

VIRTUALIS

We combine existing hologram technology and the beauty of plants, resulting in a futuristic emotional and digital experience: The Virtualis.

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1. Ideation, Task, Process

1.1 Approach, Fields

Story behind the product

- we wanted something emotional and personal.
- flowers are the best non verbal product there is.
- you can give it as a gift, but also just to make yourself feel better.
- However, flowers and plants are expensive. so we decided to develop a technology that makes it easier and cheaper for us to get the product.
- after researching about projections and what is possible, we decided to produce a hologram projection.
- we thought it would be awesome to have an actual tree in your living room..

User Experience

- Virtualis plants projections guarantee a unique atmosphere and offer an exclusive room experience
- Virtualis plants are beautiful and colourful light sources which influence the atmosphere of the place where they are installed
- The gorgeous nature reconstitution generates a 3D experience at home which doesn't require any 3D glasses
- The futuristic prestige object is made out of precious material which gives it a significant character
- The Virtualis will be able to discern the observer and turn in his direction

Target Groups

- people with high expectations and interests for interior design and ambience
- people living in lofts, big apartments or modern houses
- people who are interested in design, architecture and technology progress
- people who often have guests at home
- people who desire to express their individual good taste

Key Partners

With important Key Partners cooperation, we will raise awareness about the Virtualis compagny.

- ETH: research and product development
- Real Fiction (Holographic Technology): Technology
- Institute of Systematic Botany and Botanical Garden of the University of Zürich: main Information Supporter

1.1 Insights & Trends

Outreach Tactics

Step 1: B to B business model

Bring a new product of an existing technology with a new performance to international business markets, such as exclusive hotels, restaurants, clubs and bars, airport lounges, casinos and important fairs.

Who:

- The Cosmopolitan Casino, Las Vegas
- Burj Al Arab Hotel, Dubai
- Clouds Bar, Zürich
- Special Interior designers and architects

Why:

- exclusive businesses with great client attractiveness' potential
- unique emotional experience for the clients
- to reduce costs
- multiplier factor

Step 2: B to C business model

Bring a new product of an existing technology with new and unique performance to international mass market.

Who:

- Private clients for a private use.

Market Growth & Trends

- Holographic displays already in live concerts and in sale segment
- The spread is low, there is still the potential for the mass market.
- Demonstration models are commercially available.
- Small and cheap copies for retail are in development.
- The technology is in the early stages and is expected to be used increasingly in the precious segment of sales for marketing purposes, education and exhibitions of all kinds.

1.2 Idea, Mission

Questions & Solutions

Can we succeed against the organic flowers and plants?

Is this technology relevant or just another waste of design and product?

- the fact that it is virtual will definitely allow us to have other clients. In that way we don't compete with that crowd, but we can convince them to change.
- we are developing and supporting the technology of holography.
- we are constantly seeking for products amelioration.

Vision

- Virtualis offers a growing catalog of different plants from all regions of the world.
- Customers watch their high resolution plants grow and this in real time.

Concept in short

- The end user buys the Virtualis device and a flower on the online store.
- This flower can be projected as a hologram on the virtualis transparent inclined surface.
- The flower grows and fades over time. Customers watch their high resolution plants grow.

Core Values

- we want to have a product that is innovative, modern and simple at the same time.
- we stand for new technology and future oriented design products.
- we can change the view of home gardening and home atmosphere.

Success Factors & Goals

- the simple and exquisite design
- the possibility of global and local
- it's sustainable / it lasts for a very long time
- the fact that the product stands for the nature
- we want to cooperate with Institutions like the ETH
- with this product we want to change the experience of home planting

1.3 Key Visuals



1.4 Abstract

Virtualis is a new virtual plant for a room experience with innovative and advanced technology.

Both beauty of nature and hologram technology fascination gave birth to the Virtualis game changer.

Hologram projections with a design-box or a design-base can be found in events or concerts, and we therefore developed a revolutionary and easy-to-use performance to have at home or in exclusive businesses.

Now you can get plants from all over the world in just one click on the Virtualis online-store and thus support a worldwide plant protection organization with every Virtualis you buy.

We not only plant the seed, but we create a whole new experience with a rich range of amazing features.

