TEMPLATE

Extended Reality (XR): */ikˈstendəd// adjective, rēˈalədē/ noun (/eks/ /är/ nouns)*

A term referring to all real and virtual combined environments and human-machine interactions generated by computer technology and wearables. It includes representative forms such as augmented reality (AR), augmented virtuality (AV) and virtual reality (VR) and the areas interpolated among them.

Media: */ˈmēdēə/ noun*

The main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.

XR MEDIA

Table of Contents

Introduction

- What the document is
- Who it is being presented to
- Recent relevant info
- Next steps

Executive Summary

Welcome inside

- What we do for them and why they care
- Process
- Key perforamnce indicators
- Return on net investment

What to display

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How the world came to be

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Market Research

- Quantitative proof ofg adoption, interest and application
- How utilized in industry, and the benefits they are gaining

[Quotes] [Graphs] [Table]

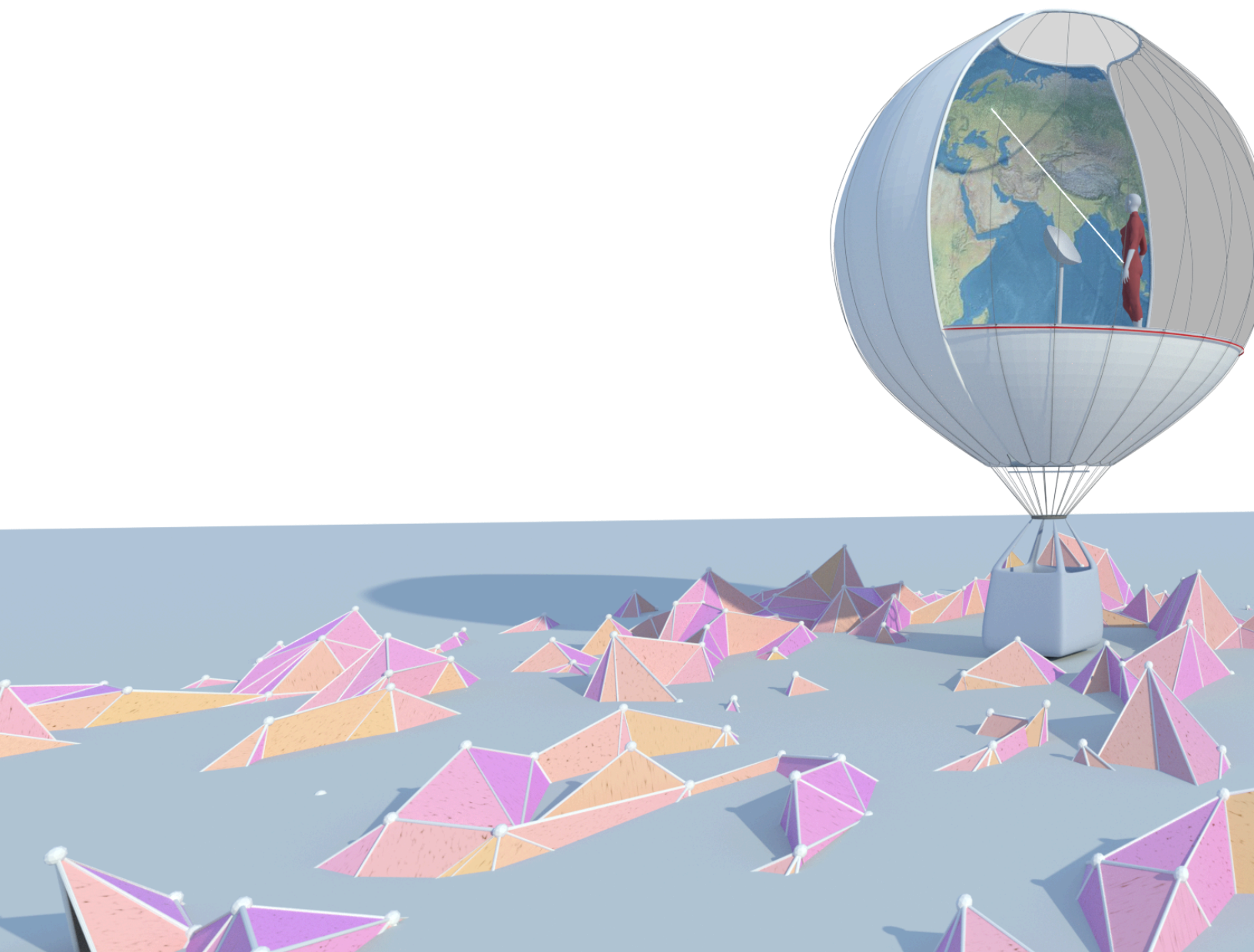mollis nec, sagittis eu, wisi. Phasellus lacus. Etiam laoreet quam sed arcu. Phasellus at dui in ligula mollis ultricies. Integer placerat tristique nisl. Praesent augue. Fusce commodo. Vestibulum convallis, lorem