

## Assignment 6 Group: Locked Inn



## Overview

Team Members: **J.Bengeyfield , S.Vowels & T.Chambati**  
Student Numbers: **903175, 2030428 & 964089**  
Assignment: **Assignment 6: Group Project VR MSc for Swansea University**  
Virtual World Name: **Locked Inn**  
GitHub: <https://github.com/jbengey/LockedInn>  
GitHub Pages: <https://jbengey.github.io/LockedInn>  
Video link:  
Unity Version: **2019.4.16f1**  
Hardware: **Acer Mixed Reality Headset, NVIDIA GTX 1070, Intel I7-7700HQ, 16GB Ra**

### Bar Logo



## 1. Introduction

Locked Inn is the name of a virtual reality (VR) pub experience created amid the COVID-19 pandemic to help bring to the United Kingdom and home based source of entertainment. Entertainment that is very immersive especially with respects to its Zoom and Skype counterparts, individuals feel more immersed in a pub environment that will soon become the base to satisfy your social craving and cure your need for connection and community . COVID-19 has left us yearning for familiarity, friends and fun but let us no longer feel that lockdown had logged us out from society but rather has us Locked Inn.

## 2. Market Analysis

### 2.1 Market Data

#### 2.1.1 Global Virtual Reality Market

The global virtual reality market grew by 51.6% in 2019 to reach a value of \$12.4 billion which is £9.08 billion (*Global - Virtual Reality*, n.d.).

Year	\$ billion	€ billion	% Growth
2015	0.7	0.8	
2016	3.8	4.3	409.5%
2017	6.2	7.0	63.4%
2018	8.2	9.2	30.9%
2019	12.4	13.9	51.6%

Figure 1: Global Virtual Reality Market

#### 2.1.2 Global Virtual Reality Market Geographical Segmentation

The global market consist of North America Asia-pacific, the reast of the world and Europe.

Europe as of 2019 make up 25.4% of the global virtual reality market (*Global - Virtual Reality*, n.d.)

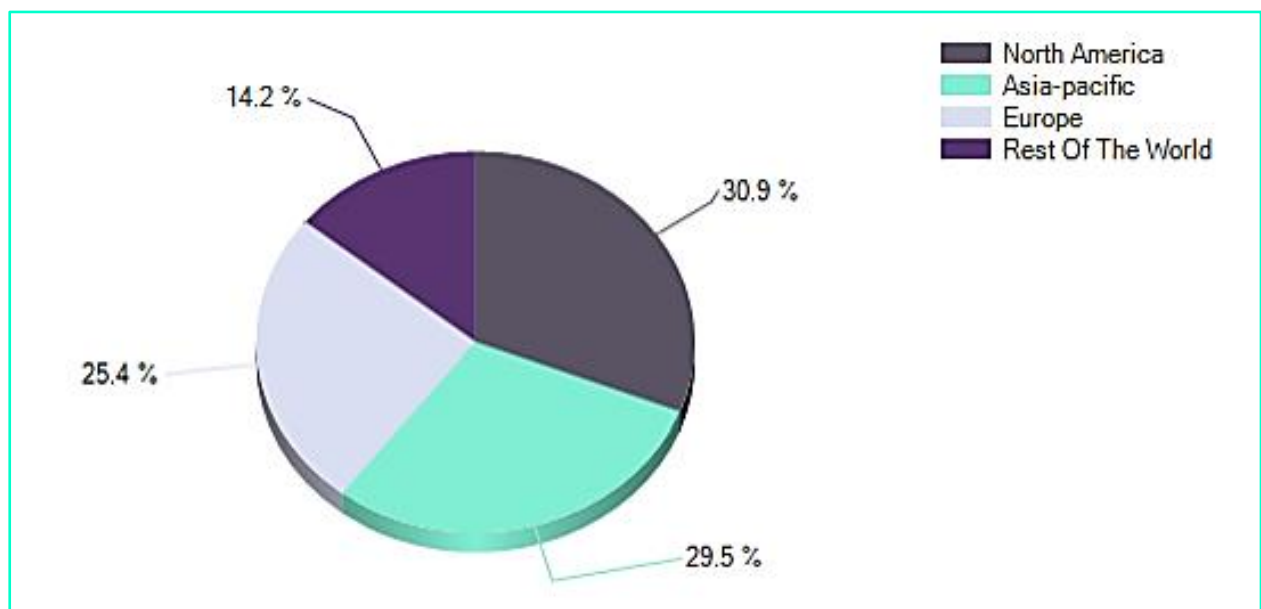


Figure 2: Global Virtual Reality Market Geographical Segmentation

### 2.1.3 Market Value Forecast

The global market value for virtual reality for 2024 has been forecasted to have a value of \$39.2 billion or £28.69 billion , an increase of 216.8% since 2019(*Global - Virtual Reality*, n.d.)

