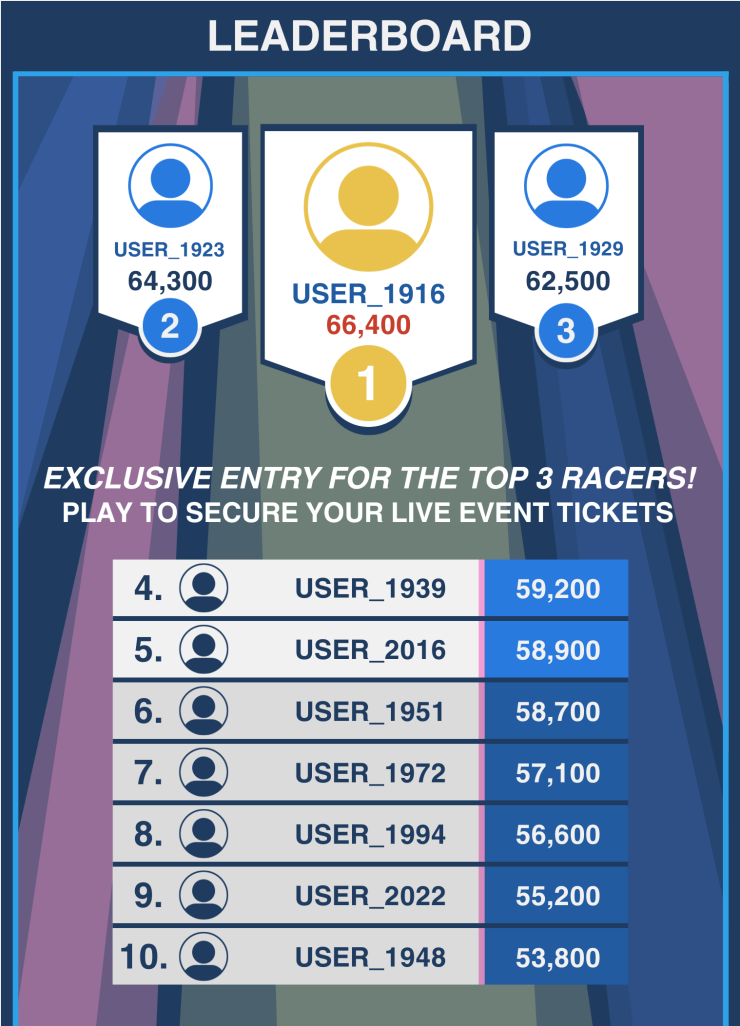
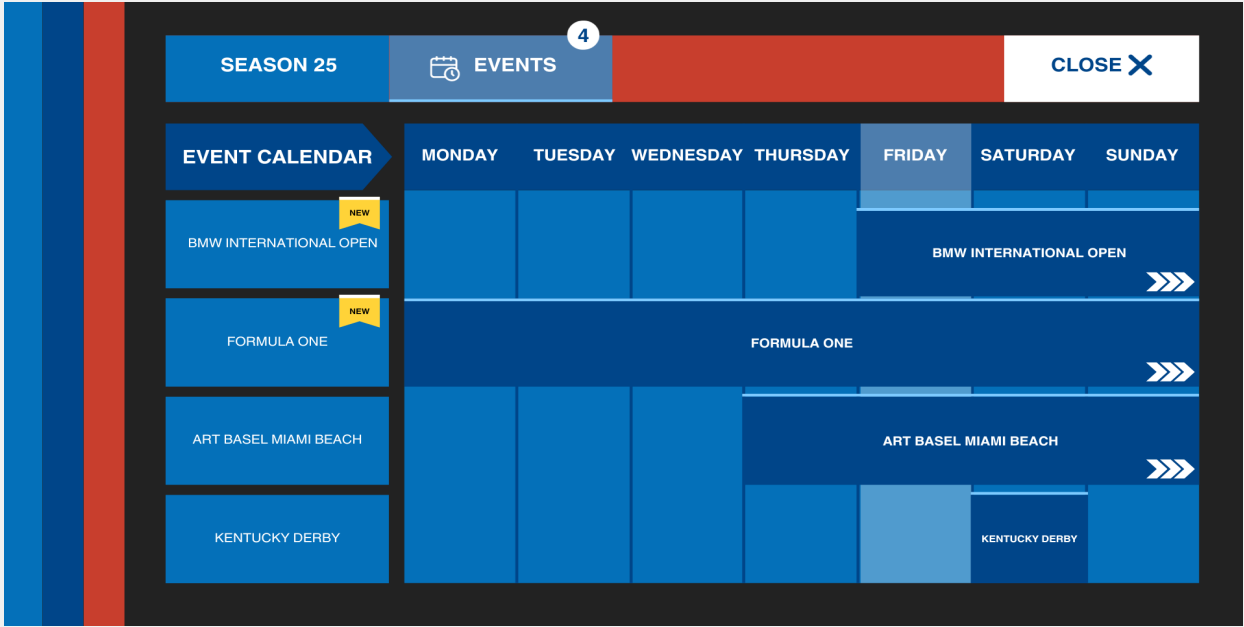
Two significant implementations in the VXP include the events hub and the racing island. The events hub adapts its design for various virtual events, creating a sense of community. Users earn golden tickets through tasks in Hypnopolis and Racing Island, promoting competition and incentives.