a tempus semper, dui dui euismod elit, vitae placerat urna tortor vitae lacus. Nullam libero mauris, consequat quis, varius et, dictum id, arcu. Mauris mollis tincidunt felis. Aliquam feugiat tellus ut neque. Nulla facilisis, risus a rhoncus fermentum, tellus tellus lacinia purus, et dictum nunc justo sit amet elit.
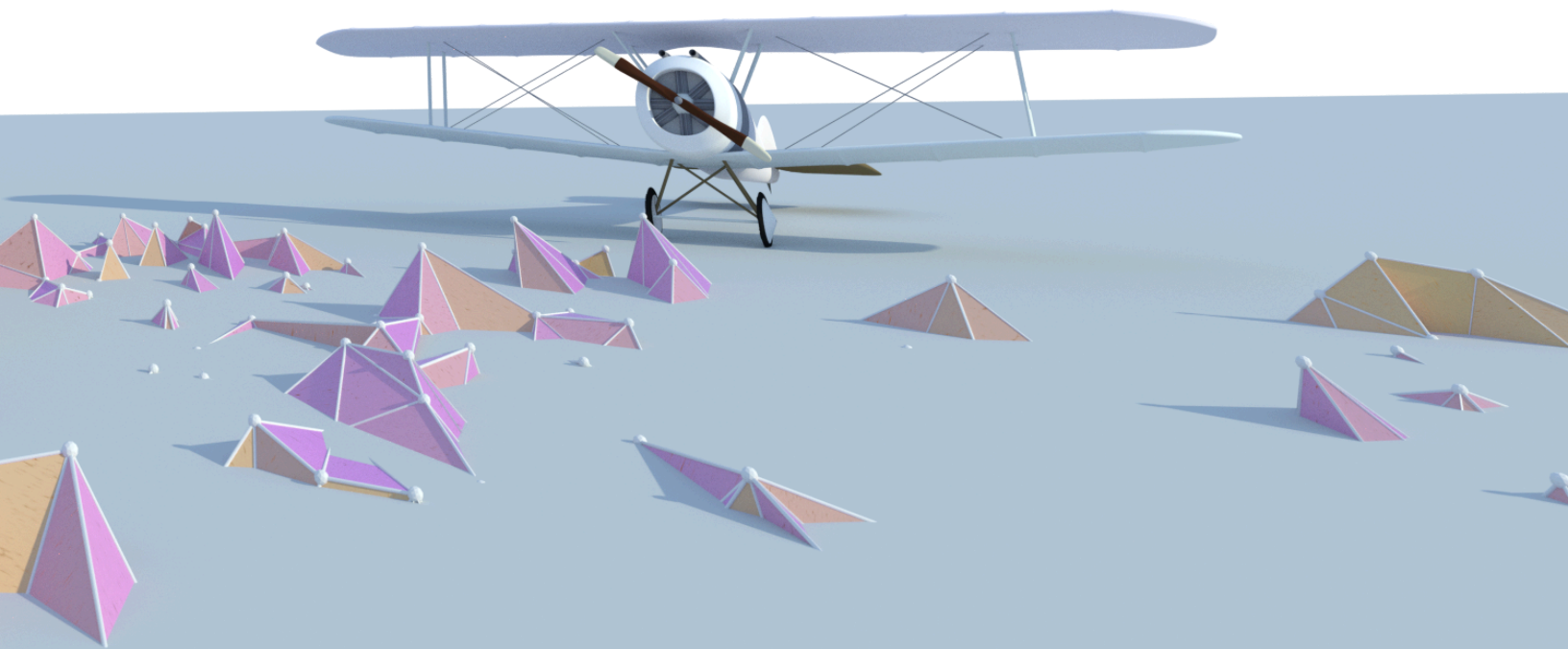
Strategy

Objective

*What we're doing and why, and setting up for a numerical explanation on **how** we do it*

Scope of Working
- Awareness
- interest
- Action
- Commitment
- Share
- Measure (quantifying the key performance indicators)
- Expand (evolve)

Evolution of Development
- Year 1, what we will do for them and why they care (protype/MVP)
- Year 2, what we will do for them and why they care (Full application)
- Year 3, what we will do for them and why they care (AR)
- Consider platform deployment

Production Pipeline

In written words we introduce the Design, Develop, and Deployment
- Who we will need to hire (their contact info and website/portfolio) and the budgets needed
- The deliverables and a time line
- How the three below phases work together and rely on each other

Design

This process begins with collaboration between client and us. Outlining the project from start to finish, thinking through all details and components.

