Witness Roadmap

brief Introduction

How does Metauniverse create a business model for the traditional e-commerce industry? How should the traditional e-commerce industry choose the Metauniverse project? Witness is a Metauniverse project dedicated to creating experience stores. Its idea is to create a new business model for the traditional e-commerce industry. From the perspective of merchants and users, the core idea of Witness is' paly to earn 'and' buy in paly ', focusing on Witness to create an experiential scene. Witness designs and creates basic scenarios for the traditional e-commerce industry, and can create exclusive scenarios for businesses to empower the traditional e-commerce industry with core ideas.

As the name of the project and the original intention of the project, Witness is to Witness everything. There are too many things to Witness in life. Sometimes life is unhappy, nine times out of ten, there are many things you want to Witness, but you can't do them. Witness is a virtual world that links and creates a mapping and interaction with the real world through science and technology segments. However, creating an experiential scene will be more suitable for our project. Moreover, there is no full stop when the Witness scene is built. If you keep thinking, the scene will not break.

Users can select any scene they want to Witness in Witness. At the same time, paly elements will be added to each scene, including game mechanism and NFT acquisition. Further enhance the user's sense of experience, and add more interesting interactions and more game experiences with core ideas. Of course, Witness will always put users first, open a community, collect more user ideas, and provide the implementation of customized scenarios.

Businesses can get ownership of an experiential scene. Witness creates a basic theme scene for businesses and an exclusive scene for businesses. Some discounts and rewards will be obtained in the way of game with different difficulty during the experience, and hidden colored eggs will be provided. At the same time, the purchase interface can be directly embedded in the scene, so that users have a better sense of shopping experience.

Project Roadmap

Research content

At present, Witness will conduct research in the following aspects:

1. Complete economic system;
2. Dual end data management of smart contract chain end and traditional back end;
3. VR and AR game experience scenarios;
4. Front end interface;
5. Development of market interface and scene.

target

Witness will build an experiential meta universe mall, with Witness as the central idea, and constantly give full play to the core ideas' paly to earn 'and' buy in paly 'to create a more meaningful and valuable experiential Mall for users and businesses.

Business Roadmap

Witness is positioned as an experiential mall. Its central idea is to Witness. The core idea is' pay to earn 'and' buy in paly '. Then, combined with the brand story of the merchant, each scene is exclusive to one merchant. The current project idea of Witness is to set up experience plates, such as love experience, sports experience, exploration experience, technology simulation experience and so on. You can experience and Witness any scene you can think of, to Witness things that may not be Witnessed because of disrespectful things. Each plate has corresponding brand businesses. After businesses settle in, it is equivalent to having their own Metauniverse world.

Next, let's briefly introduce the idea of Witness's experiential store with the love section being tried. The brands involved below are all examples.

Witness is ready to start from the love sector to Witness its growth. What kind of traditional industries can such a sector target? In fact, including many wedding related brands, it is easy to think of a well-known diamond ring brand DR diamond ring. First of all, the love section will create many scenes of immersive love experience.

From the user's point of view, today's couples sometimes can't experience and Witness beautiful things together because of work, family and other reasons. For example, for long-distance couples, long-distance lovers may even have some obstacles to watching a movie. In the love section of Witness, we will build a meta universe cinema and synchronize cinema movies, so that couples can easily watch a movie together in their spare time, even in different places. Of course, in addition to the cinema, Witness will also provide more unexpected experience scenes. For example, couples want to go to the beach to see the sunrise, go skiing in the north and go to church to Witness the wedding. These things may not be so simple for many couples or couples. The wisdom love section is to make love easier, take the people you love and Witness your love. At the same time, Witness will also add game elements and reward mechanisms to the scene, not only experience Witness, but also allow users to 'pay to earn' and improve user stickiness.

From the perspective of merchants, Witness can create scenes for merchants. If DR diamond rings are settled in the love section, some scenes can be embedded with DR diamond ring products. For example, we can create some exclusive scenes in the love section, such as diamond ring trial wearing scene, proposal scene and so on. It allows users to have a more intuitive and profound understanding of DR diamond ring in the process of experience Witness. Integrating elements of web2 and Web3, and allows users to 'buy in palm' and create a new business model.

More ideas are being explored by the Witness team.

Current Status

At present, there are 4 members in the team of Witness. The team agreed that Witness should start from the love module first.

Witness starts from the love section. Based on the current popularity of NFT and chain tour, of course, NFT will also be an indispensable part of the member Metauniverse project in the future, so start from the small NFT project.

Set two types of NFT first.

Class I: NFT in the form of medals. This kind of NFT is obtained by couples "punch in". You can obtain after punch in successfully, and the NFT avatars integrate the couple's wallet address, personal information and other special elements, making avatars unique and corresponding to unswerving love.

The second type: NFT in the form of gifts. Everyone has given gifts to objects. The second type of NFT is more likely to be transaction type. Set up a beautiful gift NFT, which can create a beautiful NFT with some love related content such as love myths, love stories and love movies. Users can get this kind of NFT and give it to their favorite objects, or collect or sell it themselves.

At present, the team has completed the demo of the love section, the front-end interface of the love section and the smart contract of NFT. At the same time, we also reserved the market interface for purchase.