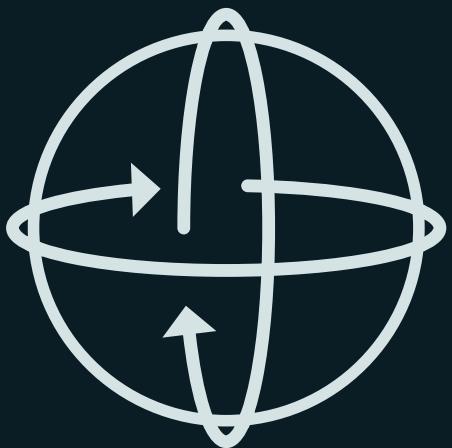




Zetus Lapetus

a future to envision.



Contents

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Mission Statement

Create an affordable platform for VR users of
both Android and IOS smart devices.

Goals

User Goals

1.Find information About Zetus Lapetus products

2.Understand how Virtual Reality works

3.Buy the product

8.Get a good quality product with an affordable price

7.Find the location of the company

4.know about return policies

6.Find the Zetus Lapetus app

5.Contact Zetus Lapetus

Business Goals



Core Features

- Well designed
- Easy navigation
- Efficient communication between the company and the clients.
- Provide clear information about the product, accessories, apps.
- Provide contact information for further concerns (phone number, location and email)
- Responsive design
- Fast performance



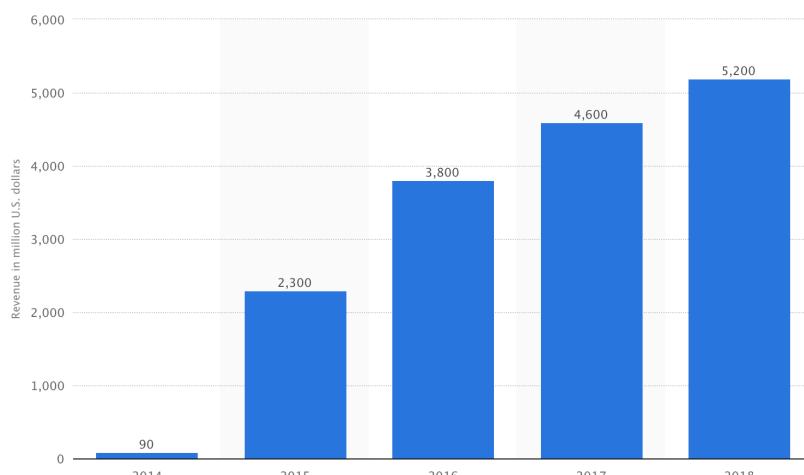
Profiling the Users

Brands With VR Similar to Zetus Lapetus

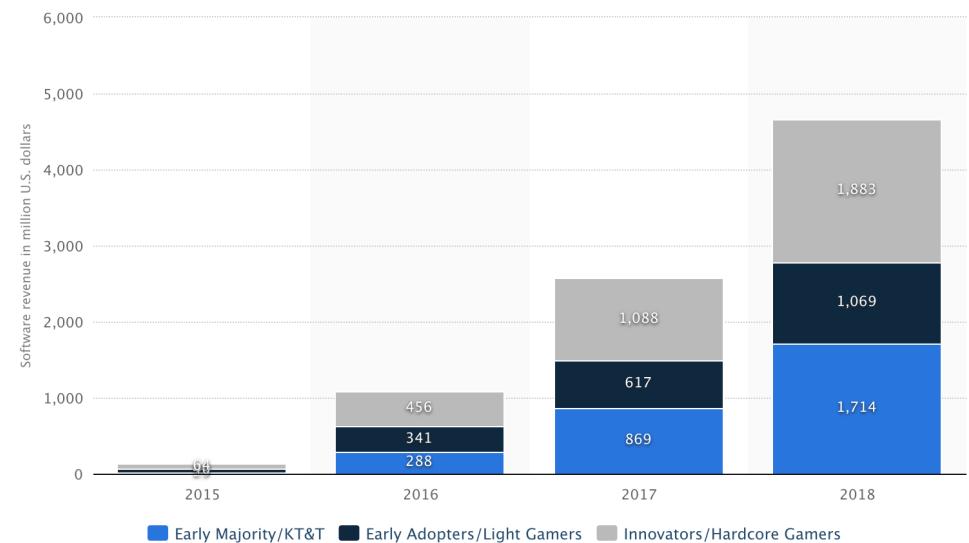


- Google
- Samsung
- Zeiss
- Freefly
- Facebook
- Xiaomi
- Mattel
- Sony

Forecast revenue for virtual reality products* worldwide from 2014 to 2018 (in million U.S. dollars)



Virtual reality software revenue worldwide from 2015 to 2018 (in million U.S. dollars)

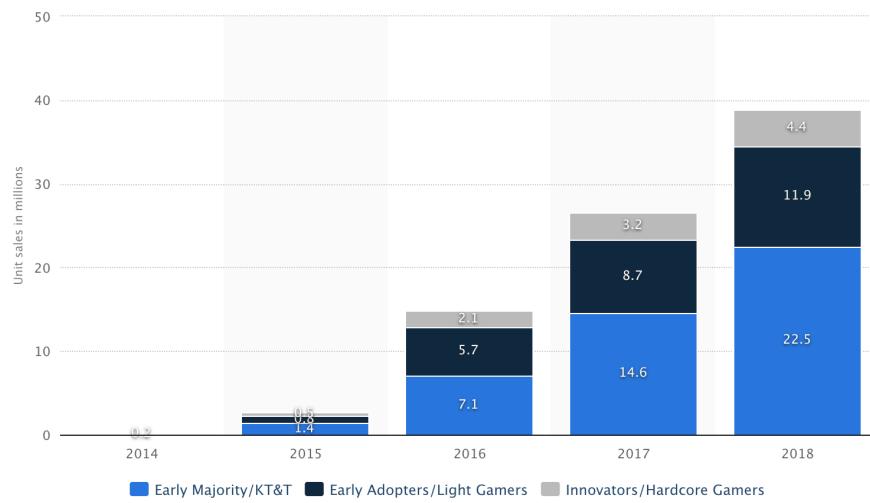


Additional Information:
Worldwide; KZero

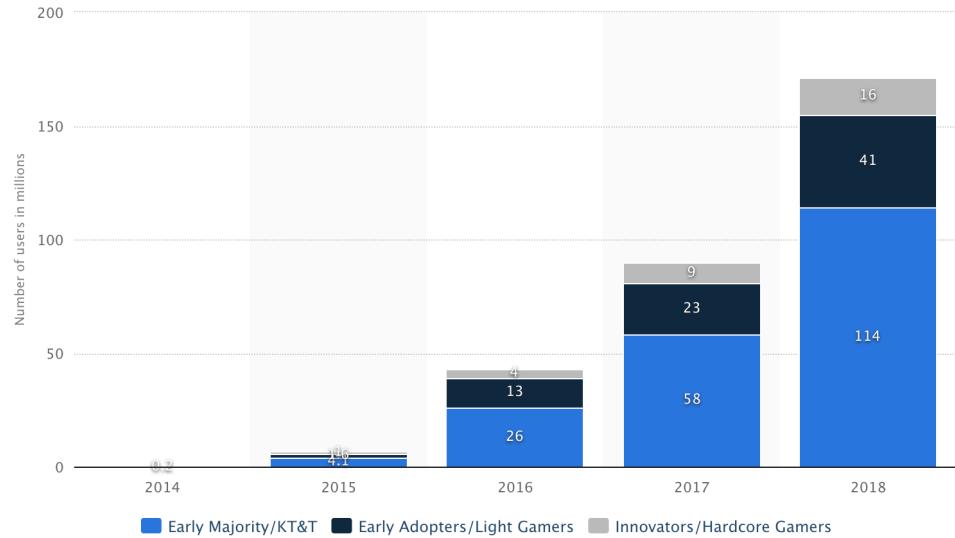
© Statista 2017
Source:
KZero

Profiling the Users

Virtual reality head mounted displays (HMD) unit sales worldwide from 2014 to 2018 (in million)

