

# Museum of Vistory

Step into the feet of your ancestors like never before.

A never-before seen museum based in Cardiff. The museum was crafted after the technological entrepreneur, David Thomas, aged just 28, set about his goal of manipulating Virtual & Augmented reality. David Thomas went to Edinburgh university and graduated with a degree in systematic gaming and visualisation design. During his time there, he experimented with virtual reality which sparked a ground-breaking idea to recreate moments in history that he and his close friends could feel and simulate. After 3 years of working together with colleagues he met through his course, David went to various shows across the country to promote his idea and share their creation, from which he received much support from a community of all age-ranges.

In 2013, after much attraction and interest from not only the shows, but also the online community, David was given a grant from the local council after a petition from his fan-based community to help secure a bid for a museum space. Today, the Museum of Vistory (virtual history) has been open for 157 days without a hitch, however they feel it needs an identity to reach out to those that don't already know about the technology used at this unique museum. The museum has 8 sections which stretch from The Industrial Revolution to The World Wars and also includes a section on different cities from around the world which lets users experience different cultures right from their finger tips.

At this time the museum is for private viewing only which can be booked in advance for a small donation. The technology features lightweight body suits which are available in different sizes to borrow from the main entrance at no extra cost. They are fitted with the newest technology which allow vibration, Human-AI movements and ultra-nervous systems to recreate sensation. Our visitors will change into these upon arrival and leave their belongings in secure lockers which are monitored by 24hr CCTV. As they enter their chosen first section of the museum, the headset provided will configure the system automatically upon crossing the designated zones, from here the headset will recognise other users in the same room and render their AI within the users peripheral vision to avoid collision. Together they will be immersed carefully within laid out scenery in which they will experience wind, temperature and limited sensation. **Note: no pain will be experienced**, however in the more mature viewings, scenes of violence and/or gore are to be expected. There are also family-censored suits available that limit the viewing experience to the more graphical content.

The museum will also offer a Cafe, Toilets, Gift shop and an optional print-shop for those who used the camera add-on to capture themselves within history.

Things that will be considered for branding the company,

leaflet on museum and its content;

A web-app/store to place bookings;

Shop memorabilia such as books/posters/tees/cups/keyrings etc

### **Example Target Persona**

Name: Dr Jane Powells

Age: 43

Occupation: History Lecturer at Bristol University

Area of Specialty: WW2 and its economical effects on the UK.

Jane lives in a 2 bedroom semi-detached house with her husband Michael, 46, and her daughter Annabel who is 14. She is computer literate and uses its means to stay connected to her students and maintain a satirical history blog as a hobby. She owns a small terrier called Annie who she walks around her local village, Blagdon. Every morning she has a 30min journey to her place of work by car, along her way she passes all the needed amenities such as shops, a library and a post office. Her favourite radio station is Heart and she also has a large interest in the magazine collection called Yesterday's History Today which highlights monthly stories from across the world and presents them in a satirical way, which also inspires her with the upkeep of her blog.

To target this specific audience, the company would make a conscious decision to target relatable magazines which have a large community that are interested in history/technology/experiences. The company would also find it beneficial to target the online community through advertisement and announcements through other news websites/blogs such as BuzzFeed, BBC News and even local radio stations. Posters and Leaflets would also play a large role in the surrounding community as tourists will also be looking for new places to explore during their time in the UK. In this case Dr Powell may pick up one of the leaflets from her local shop or see a poster within her home town. The magazine that she annually buys may have an article on the Museum and could even offer discounts to draw the audiences attention.

The museum itself is built for an educational purpose but with the added benefit of giving the public a stimulating experience of the past through technological integration. The museum could target University courses and other places of education that specialise in history.

For maximum efficiency there will be 8 designated areas available which hold up to 30 visitors each, giving the maximum amount of visitors within the virtual environment at any given time to 240 people. There will also be areas open to inform the user of what each environment is, featuring interactive screens with questions and mini-games for children and other screens for original videos.

### **Three little words:**

Innovative, Transcendent, Interactive