Year	\$ billion	€ billion	% Growth
2019	12.4	13.9	51.6%
2020	17.0	19.0	37.2%
2021	20.8	23.3	22.3%
2022	25.7	28.8	23.7%
2023	31.8	35.7	23.8%
2024	39.2	44.0	23.3%

Figure 3: Global Market Value for VR 2024 Forecast

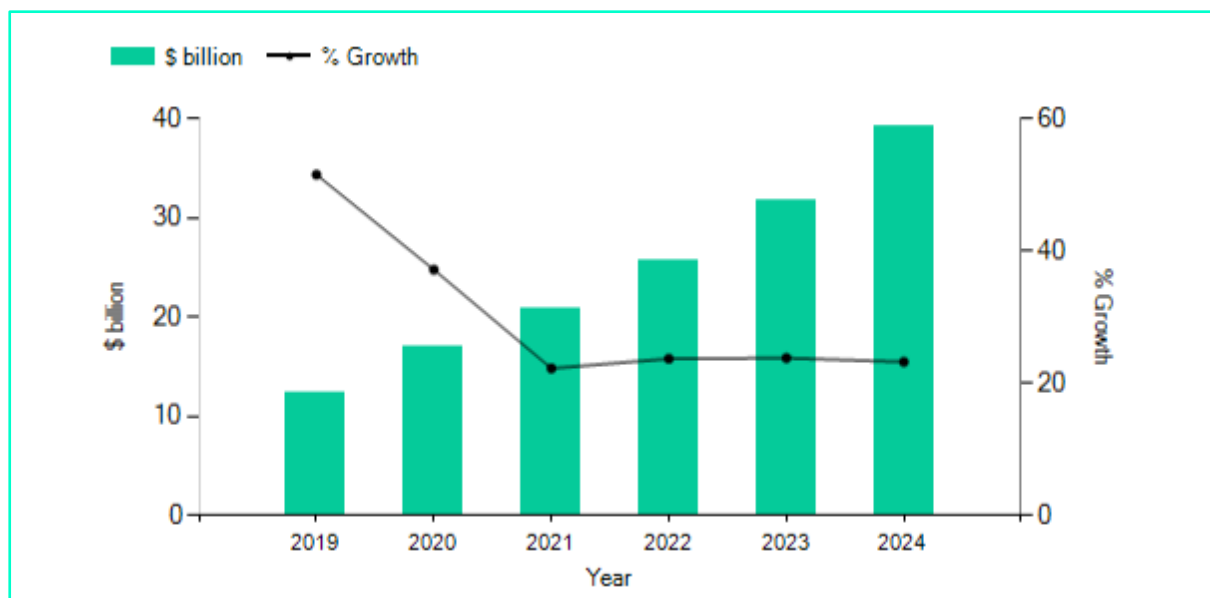


Figure 4: Global Market Value for VR 2024 Forecast

### 2.1.4 UK VR Market Value

The UK Global Market Value for VR 2024 Forecast as of 2019 is estimated at a value of £233 million, a 57% increase since 2018 (*Virtual Reality - UK - December 2019 - Market Research Report*, n.d.)