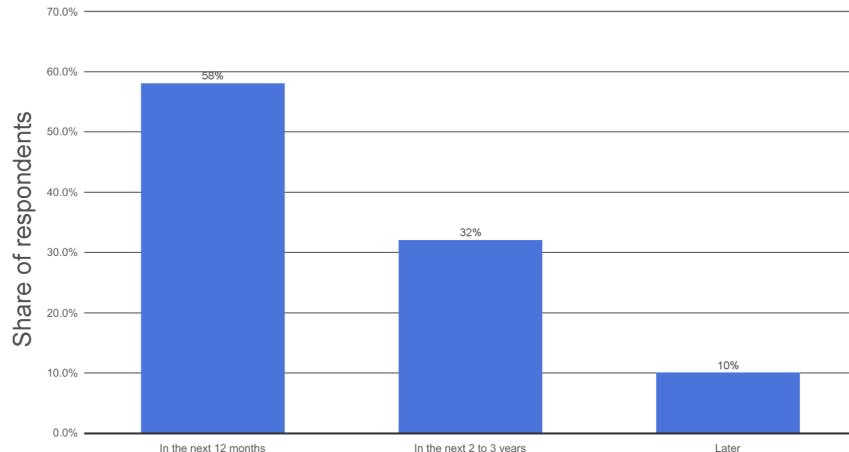


Number of active virtual reality users worldwide from 2014 to 2018 (in millions)



Time of virtual reality headset purchase in the United States 2015

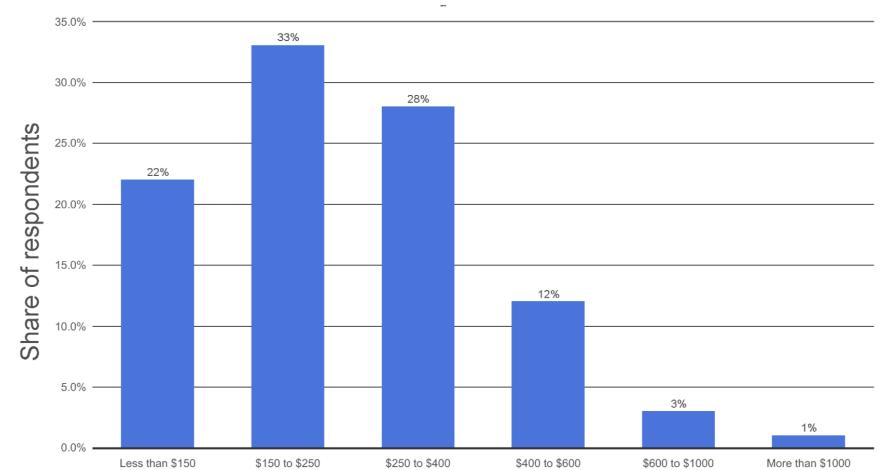
When will you get a virtual reality headset for yourself?



© Statista 2017

Amount willing to pay for virtual reality headset in the United States 2015

How much would you spend on a virtual reality headset?



Awareness of virtual reality headset brands in the United States 2015, by age group

Which of the following virtual reality headsets have you already heard of?*

	Oculus Rift	Sony Project Morpheus	Glyph	Samsung Gear	Google Cardboard	Zeiss VR One	HTC Vive	None of the above	Other
14 to 19 years	50%	27%	4%	23%	27%	5%	13%	30%	0.4%
20 to 29 years	44%	27%	8%	31%	24%	7%	14%	22%	0%
30 to 39 years	33%	40%	12%	42%	31%	16%	24%	26%	0%
40 to 49 years	18%	22%	5%	29%	20%	7%	11%	46%	0.2%

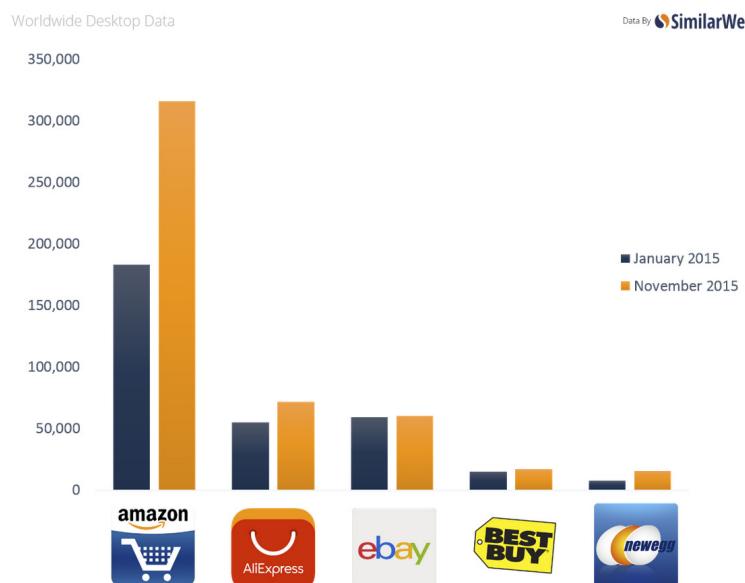
Note: United States; June 12. - 18., 2015; 19-49 years; 1,013

Further information regarding this statistic can be found on [page 51](#).

Source: Statista; [ID 457138](#)

statista

VR Product Searches



- Sold at Amazon, Best Buy and [zetuslapetus.com](#)
- \$200 per unit

Webographics

Device type

Phone: 65%

Tablet: 9%

Desktop: 26%

Phone OS — Q3 2016

According to: <http://www.idc.com/promo/smartphone-market-share/os;jsessionid=AF32DoBDB4EE868ADD612EC9D72722F5>

Adjusted to emulate industry

Android: 79%

iOS: 20%

Windows: 1%

Desktop Operating System

According to: <https://www.netmarketshare.com/operating-system-market-share.aspx?qprid=10&qpcustomd=0>

Adjusted to emulate industry

Mac OS X: 12%

Windows: 88%

Browser

According to: <https://www.w3counter.com/globalstats.php>

Adjusted to emulate industry

Chrome: 73%

Safari: 15%

Firefox: 10%

Edge: 2%

Psychographics

Psychographics

Psychographics divides the market into groups based on social class, lifestyle and personality characteristics. It is based on the assumption that the types of products and brands an individual purchases will reflect that person's characteristics and patterns of living.

Zetus Lapetus is a company with a target market based on millennial ages, ages 18 to 35 years old. However, its niche is also geared toward a lifestyle type of market rather than entertainment, such as gaming. Markets can be expanded toward the private business sector that has uses for it — such as fitness, personal creative production purposes (Ex: drones and RC cars, planes, etc., recreational sports and activities such as hiking, snowboarding, etc.).

From: http://www.examstutor.com/business/resources/studyroom/marketing/market_analysis/8_psychographic_segmentation.php

Characteristics of the user

Group 1: Strong goal orientation, work ethic, organization, interests in stress relief.

Common professions might include: Top Management

Group 2: Energy, Autonomy, open to experience and new frontiers.

The brand choice is based on being open to new things, being open to the experience, sensation, adventure and being the first to try something new and exciting.