Player Story

Act 1

- Setting, Scene, Characters
- where the XR is played (distribution)

Act 2,

- Rising Action, Character Development, Climax
- What the XR is (hardware, software used and types of content [photogram? CG models]
- how they learn

Act 3

- Resolution
- KPIs, ROI (what was learned)

Render

- Visual of user story
- Interface, World, Story communicated
- Form and function are clear
- Used for the printed doc and for the website
- 300 pixels/inch
- PNG or JPEG
- 2x width of a letter page & the 1x height of a letter page

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Tech Architecture

- Why we're making this tech arch choice
- How it is suited to what we want
- graphic explaining how things work together
- hardware needed
- worflow
- labels
- links
- Studios
- Deliverables
- Budget
- Timing

Graphic Design (Visuals)

- Information needed from the client (Creative form)
- Initial ideas for the world, interface and story

Design Flow

- User experience
- What do they see and feel at each click of the controller?
- This can be communicated in a flow chart so reader understands progression of UX

Design Process

- The process of creating 3D assets, animations
- reviewing against the objective of the project
- beginning to work with development team for integration
- Pricing

Development (Phase 2)

- Description of how the application will be developed

- Hardware
- Software
- Integration of assets
- Timeline of development
- testing completed by dev team during development
- working in sprints
- play tested by gamers
- resolving detected bugs and consumer ready

Testing

This section describes what needs to be done once the application design is finished.

- Why we test
- What it consists of
- How long it will take
- Process
- Testers
- Costs/time/deliverables

Deployment

- How deployment will take place
- Why this deployment method is most appropriate
- time / price of deployment

Distribute

How will people will know about it? Who are they? How is this going to reach them? You can make the greatest game in the world, it wont be shit if no one plays it.