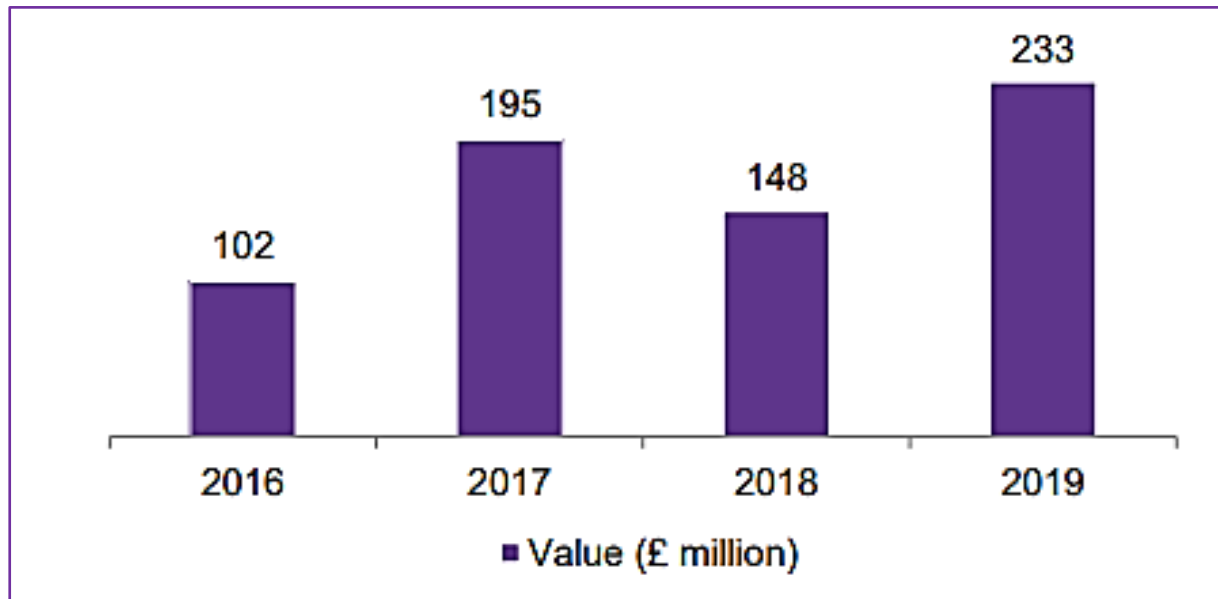


Figure 5: 2019 UK Global Market Value for VR

Within the UK the highest % of virtual reality headset owners by generation are millennials (22 to 38 years of age) at 21.7% as of 2019 (• *UK: Virtual Reality Headset Ownership by Generation 2019* / Statista, n.d.)

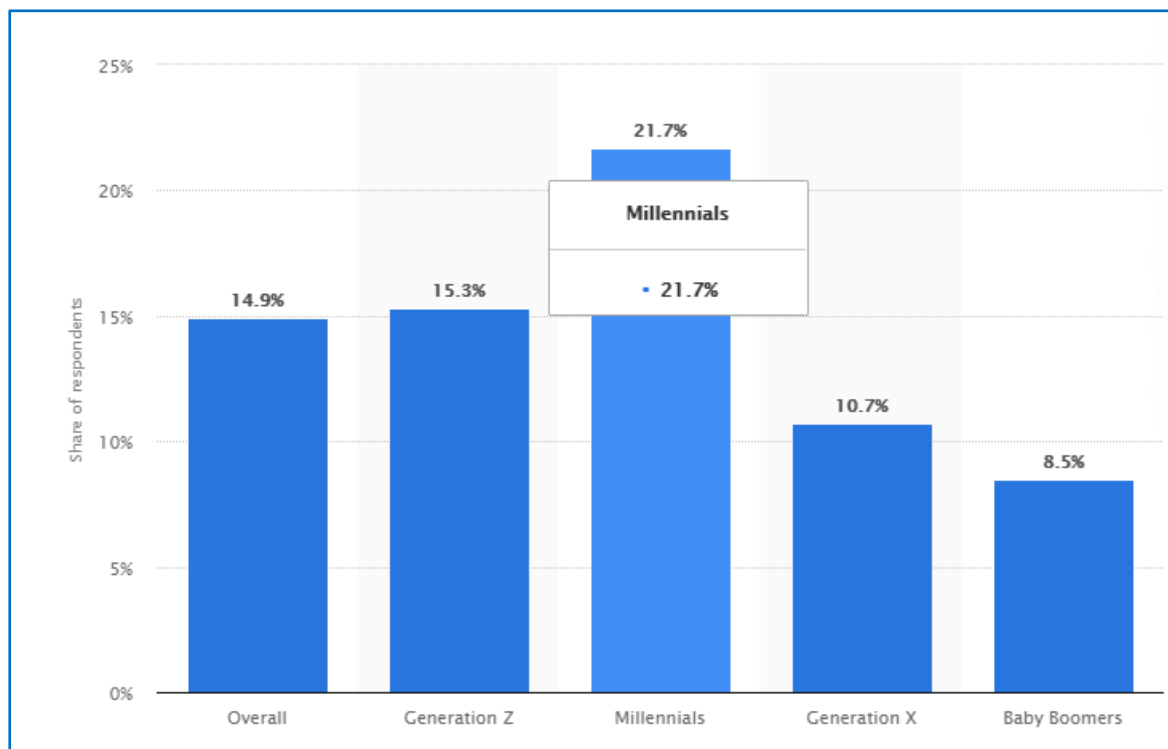


Figure 6: Highest % of UK virtual reality headset owners by generation

## 2.2 SWOT Analysis for Lock Inn VR Entertainment app



### 2.2.1 Summary

For the Locked Inn VR application key factors affecting the app success are:

- COVID-19 Lockdown restrictions
- Cost of the VR equipment and space required
- Target market for the application.
- How hoe the application will be used/ which industry it will best fit into

Other background factor affect this applications success will be that of competition in the shape of other applications with a similar premise and or target market.

## 2.1 Market Plan

## 2.2 Application of the Ansoff Matrix

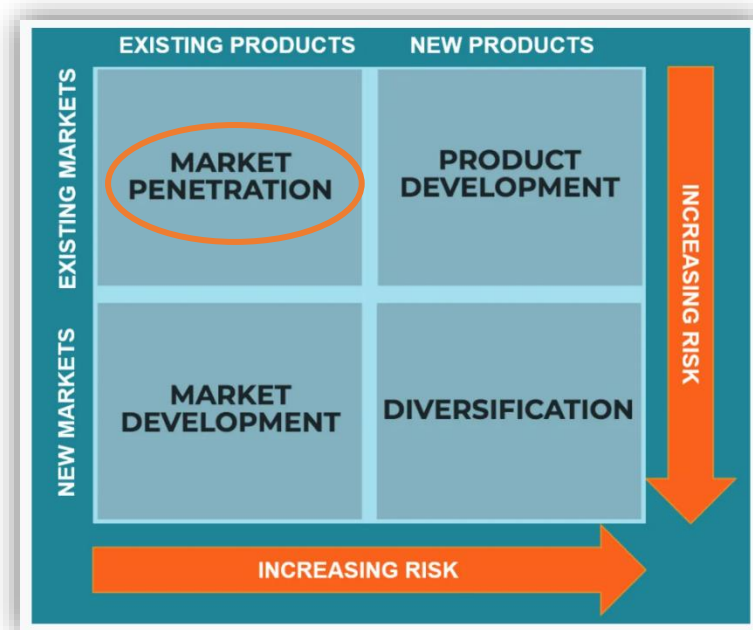


Figure 7 : Ansoff Matrix to establish best growth strategy (Corporate Finance Institute, 2015)

Based on the Ansoff Matrix the best marketing strategy for growth is through market penetration:

- **Market Penetration:** This focuses on increasing sales of existing products to an existing market.

Because there are applications with a similar premise the most sensible approach is to first penetrate the UK market by :

- 1) Making a VR application that is deeply rooted to UK culture, such as old Irish-style pubs
- 2) Providing a private social platform catered to a pre-COVID lifestyle that UK residents are desperate to have, e.g. Hen Parties, University socials, post work socials.

The target market is millennials ranging from 22-38 years of age, as they make the largest group of VR users in the UK at 21.7% (• UK: Virtual Reality Headset Ownership by Generation 2019 | Statista, n.d.).



### 2.2.1 Potential Market

Based on 1000 internet user of ages 16 + the following table shows the ways in which leisure time was spent from researched conducted between the 9<sup>th</sup> and 16<sup>th</sup> of April 2020 (*British Lifestyles - UK - November 2020 - Market Research Report*, n.d.)

- 49% of the participants spent their leisure time with either friends or family via video