Group 3: Personal growth, independent judgement, curious and enquiring.

They select brands based on their intrinsic qualities.

Common groups include high educated.

Social Class	Ages 18 - 22: 18%
Upper lower: 15%	Ages 22 - 28: 33%
Lower middle: 54%	Ages 28 - 35: 28%
Upper middle: 31%	Ages 35 - 50: 21%
Age	Ages 50+: 10%

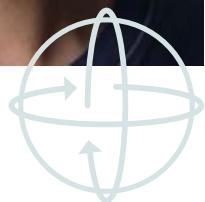
Site Specific Experience

The site specific experience is focused toward learning about the product and its flexibility with other product lines (Android and/or iOS) in order to lead to sales from the website directly or from different e-commerce platforms. Learning about the product might entail a showcase of videos, images, and other more interactive ways for potential customers to learn about the product's unique vision.

Thoughts: The difficulty with a strict e-commerce approach from the website or other e-commerce platforms is it is based on how much exposure in the physical market it has. With a startup initial exposure is zero, based completely on SEO in a market that will likely receive more and more competition.

Solutions: Open the product up to more physical retail markets (Mall Outlets, Best Buy, Target, Wal-Mart, etc.) and allow potential customers to interact with it directly. An example would be how retail stores offer ways to try products at the stores directly. This allows the customer to get more familiar with the brand and the product and find the website in a more direct way than SEO and advertising has to offer.

Profiling the Users



Name: Joshua Gardner

Age: 23

Profession: Manufacturing Engineer

Salary: \$58,442

Location: Roseville, MN

Education: B.S. in Manufacturing Engineering

Married: No

Kids: No

Car: 2007 Ford Escape

Internet Access: Home from laptop and mobile devices and desktop at work

Background: One year ago Joshua received his education from University of Madison, WI and has started his job at Abbott Labs as a Manufacturing Engineer. Since then, he has began to put more time into his hobbies, especially building and flying his radio controlled planes. In the last couple years, technology in VR has sprung up and he's interested in seeing how his hobbies will be introduced to it, especially with flying.

Interests: Joshua loves outdoor activities such as hiking, fishing and sailing and enjoys hobbies such as building and flying custom made radio controlled airplanes.

Profiling the Users



Name: Lindsay Anderson

Age: 34

Profession: Business Owner/Health Club Director

Salary: \$80,000

Location: Eden Prairie, MN

Education: B.S. in Health Sciences with a minor in Business

Married: Yes

Kids: 2

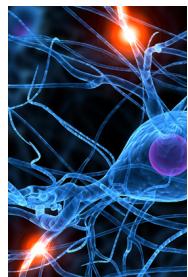
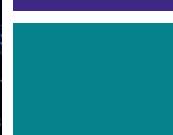
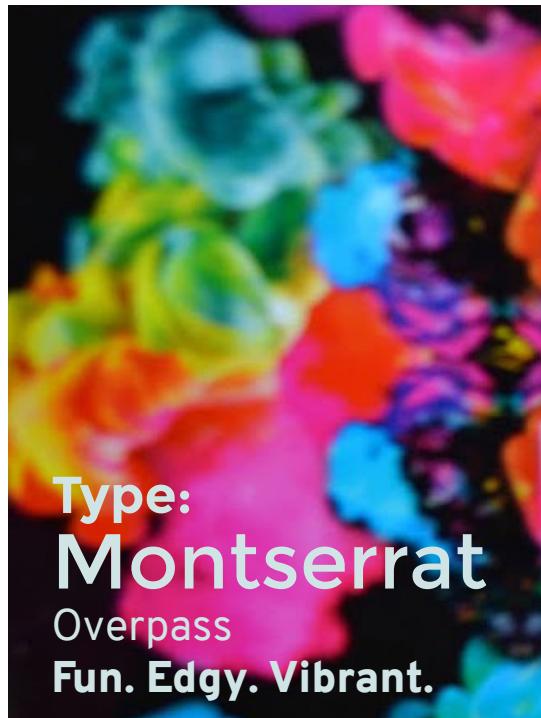
Car: 2009 Toyota Camry

Internet Access: Home from laptop and mobile devices and desktop at work

Background: Lindsay lives with her husband, two children, two dogs and goldfish. She loves staying active by exercising and through outdoor recreation. After working in health sciences, she's began her health club and has been looking into VR as a way to make fitness a more immersive experience for her clientele with different environments, such as mountain ranges, forests, space, etc..

Interests: Lindsay has had a long time interest in fitness, and as a result, loves to run, bike, cook and eat well, but also loves recreational sports, such as sailing and traveling.