Timing of events and basic strategy

Determine

- publishing platform, cost, timing, who to hire
-
  promotion channels, cost, timing, who to hire
-
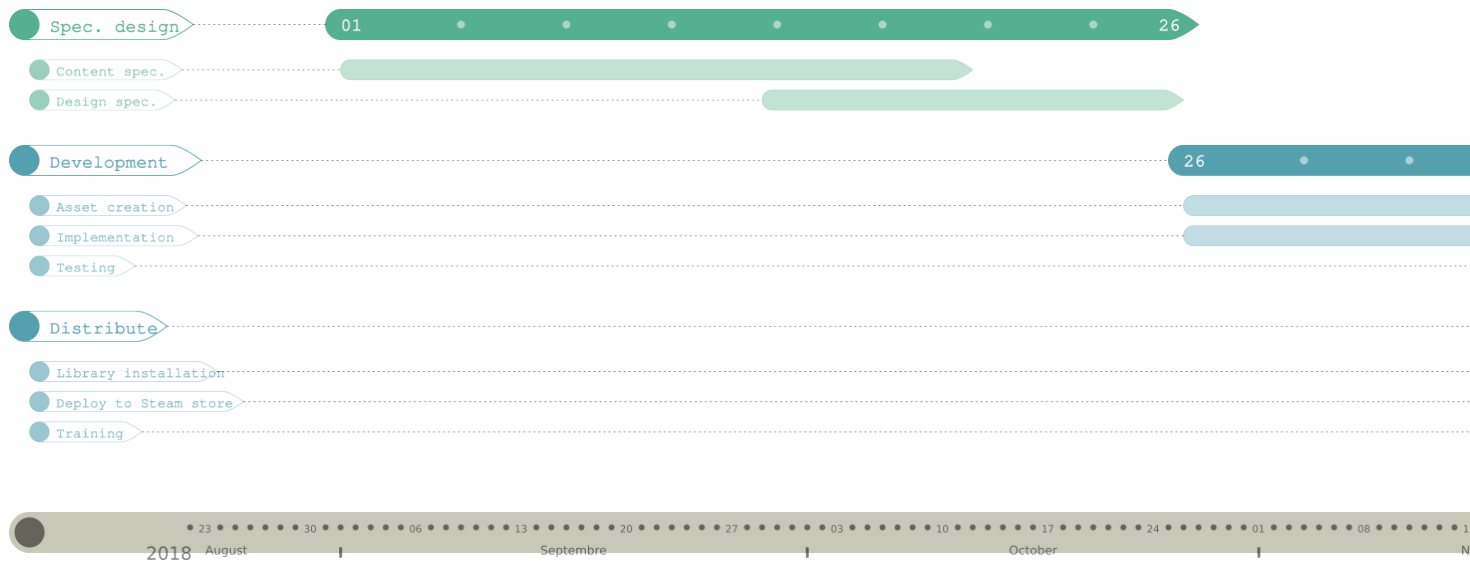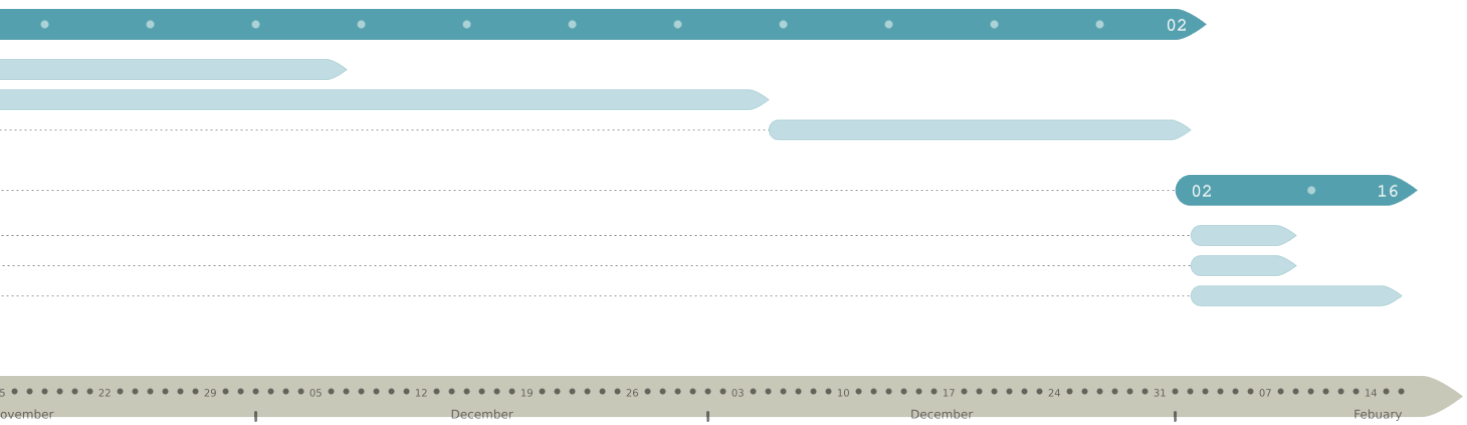 made media, cost, timing, who to hire

Audience

[list]: bullet points. Snapshot of the audience, education, income, interests, family details, professional standing, tendencies [photo]: companies are able to understand their audience in part from a photo

Timeline

Spec. design	01 • • • • • • • 26	
Content spec.		
Design spec.		
Development	26 • •	
Asset creation		
Implementation		
Testing		
Distribute		
Library installation		
Deploy to Steam store		
Training		

2018   August • 23 • • • • • 30 • • • • • • 06 • • • • • • 13 • • • • • • 20 • • • • • • 27 • • • • • • 03 • • • • • • 10 • • • • • • 17 • • • • • • 24 • • • • • • 01 • • • • • • 08 • • • • • •

August   Septembre   October   N

Deliverables

Incremental Investments

Return On Investment

Break Even Analysis

[graph]

Measuring Success

The metric of KPIs

Key Performance Indicators

- money made
- client happiness
- customers acquired - peple to dubai?
- marketing numbers (impressions, engage, shares w/e)
- leads generated
- Member sign ups
- app downloads
- foot traffic
- web search of product
- time spent in experience (reltive to someone elses)
- event attendance
- content viewing
- tickets sold
- decrease in expenses

- Employee's quality of life
- Brand image
- Value of newly owned content
- biometric measures
- heat mappers

Summary/Net Investment

The decision maker could look at this paragraph and understand the campaign. The entire document distilled into one/two paragraph with a signature line and light legal.

This includes a list of what will be delivered. What we provide and what they provide.

Features

Benefits

- key perfoirmance indicators
- return on net investment

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