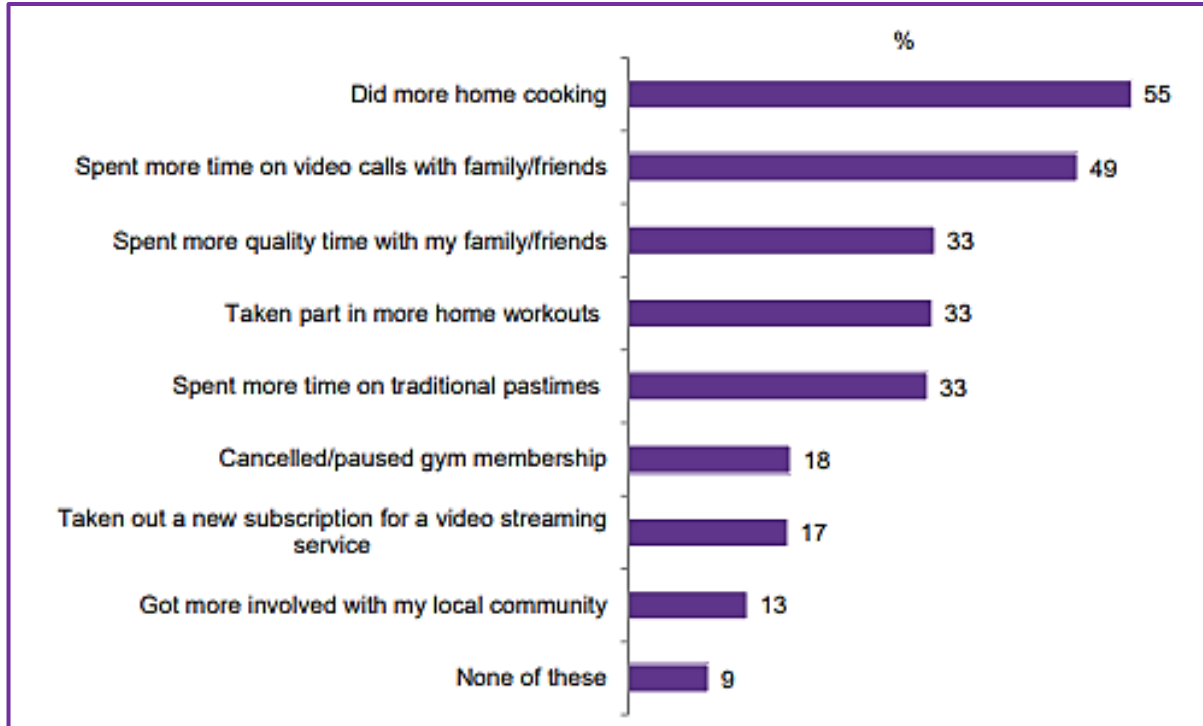


Figure 8: Ways in which UK leisure time was spent

This reflects the need that people have for connectivity, thus providing a bases for the potential of the Locked Inn application in the UK VR industry.

### 2.2.2 Market Opportunity

The UK's current population at the time of writing this market plan is 68 million people (*How UK Organisations Are Using XR - PwC UK*, n.d.) .