Moodboard



PRIMARY LOGO



Zetus Lapetus

THE MARK



INVERTED



FAVICON



COLOR PALETTE

					
#4A818A	#3B2E80	#F5DD39	#862753	#D5E3E4	#0A1F25

PATTERNS



BUTTON STYLES

Get it Now

Get it Now

PRIMARY TYPEFACE

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SECONDARY TYPEFACE

Overpass

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GRAPHIC



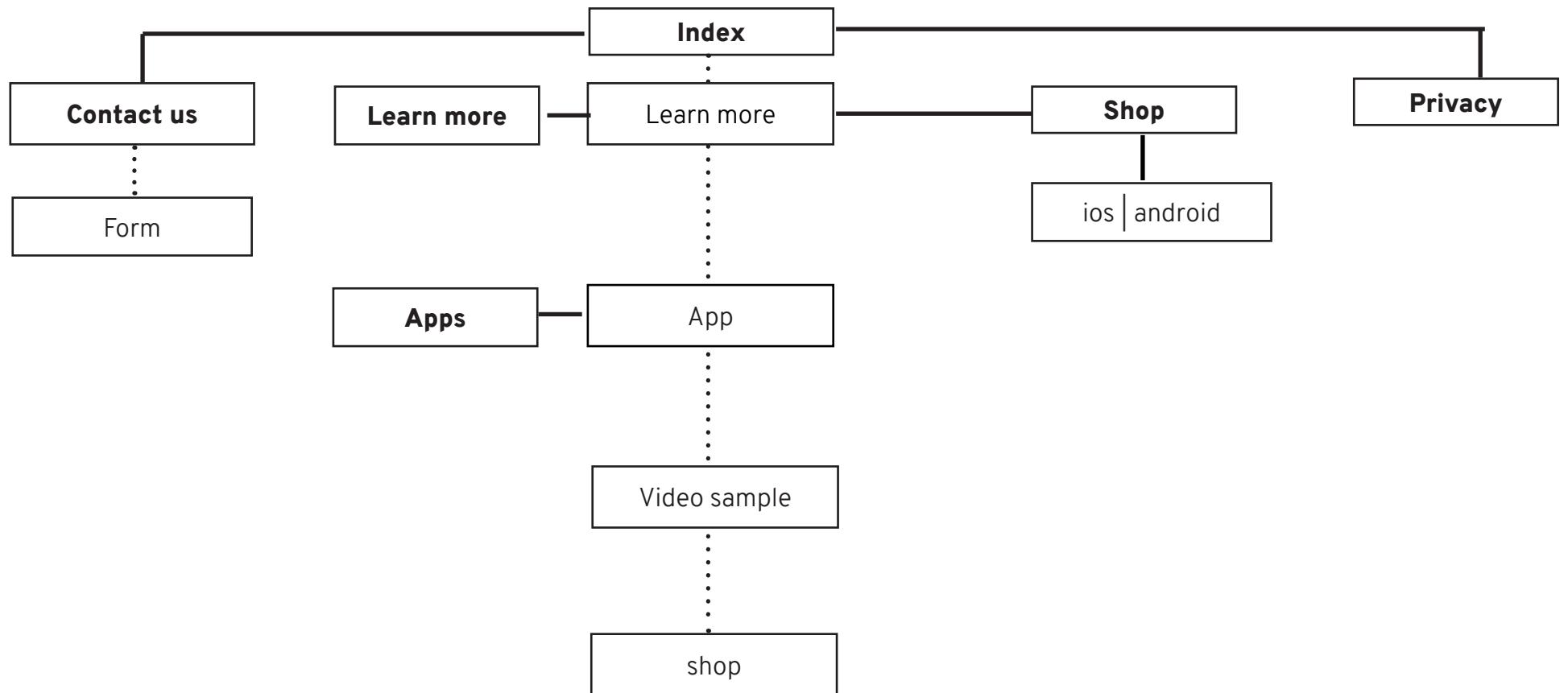
DESIGNED BY

FutureCast 2017

Style Exploration

- Color palette is gender/age inclusive, fun, edgy and vibrant
- Logo grew from wordmark only, into grouped circles to show sphere of 360° movement
- Yellow pop of color used minimally for directional emphasis on the website and in the App icon
- Fonts chosen for clear, modern readability, with subtle tech geometrics
- Borders to guide the eye and break up spaces
- Headset shape used to show unlimited possibility (using video and images inside), and what it looks like to wear a Zetus Lapetus headset for the user

