

Imagine a Car as Guardian Angel.

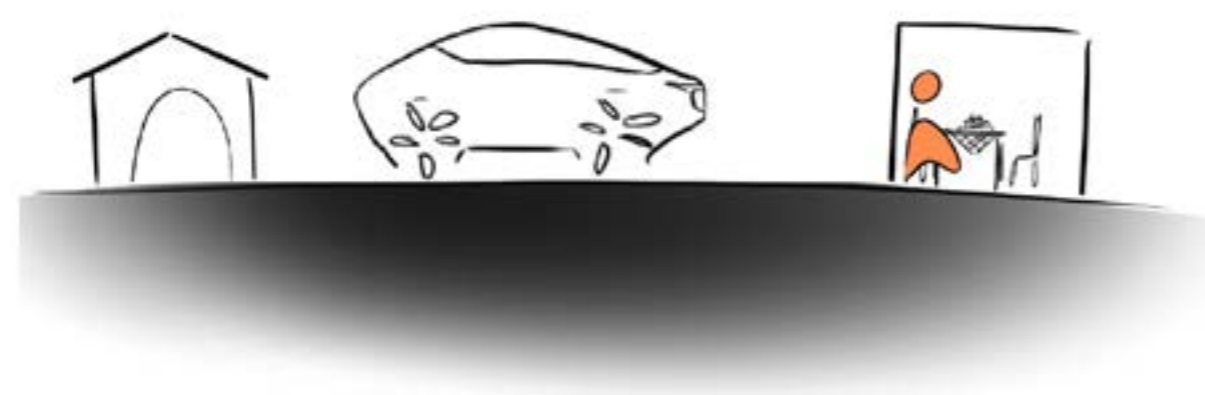
While exploring opportunities for BMW in the Indian market, women's empowerment and safety is touched upon and addressed as consumer need.

For that reason, a service concept is created:

'THE LATE NIGHT MODE'

The Late Night Mode is a mode that safeguards you when out late at night. It entails a **smart ecosystem**, consisting of an in-car AI system, the BMW app and (possibly) a smart watch. The system relies on **data connectivity** of the user.

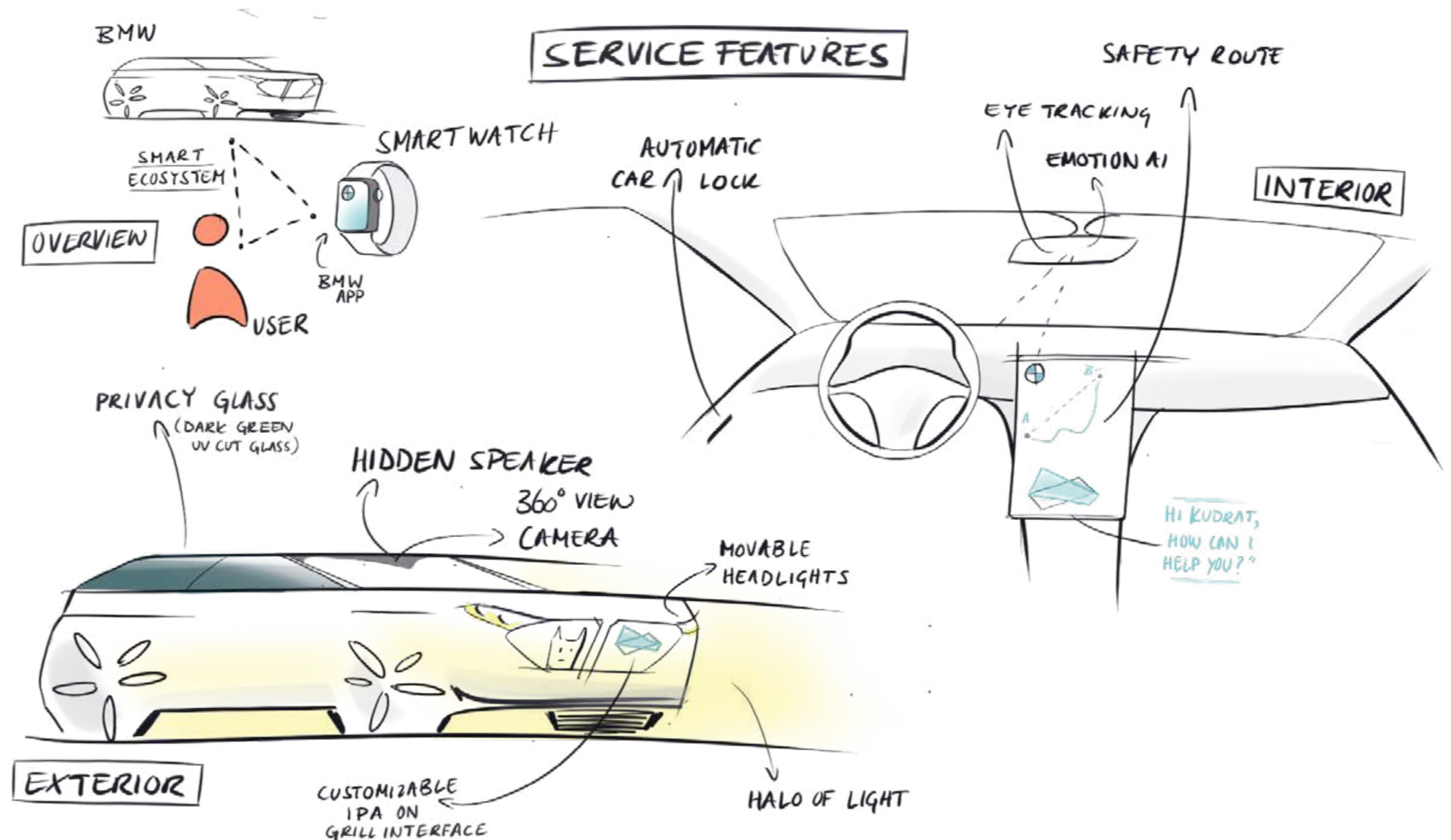
It **understands** how the user is **feeling** and if feeling **unsafe** or detected of **being in an unsafe situation**, it suggests to help by connecting you to other people or acting on behalf of you in a non-obtrusive way, with your safety as first priority.



For in-car as well as surrounding car safety. Getting you from A to B safely, while driving and walking to your final destination.

If the system detects you are unsafe or feeling this way, it will check in with you.

If confirmed, your selected contacts will be notified and the car (could be any BMW nearby) will act up through a step-by-step plan with light, sound and your car's intelligent assistant (IPA).



Unique Selling Points

- **Human-centered system:** A smart system that understands how you are feeling, checks in and suggests action calls in a free non-obtrusive way.
- **Multi-modal convenience:** When you leave the car with the Late Night Mode on, the mode will continue on your smart watch if connected. Seamless integration allows for the user not just to drive safely from A to B, but also ensures you reach your final destination safely.
- **Parked car serving a better purpose:** If the car is parked anyways, it serves a better purpose with the Late Night Mode as it enhances safety for the BMW owners when passing by while an unsafe situation occurs.
- **Data connectivity serving a good purpose:** By actually understanding when someone is in need and the car acting up as a "guardian angel", camera recording in combination with the IPA communicating to the scene serves its purpose.

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Master Thesis
'A Car as Guardian Angel': An exploratory study on how BMW can be meaningful in the Indian market for women's empowerment & safety