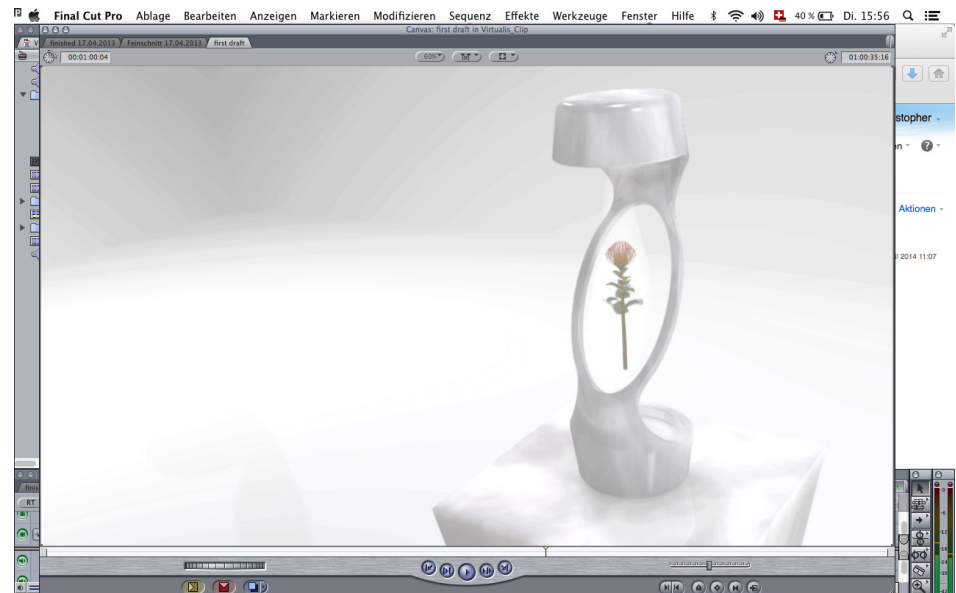
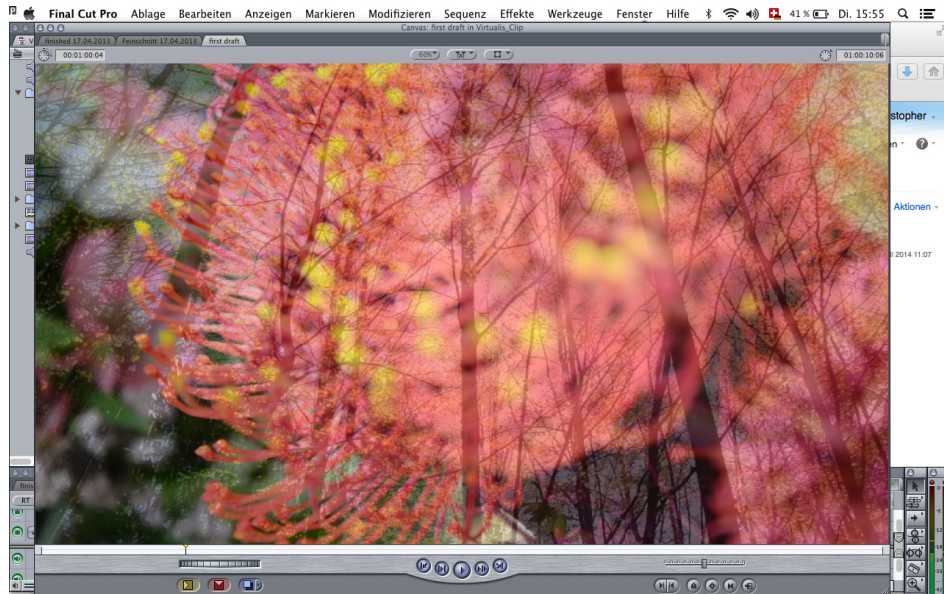
2. Validation

2.1 Business Model Canvas

Name: Virtualis				
Organisation/Team: -5 Workers			Ethic: -Nature, Analog and digital, plant diversity	
Key Partners: -ETH: research and product development -Real Fiction (Holographic Technology): Technology -Institute of Systematic Botany and Botanical Garden of the University of Zürich: main Information Supporter	Key Activities: -Box Design -Website concept -Pitch presentation -Animation 3D -Video	Value propositions: -Surprise effect -Global/local -Interior design lifestyle object -Ambience -Emotions	Customer Relationships: -personal assistance -Website -Online-shop -Personal advisory service	Customer segments: -1. Exclusive businesses Hotels, Bars, Casinos, Hotels -2. Private clients, mass market
	Key Ressources: -Box Product -Technic -Online-shop -Data offer		Channels: -Web sales -Online -Public Promotion -Partners -Public Relations	
Cost Structure: -Fixed and variable costs, technology progress, marketing & sales			Revenue Streams: - Online shop, fairs, events	

3. Film

Storyboard/Screenshots



4. Evaluation

4.1 Résumé

It's about a functional brand because of the easy-to-use design and the product has its surprise factor. You can have exotic plants and flowers, not just the regular ones you can buy in stores. It's going to be a game changer because of the fact that you can order your plants and flowers virtually and profit from a rich range of different and interactive features. The product will firstly be a prestige object, commercial for exclusive public places and after this will reach the mass market for private clients at home. The product has a great sales and development potential.

Moreover, we aim for a good User Acquisition with:

- a great surprise effect
- a global/local and nature preservation concept
- a huge clients attractiveness for businesses
- a totally futuristic and emotional feeling
- a multiplier factor

5. Team

5.1 Roles

Francisco Peier – Product Designer
Caroline Fourré – Marketing, Film
Julia Schaefer – Website, Branding
Christian Schmiedhalter – Technology
Chris Müller – Branding, Film

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