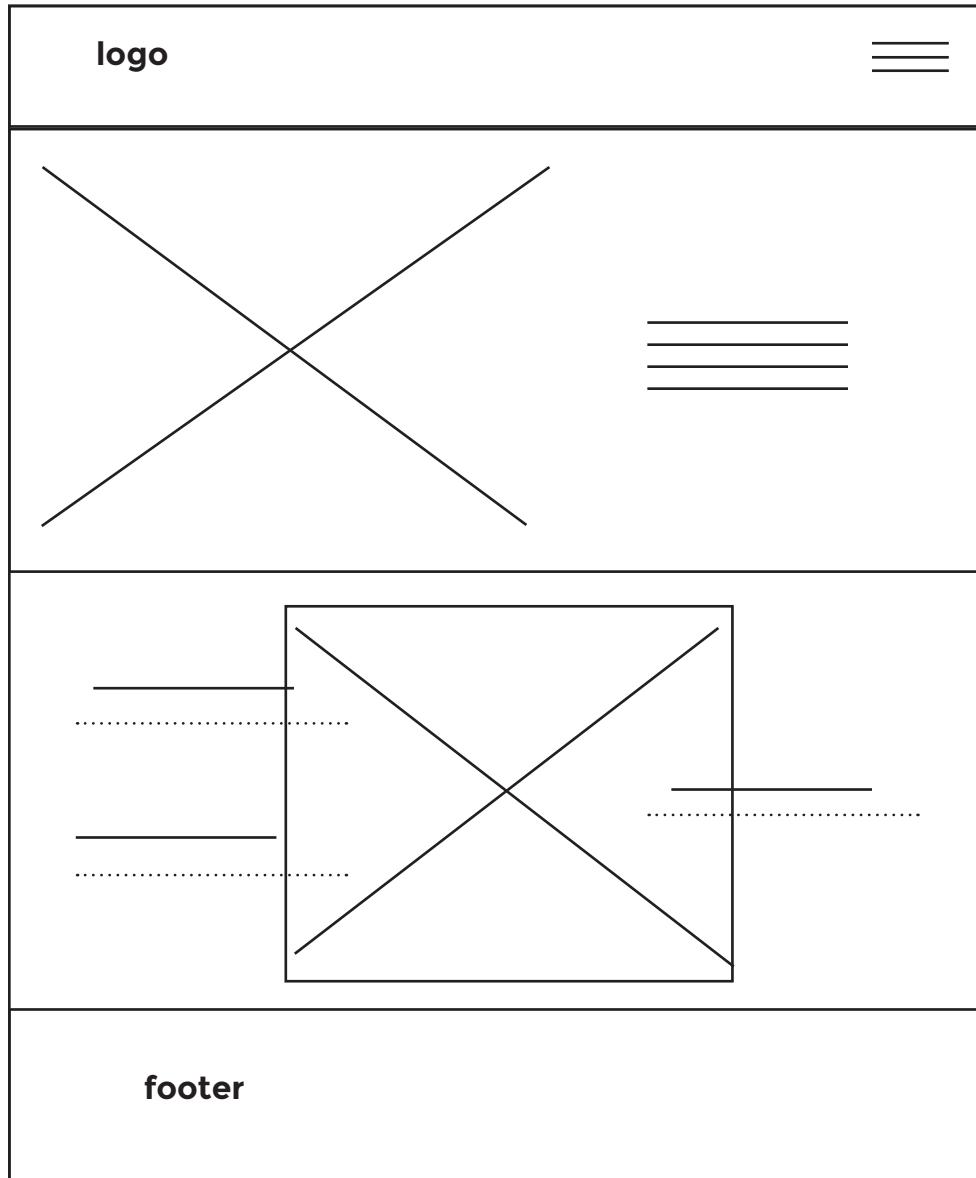
Site Map



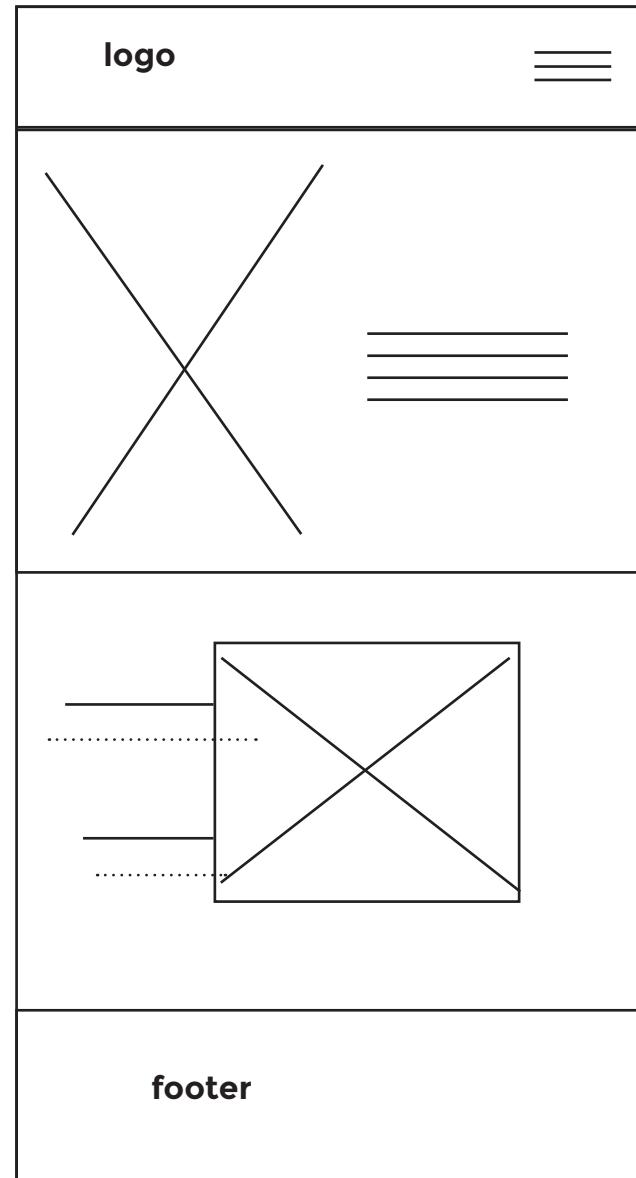
Wire Frames

low fidelity

Learn more Desktop



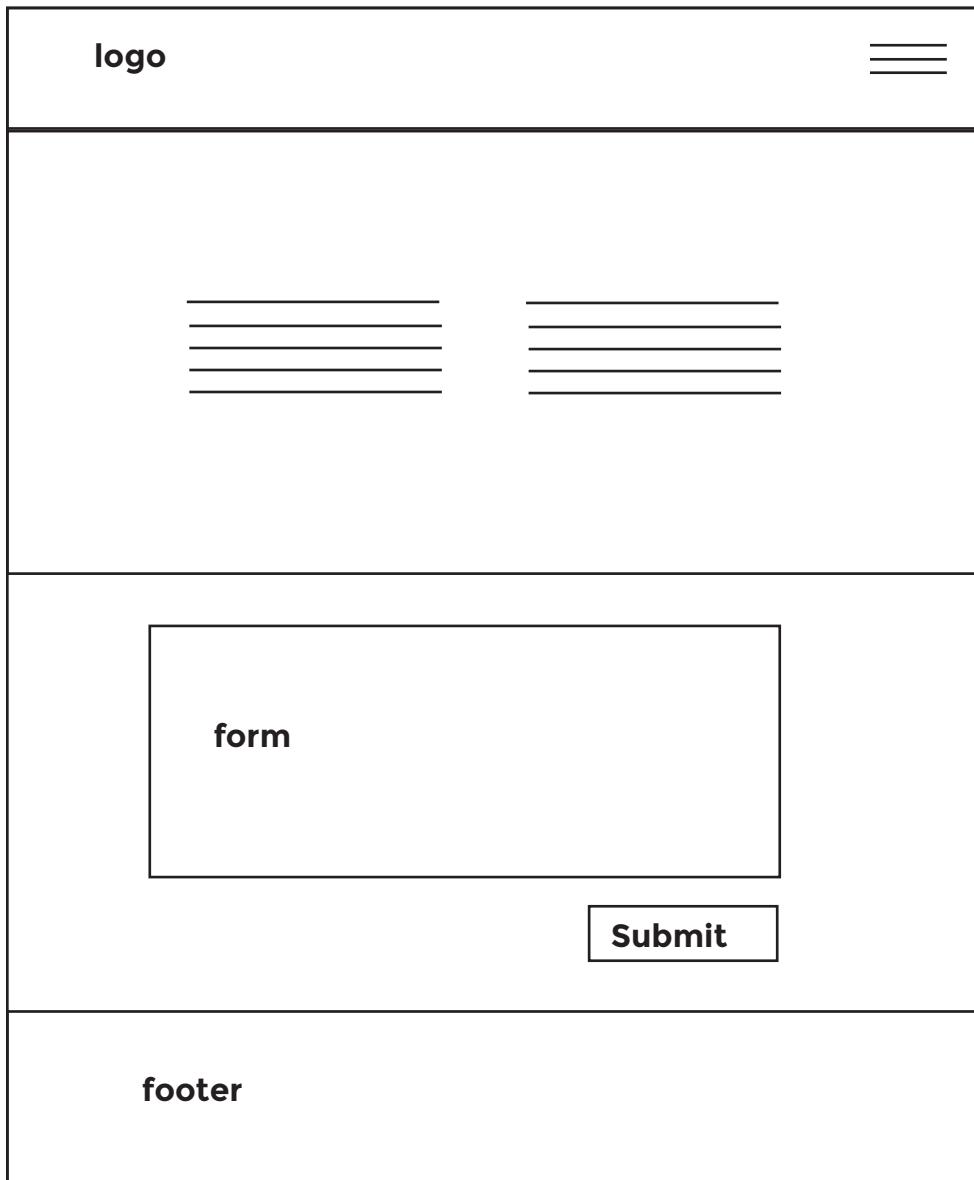
Learn more Mobile



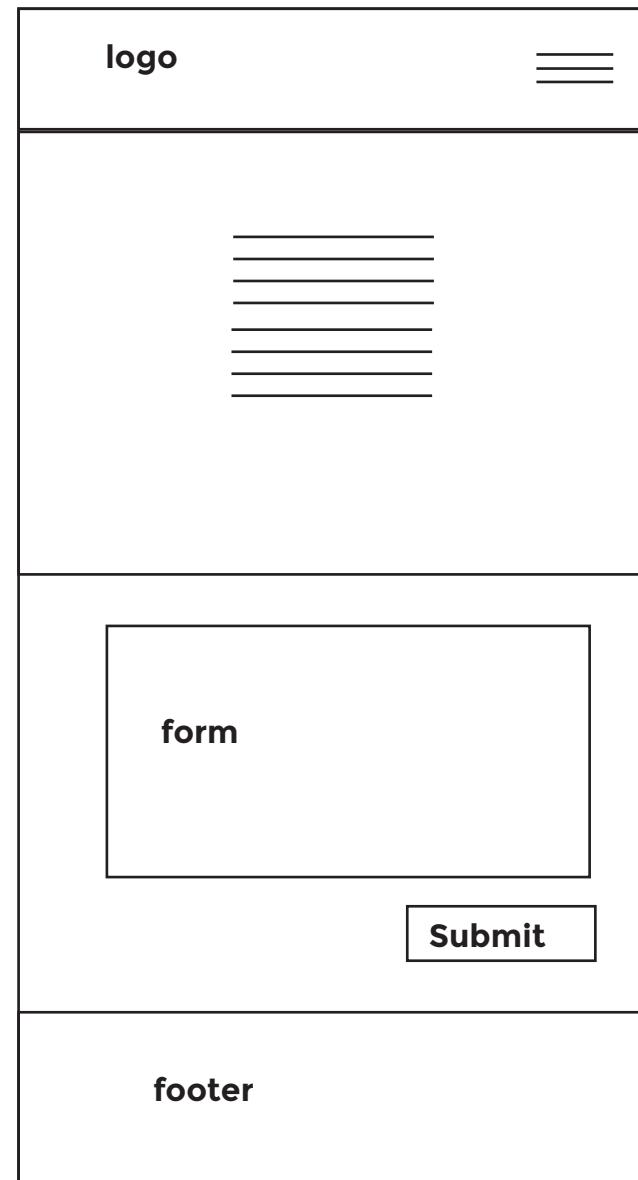
Wire Frames

low fidelity

Contact Desktop



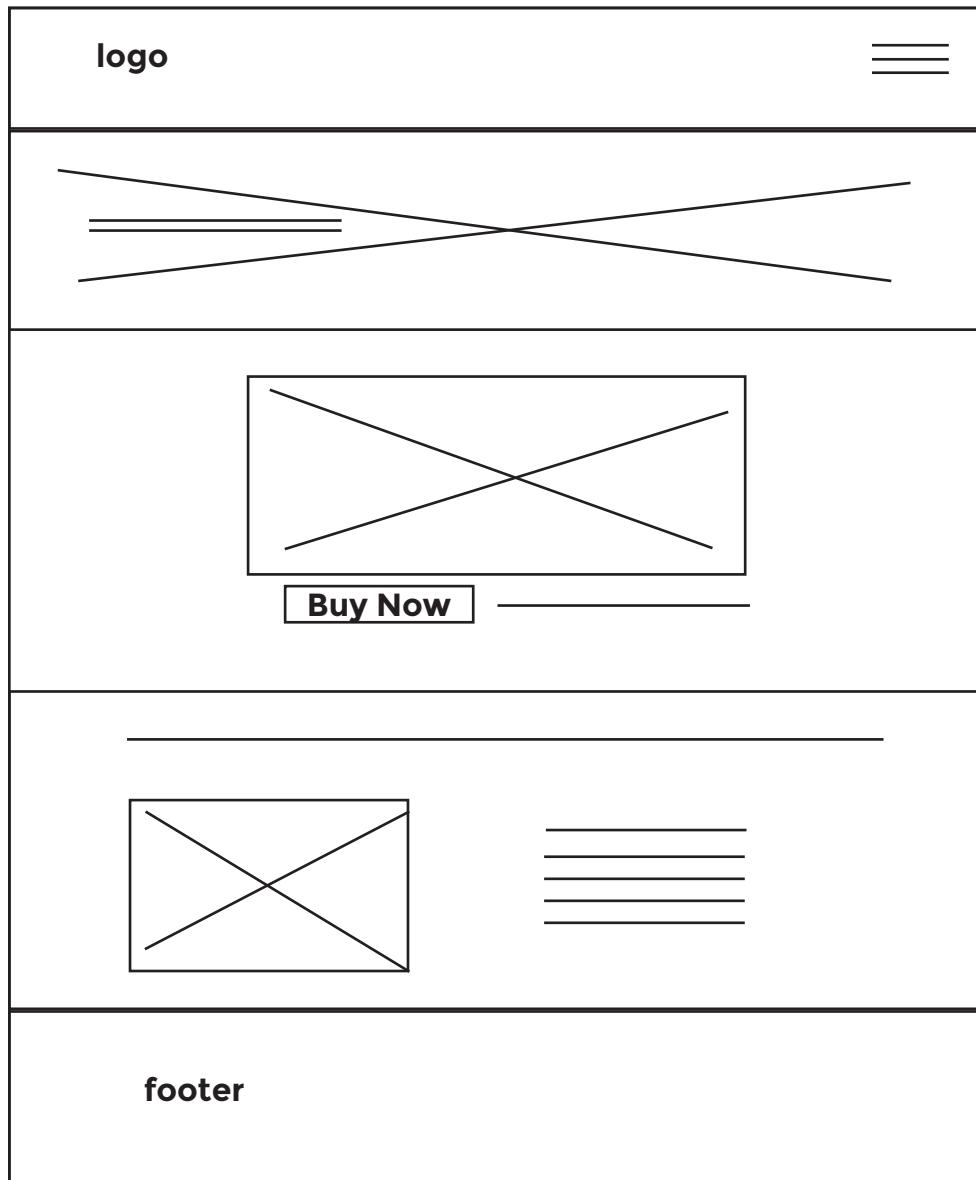
Contact Mobile



