

French University of Armenia  
Faculty of Applied Mathematics and Informatics



Report on “ManuMap” project

**Group members:**

Gor Babayan

Tigran Boyakchyan

Artur Bakunc

Hovhannes Gasparyan

**Student:**

Gor Banayan

## Project brief description (Individual)

The 'ManuMap' project is designed to make global cultural heritage accessible by offering interactive virtual tours, enabling users to experience and explore monuments from around the world.

## Problem Statement (Made by Tigran and Gor)

People interested in history and culture, such as students or other individuals with limited financial means, often face barriers when attempting to explore global cultural sites. These barriers include geographic distance, high travel costs (averaging \$1,000 to \$5,000 per person for a week-long tour), and time constraints.

Currently, their only option is static online content such as videos, images, or documentaries, which lack the engagement and interactivity of real-world exploration. This makes them feel disconnected and curious, as they cannot fully satisfy their interest or interact with these sites in real-time.

This lack of accessible, engaging, and interactive solutions prevents people from experiencing the cultural richness these sites can offer, limiting their ability to connect deeply with global heritage.

## Problem Statement Canvas

<b>CONTEXT</b> When does the problem occur?  <i>The problem occurs when people want to explore cultural sites but face difficulties such as geographic distance, high costs, physical limitations, or time constraints.</i>	<b>PROBLEM</b> What is the root cause of the problem?  <i>Access to global museums and monuments is limited due to location, travel expenses, and physical or time barriers. Many cultural sites are also overcrowded or are in a destroyed shape.</i>	<b>ALTERNATIVES</b> What do customers do now to fix the problem?  <i>People may watch videos or browse images online. They also rely on documentaries for information. They do not engage with these sites at all because of the lack of interactive options.</i>
<b>CUSTOMERS</b> Who has the problem most often?  <i>People interested in history and culture with limited financial or geographical abilities, students, who are studying tourism and the individuals with mobility issues.</i>	<b>EMOTIONAL IMPACT</b> How does the customer feel?  <i>Disconnected and curious.</i>  <b>QUANTIFIABLE IMPACT</b> What is the measurable impact (include units)?  <i>Travelers spend from 1000\$ to 5000\$ on average per person for a week-long tour including staying and flight prices.</i>	<b>ALTERNATIVE SHORTCOMINGS</b> What are the disadvantages of the alternatives?  <i>Current solutions lack interactivity and engagement and often don't replicate the experience of visiting a site in person. Static videos and images don't allow for real-time interaction or exploration.</i>

## Solution (Made by Hovhannes and Artur)

### Main Job to be Done

#### Functional Aspects

Allow users to explore and learn about historical monuments worldwide through virtual tours.

#### Emotional Aspects

- **Personal Dimension:**
  - Users feel a sense of satisfaction and excitement as they gain knowledge while virtually exploring iconic monuments.
- **Social Dimension:**
  - Customers see themselves as someone who values and appreciates history, culture and global heritage.

### Related Jobs to be Done

#### Functional Aspects

Enable guides to organize virtual tours, allowing them to showcase their expertise to a global audience.

#### Emotional Aspects

- **Personal Dimension:**
  - Make users feel valued by offering personalized recommendations based on their cultural interests and preferences.
- **Social Dimension:**
  - Encourage users to share their experiences and insights with others, fostering a sense of contribution to cultural understanding, connecting them with like-minded individuals.

## Focus Market

Given the virtual tour platform project, we can identify its focus markets based on the four organic growth strategies as follows:

1. **Core Growth:** Targeting existing market segments interested in virtual experiences or tourism, such as history enthusiasts, students, and people who want to explore global monuments but cannot travel.
2. **Disruptive Growth:** Our project disrupts the work of different museums and tour companies that are specified in tours in real life.
3. **Related Job Growth:** Targeting tour guides, educators, or history professionals who can become guides on the platform, creating a new revenue source.
4. **New Job Growth:** Building new roles within the platform, such as digital monument creators, virtual tour developers, and interactive experience designers, which can further expand the platform's capabilities and offerings.

## Description of Innovation (Made by the whole team together)

### HIT Matrices for Virtual Tour Platform

#### HIT Matrix: Integrating Recipe App Features into Virtual Tour Platform

HIT Matrix		Virtual tour features			
		Recommended Tours	Customizable Playlist	User Content Upload	Tour Flexibility
Recipe App Features	Personalized Recipes	Suggest monuments based on interests	Create a list of favorite monuments	Upload personal experiences with each monument	Flexible tour times
	Favorites & Collections	Add tours to the “favorites” list	Save and group favorite tours	Save user’s favorite content	Option to revisit favorite or the most interesting parts of a tour
	User-Generated Content	See popular recommendations by users	Browse playlists shared by other users	Review user-submitted photos	Other recommendations based on preferences for tours
	Flexible Substitutions	Suggest related tours if the desired ones are already full	Suggest alternative playlists if a preferred one isn’t available	Allow users to join tours at any moment	Notify users of available tickets on tours that were already filled.

## Ideas from the books and news

### 1. Man Fakes Heart Attacks to Avoid Restaurant Bills.

A man in Spain pretended to have a heart attack multiple times to skip paying for expensive meals.

#### Surprise Dramatic Moments (Inspired by the Heart Attack Story)

- **Feature:** "Surprise Facts" or "Dramatic Interludes" – During the virtual tour, unexpected pop-ups can occur. For instance, at key points in the tour, users might encounter fun, surprising historical facts or “dramatic scenes” showing notable moments.
- **Purpose:** This would add an element of unpredictability and excitement, making the tour more engaging and enjoyable, much like adding humor to a serious setting.

[The source](#)

### 2. Sustainable Agriculture and Local Empowerment

Recent discussions in sustainable agriculture emphasize the need for local empowerment and efficient extension systems to boost productivity and engagement among small farmers. This approach involves supporting local expertise and promoting knowledge sharing to empower communities to adopt sustainable practices.

#### Connection to the Virtual Monuments Platform:

**Empowering Local Guides:** Our platform could implement a model where local guides or experts in history and culture are trained and supported to lead tours. Our platform could provide educational resources, tools, or certifications to help guides deliver more engaging and accurate tours.

[The source](#)