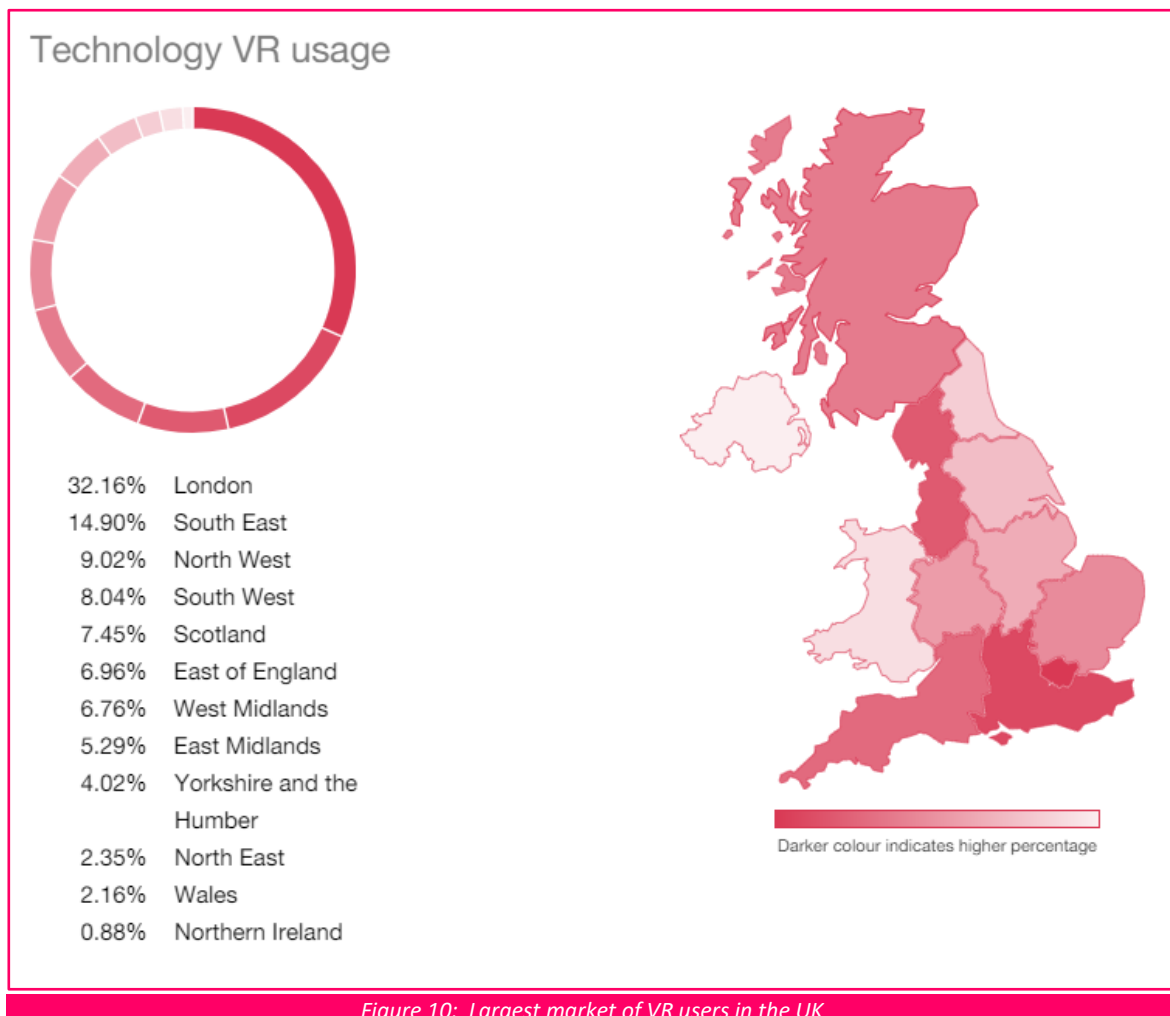
- From this value the most populated main city in the UK is London with 7,556,900 million residents (*U.K. Population (2021) - Worldometer*, n.d.).

#	CITY NAME	POPULATION
1	London	7,556,900
2	Birmingham	984,333
3	Liverpool	864,122
4	Nottingham	729,977
5	Sheffield	685,368
6	Bristol	617,280
7	Glasgow	591,620
8	Leicester	508,916
9	Edinburgh	464,990
10	Leeds	455,123

Figure 9: Most populated main city in the UK

- 46% of the London population about 3.5 million people are with the age range of 16 to 44 (target market range ) years as of the year 2015(*Population Dynamics of UK City Regions since Mid-2011 - Office for National Statistics, n.d.*)

The above market opportunity information gives a better scope of the target market and market opportunity, London would prove a great city to first start penetrating the market as it has the largest population of millennials and based on PWC UK London has the largest market of VR users in the UK at 32.16% of all UK VR users (*How UK Organisations Are Using XR - PwC UK, n.d.*):



## 2.3 Marketing Mix

### a. Product Strategy

#### 1. Description of the application

The Locked Inn application is an entertainment based application that currently offers to the UK public a fun and long desired Virtual Irish-styled pub. The Virtual Pub is there to service as an immersive pub experience where you, your friends, family and colleagues can go during COVID-19, right from the comfort of your very own home. Once the multiplayer feature has been added (future plans) this Virtual Pub world can be used a Zoom substitute, for online socials, pub-quizzes, connecting with others with whom you have been restricted contact and more. The application for businesses can be programmed to stand as virtual training ground for future bar staff, or even stand a virtual interview platform.

#### 2. SMART Objectives of the Application

**S:** The current objective of the application is to see over the course of the year how much traction the application will gain, currently the aim is for 1 million active users over the course of the year. This will help show investors the potential profitability of the app, and give a better scope for the overall market value of the application.

**M:** Monitoring of the increase in monthly downloads as well as monthly reviews on the daily usage of the application

**A:** The dramatic lifestyle change of staying at home due to COVID-19 has made the attainability of this goal more feasible, as many UK millennials are craving some form of social outing.

**R:** Given the target market is within the range of 3.5 million, 1 million active users in the course of the year only makes up 30% of the total potential market, which lies in the range of realistic.

**T:** This market plan/strategy is for the duration of one year.

### b. Pricing Strategy

#### 1. Customer Based Pricing

For the application once a demand has been established then the pricing strategy to be executed will be **customer based pricing**, more specifically **Penetration Pricing**.