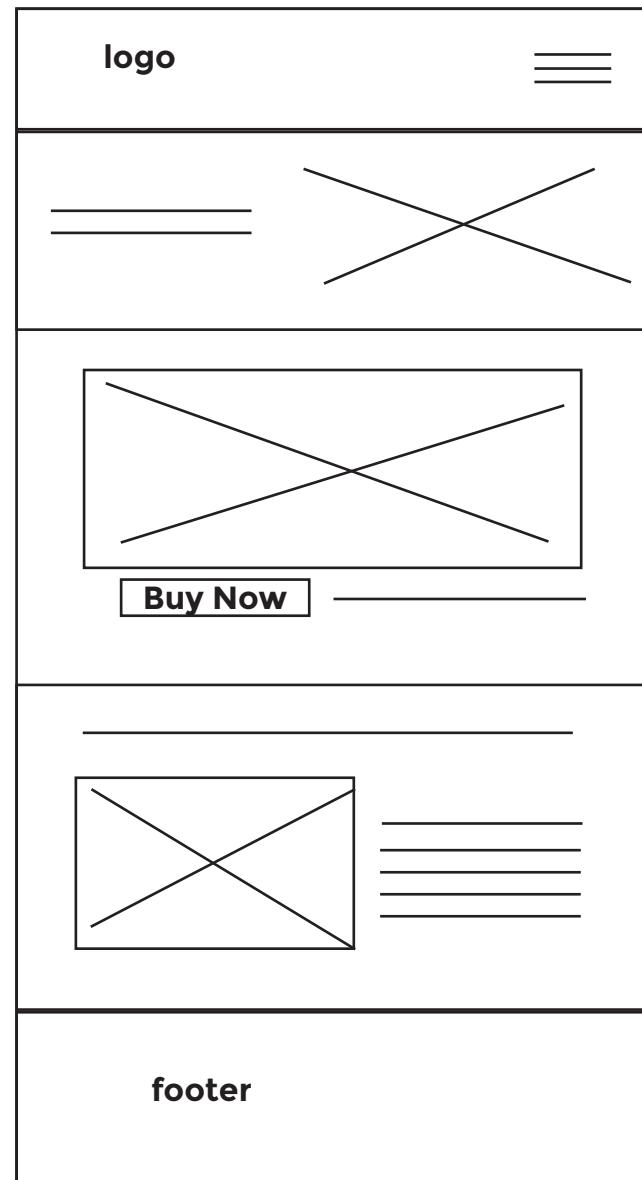
Wire Frames

low fidelity

Shop Desktop

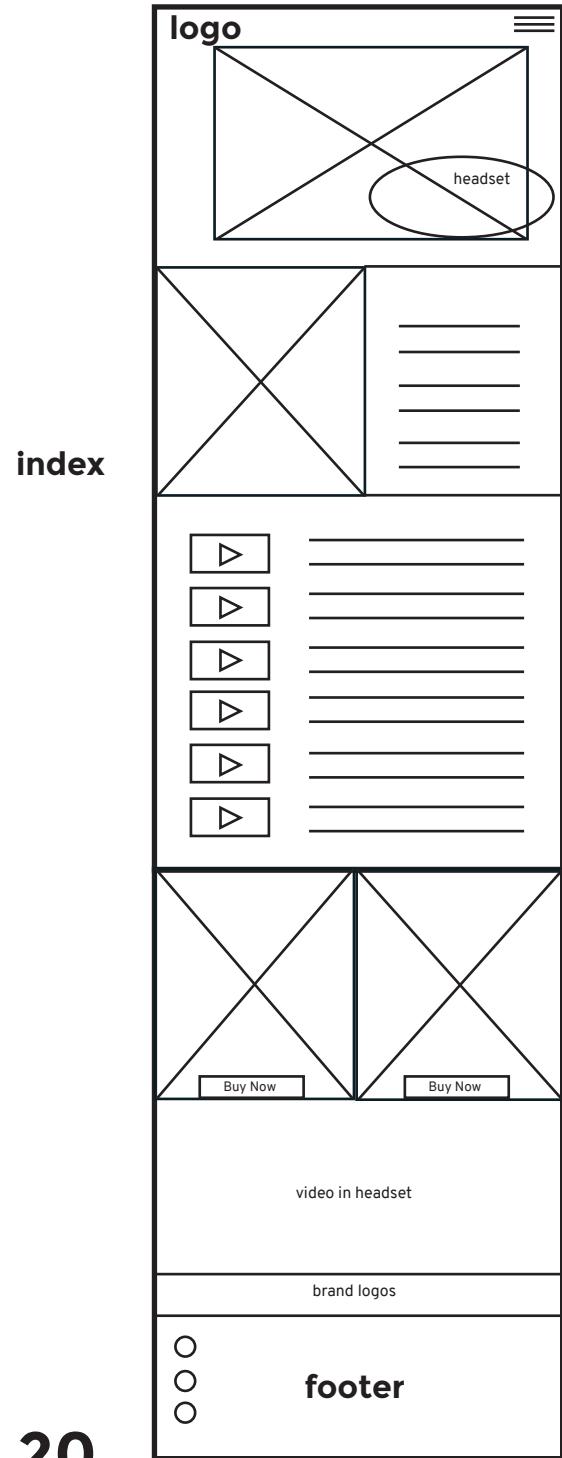


Shop Mobile

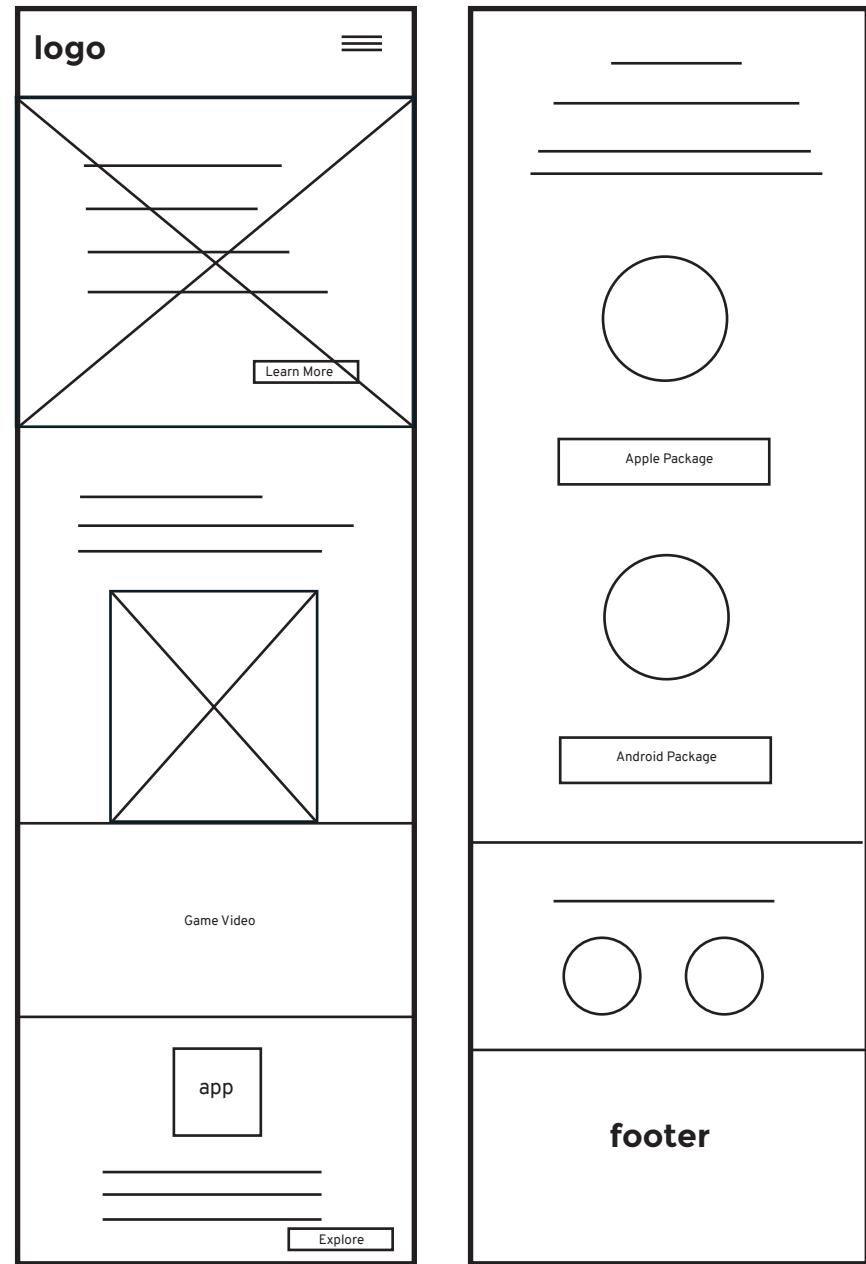


Wire Frames

low fidelity

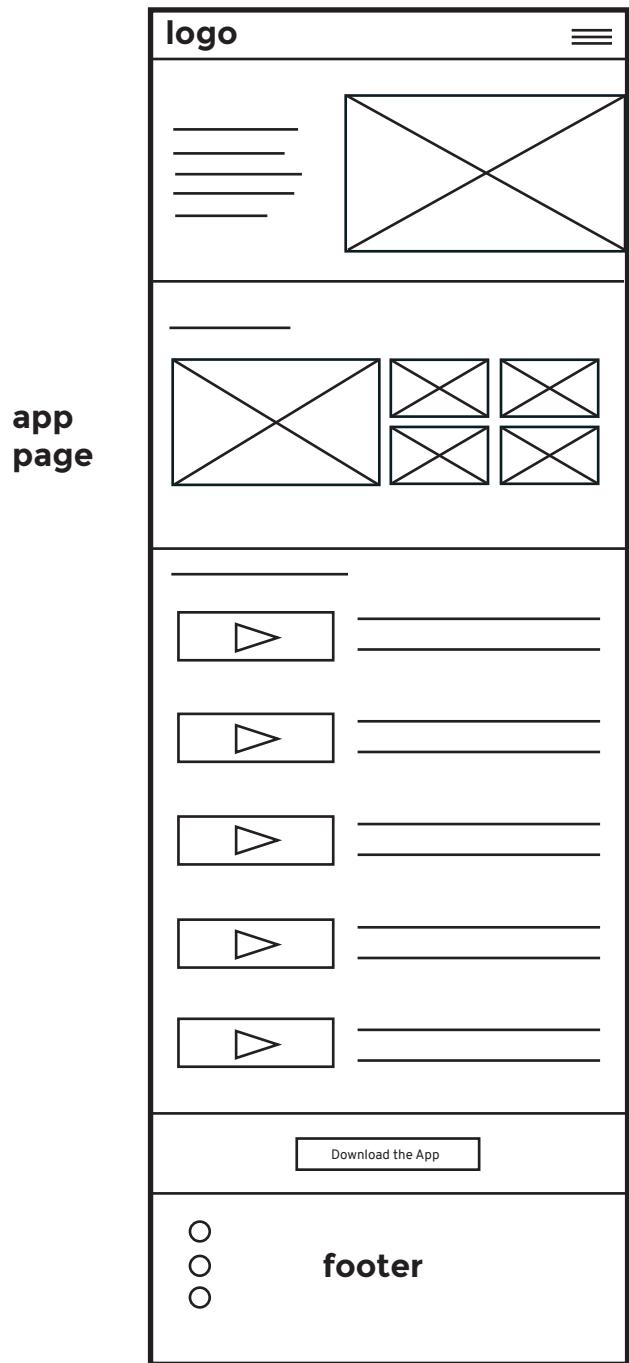


index
mobile

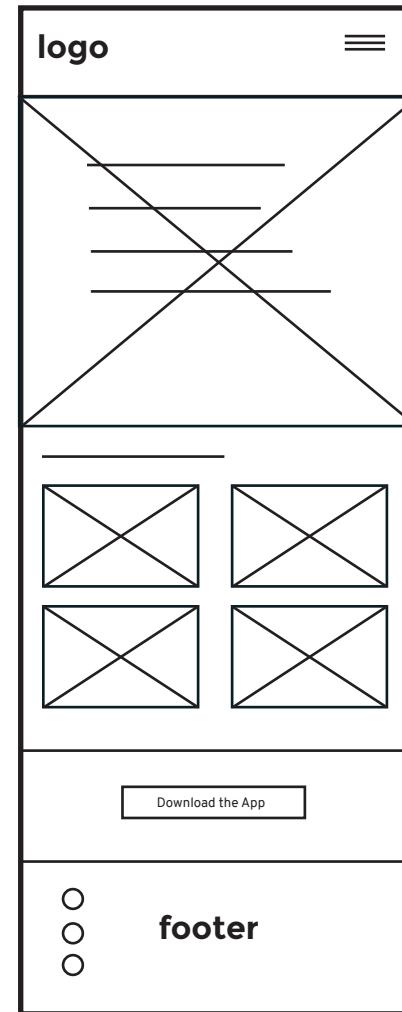


Wire Frames

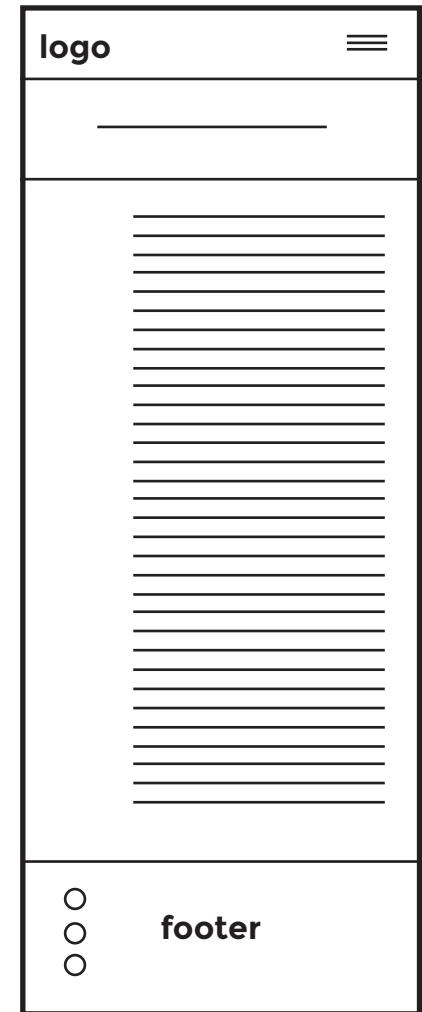