The racing island features tracks where users compete, aiming for top spots on the leaderboard. Leading up to real-life events, users compete for tickets, bridging the virtual and physical worlds. Gen Z's focus on experiences drives engagement, with users upgrading cars and making in-game purchases, creating a new revenue stream for BMW. Imagine racing from the IX2 to iconic BMW motorsport or retro Formula 1 cars.



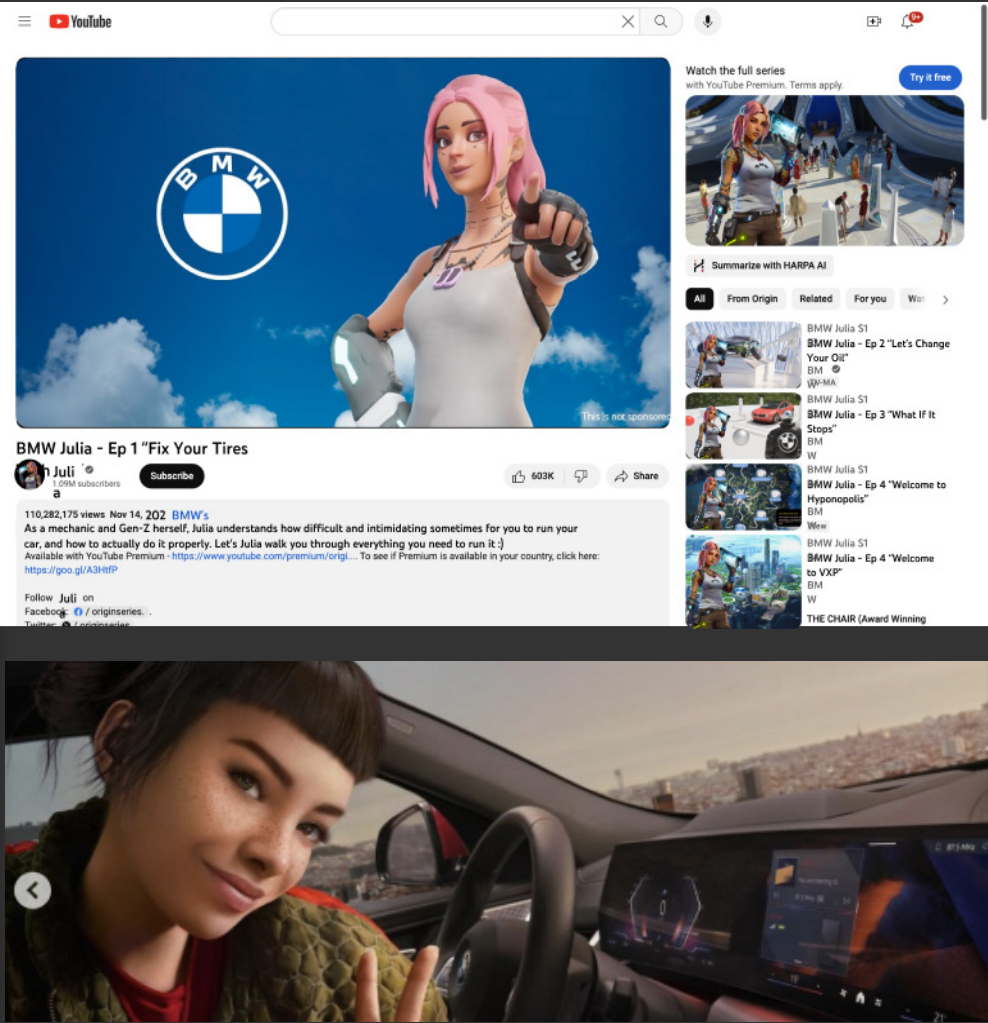
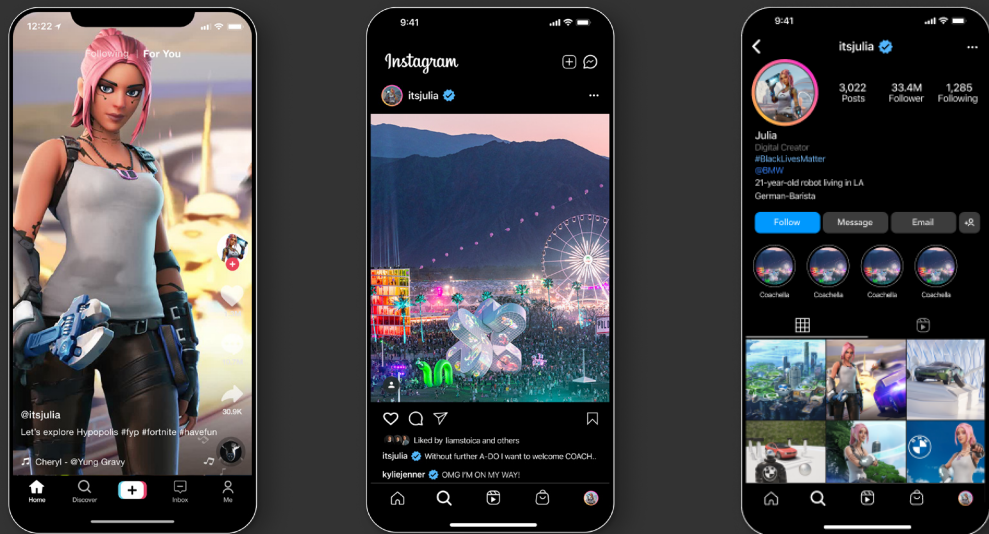
Player Retention