Penetration pricing will be used because once demand for the application has been established then the app needs to establish itself among other applications with a similar premise and obtain market share. This is best done using the penetration pricing market strategy.

c. Distribution (Place) Strategy

The main channel of distribution will be the Locked Inn website that has been created, the objective is to generate as much traffic towards the website as possible, this will help millennials begin to develop brand trust and minimise confusion, allowing quick access to the application.

- The application will be accessible through the Locked Inn application website:

[Locked Inn \(jbengey.github.io\)](https://jbengey.github.io)

- This will be the main platform of distribution for the application and will for the first year be free to access .

d. Promotional Strategy (Integrated Marketing Communication)

1. Overall Promotional objectives

- Promote the Locked Inn application through social media especially Tik Tok and Facebook
- Communicate the message of social interaction and more immersive and fun way to connect with family and friends
- Communicate a universal message across all platforms of promotion i.e. Integrated Marketing Communication

2. Budget Costs and Timescale

Cost

- The overall budget for the promotional activities involved with the application have been represented as percentages for each respective advertising channel:

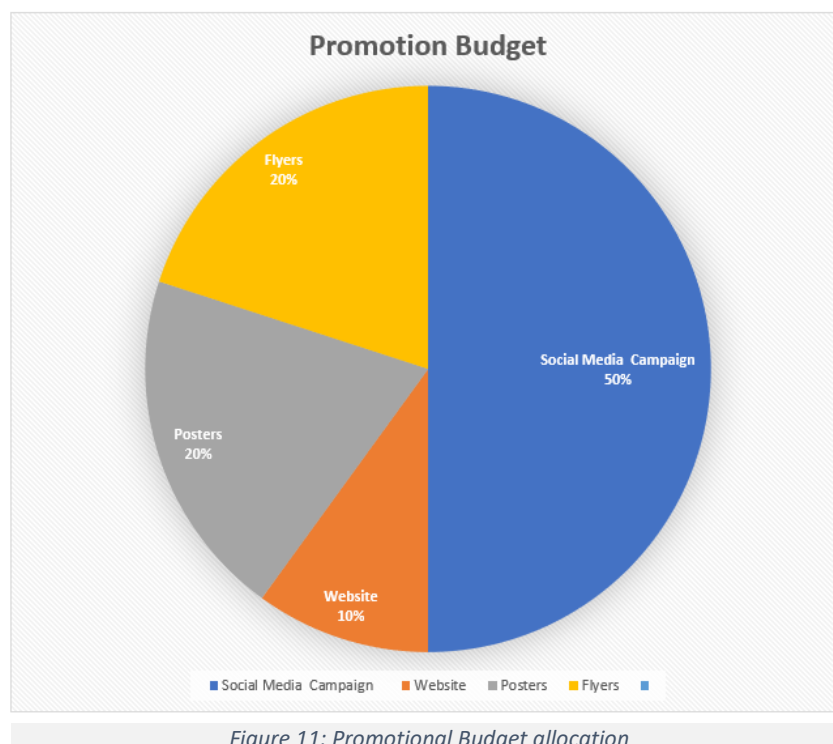


Figure 11: Promotional Budget allocation

*Promotional Schedule For Locked Inn App*

Over the course of the year in which the application is launched to market this will be the promotional schedule utilized, spanning from January 1<sup>st</sup> to December 31<sup>st</sup>.

Table 1: Promotion Schedule

Promotional Schedule For Locked Inn Application															
Advertising Channels	Start Date	Period of promotion	End date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Digital</b>															
Social Media Campaign: Facebook, Tik Tok, SnapChat, Instagram	Jan 1st	4 months	Dec 31st												
Website	Jan 1st	All year	Dec 31st												
<b>Physical</b>															
Posters	Jan 1st	2 months	Jun 1st												
Flyers	Mar 1st	2 months	Sept 1st												
Word of mouth	Jan 1st	All year	Dec 31st												

### 3. Media Theory

The Digital Revolution has been diving into the past so as to give us a better understating of the current technological developments we have now. Through taking a glimpse at the past, and critically analysing the works of what is claimed as the first computer (That was never Built) deemed the “*Analytical Engine*” conceptualized by the great mathematician Charles Babbage(*Howard Rheingold’s / Tools for Thought*, n.d.) and a century later or just about, (separate from Babbage’s work) created by American engineers, “*ENIAC*” (*Howard Rheingold’s / Tools for Thought*, n.d.). Building on past concepts and basic prototypes the theory from the Digital Revolution was walked us through time showing us how the C# coding we used to create Locked Inn can have its origins traced back to 1840 to arguably the first programmer Ada Lovelace and her development of the first computer program (*Howard Rheingold’s / Tools for Thought*, n.d.)

The Digital Revolution also walked us down leading to the future, promoting the ideas that Virtual Realities we experience through computing technologies will in future become our permanent home, as the Ideas of Moravec, Hayles and Haraway all favour a posthuman world. These glimpses help put into perspective the relationships people have with technology, and they fully accentuate our responsibilities as up and coming VR specialist in shaping the conversation and perceived notion of VR technology. Yes Locked Inn is there to help the UK society escape the confines of COVID-19 and have entertainment in the comfort of your home however the idea of VR is not to look to it as the ultimate solution or even substitution for real life. These realizations of the progressions of technology and dangers of said computing technology do give a better idea of what kind of developer we like to be, and what influence we’d like to have on society and the world a whole.

## References

- *UK: virtual reality headset ownership by generation 2019* | Statista. (n.d.). Retrieved January 6, 2021, from <https://www.statista.com/statistics/1044070/uk-virtual-reality-headset-ownership/>
- 3D asset VR / AR ready Beer Mug* | CGTrader. (n.d.). Retrieved January 7, 2021, from <https://www.cgtrader.com/free-3d-models/interior/kitchen/beer-cup>
- 3D interior LIGHT* | CGTrader. (n.d.). Retrieved January 7, 2021, from <https://www.cgtrader.com/free-3d-models/furniture/lamp/light--3>
- 3D model lamp 63 AM152* | CGTrader. (n.d.). Retrieved January 7, 2021, from <https://www.cgtrader.com/free-3d-models/various/various-models/lamp-63-am152>
- British Lifestyles - UK - November 2020 - Market Research Report*. (n.d.). Retrieved January 6, 2021, from <https://reports.mintel.com/display/988568/?fromSearch=%3Ffreetext%3DUK%2520lifestyles>
- Buy Professional 3D Models* | CGTrader. (n.d.). Retrieved January 7, 2021, from <https://www.cgtrader.com/3d-models>
- Freesound - "bottle beer glass drop fall smash on floor or concrete.wav" by kyles*. (n.d.). Retrieved January 7, 2021, from <https://freesound.org/people/kyles/sounds/450780/>
- Freesound - "Dartboard 5.aif" by tonnonic*. (n.d.). Retrieved January 7, 2021, from <https://freesound.org/people/tonnonic/sounds/332201/>
- Global - Virtual Reality*. (n.d.). Retrieved January 6, 2021, from <https://advantage.marketline.com/Analysis/ViewasPDF/global-virtual-reality-103331>
- How UK organisations are using XR - PwC UK*. (n.d.). Retrieved January 6, 2021, from <https://www.pwc.co.uk/issues/intelligent-digital/virtual-reality-vr-augmented-reality-ar/how-uk-organisations-use-vr-ar.html>
- howard rheingold's | tools for thought*. (n.d.). Retrieved January 7, 2021, from <http://www.rheingold.com/texts/tft/02.html#Chap02>
- Population dynamics of UK city regions since mid-2011 - Office for National Statistics*. (n.d.). Retrieved January 6, 2021, from <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/populationdynamicsofukcityregionssincemid2011/2016-10-11>
- U.K. Population (2021) - Worldometer*. (n.d.). Retrieved January 6, 2021, from <https://www.worldometers.info/world-population/uk-population/>
- Virtual Reality - UK - December 2019 - Market Research Report*. (n.d.). Retrieved January 6, 2021, from <https://reports.mintel.com/display/921468/?fromSearch=%3Ffreetext%3DVirtual%2520Reality%2520in%2520the%2520UK%2520#>

*Virtual Reality vs. Augmented Reality: Strengths and Weaknesses - dummies.* (n.d.). Retrieved January 6, 2021, from <https://www.dummies.com/software/virtual-reality-vs-augmented-reality-strengths-and-weaknesses/>

*Wooden Coffee tea table 3D model | CGTrader.* (n.d.). Retrieved January 7, 2021, from <https://www.cgtrader.com/free-3d-models/furniture/table/wooden-coffee-tea-table>