The island's purpose will be based around a calendar of events, like the virtual events that BMW may host in the VXP, so users can earn golden tickets to go to each event, but the central focus around the island will be the real-life events that BMW is a part of. The top spots on the leaderboard will be offered tickets to attend the events in real life, taking the user from the virtual world to the physical world. We know our users will be motivated and engaged with the platform because Gen Z value experiences over anything.



We thought of Julia's social media presence to connect with the players outside of the gaming world, even before BMW collaborates with LilMiquela - a very successful virtual influencer.

The potential of bringing Julia outside of just hypnopolis and potentially the VXP into the realm of social media.



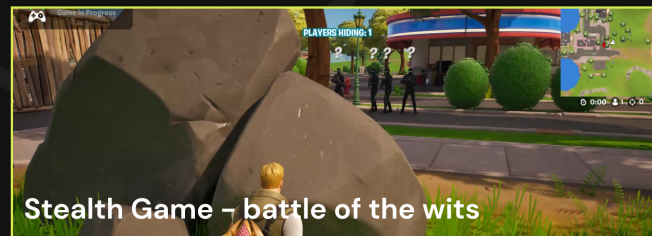
5.2 Posters

INITIATION

Connect with your audience.
Providing a first taste of a thrilling, mind boggling, and heart pumping gaming experience.



Shooter Task – a thrilling experience



Stealth Game – battle of the wits



Storm Evasion – a heart pumping run



GOLDEN TICKET

Providing an incentive.
An immersive gaming experience is not the only reward up for grabs;
it goes beyond gaming!

BMW Motorsport



Coachella



Unreal Fest



Virtual Events



5.2 Posters

TRANSITION

Offer friendship.
To help users explore this exciting new world, Julia will be the user's companion. They can just hit her up on any of her social media.

@itsjulia-

SCADpro x BMW

RETENTION

Keep your audience engaged.
Now with Julia, users can explore, immerse and plunge into the virtual world of BMW VXP! And there is a lot to check out!

Racing World

EVENT CALENDAR

BMW INTERNATIONAL OPEN

FORMULA ONE

ART BASEL MIAMI BEACH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					BMW INTERNATIONAL OPEN	>>>
					FORMULA ONE	>>>
					ART BASEL MIAMI BEACH	>>>

Calendar of Events

Virtual Events Hub

SCADpro x BMW

5.3 Vision Video Script

TEXT OVER BLACK1

"THIS IS EVAN"

"EVAN IS A GEN Z"

"WHO LOVES GAMES AND CARS"

"AND THIS IS HIS STORY"

CUT TO:

INT. EVAN'S LIVING ROOM

Evan is playing Fortnite on his switch.

TEXT OVERLAYS:

"EVAN IS A CURRENT COLLEGE STUDENT"

"WHO IS SAVING TO BUY HIS DREAM CAR"

"A BMW 3301"

INT. EVAN'S LIVING ROOM

Evan tries to call his friend but they are unavailable.

TEXT OVERLAYS:

"HE LOVES TALKING TO HIS FRIENDS"

"WHEN THEY'RE AVAILABLE..."

INT. EVAN'S LIVING ROOM

Evan is scrolling through social media immensely bored.

TEXT OVERLAYS:

"HE OFTEN FINDS HIMSELF SCROLLING THROUGH INSTAGRAM"

"LOOKING FOR NEW EVENTS"

"LIKE HYPNOPSIS"

CUT TO:

EXT. BMW'S FORTNITE / HYPNOPSIS

MONTAGE: BMW's Hypnopolis

TEXT OVERLAYS:

"WHERE IT COMBINES HIS TWO FAVORITE THINGS"

"CARS"

"AND GAMES"

"HE MEETS JULIA"

"JULIA HELPS HIM WITH ALL THINGS CARS"

CUT TO:

EXT. TASK'S SAMPLE CONTENT

MONTAGE: Shooter Task, Stealth Task, Storm Task

TEXT OVERLAY:

"JULIA ALSO HELPS WITH OTHERS TASKS IN HYPNOPSIS"

"WHICH WILL GET YOU A GOLDEN TICKET"

CUT TO:

EXT. BMW'S VXP MONTAGE: BMW's VXP Sample

Content

TEXT OVERLAYS:

"THE VXP"

"JULIA GUIDES YOU THROUGH THE VXP"

"BUT EVENTUALLY SHE CAN HELP IN"

"THE PHYSICAL WORLD TOO"

FADE TO BLACK:





LIKE HYPNOPOLIS







thank you