low fidelity

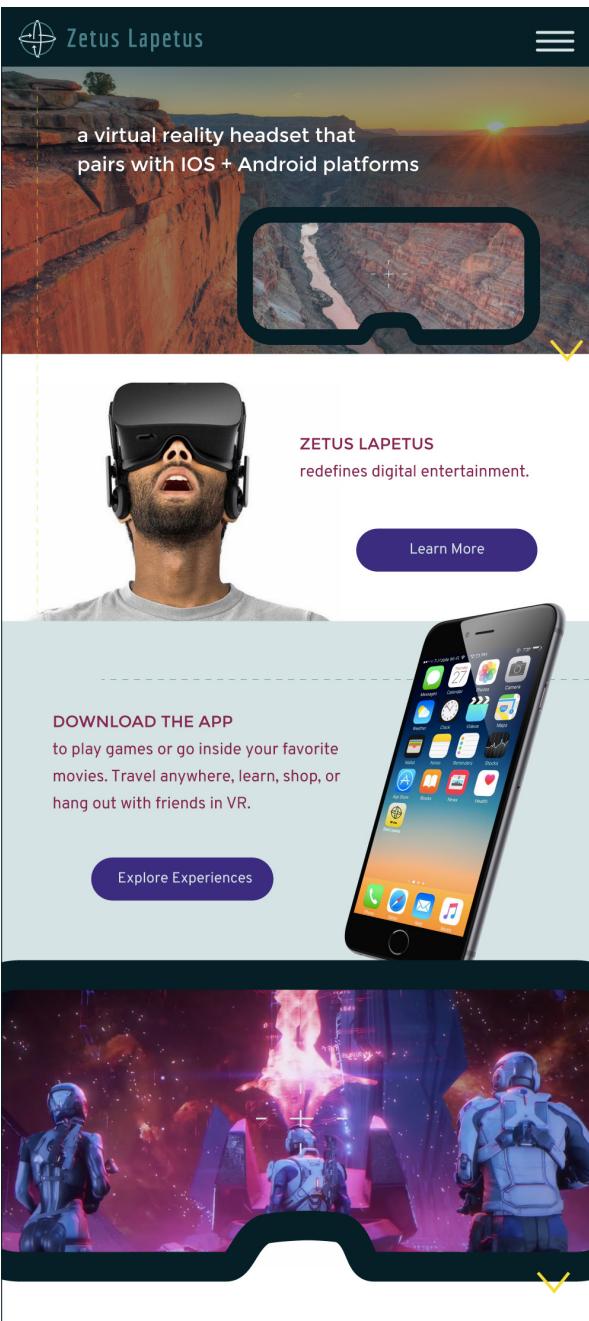


app
mobile



privacy





Wire Frames high fidelity

index

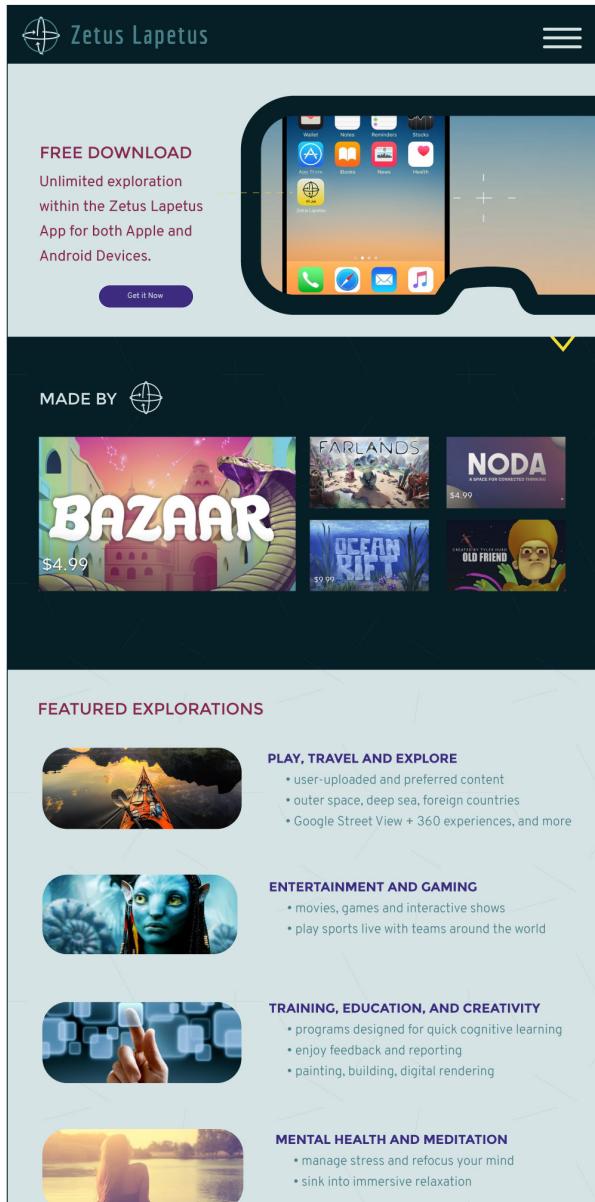
The screenshot shows the mobile version of the Zetus Lapetus website. It features a banner at the top with a VR headset. Below it, two download options: "Apple VR Package" (with an Apple logo) and "Android VR Package" (with an Android logo). A section titled "AVAILABLE AT" lists "amazon.com" and "BEST BUY". At the bottom, there's a footer with social media icons (Facebook, Instagram, YouTube, Twitter) and links: "PRODUCT Application", "Apple ios", "Android", "Support", "COMPANY About", "Privacy", "Careers", "Legal", and copyright information: "© 2017 Zetus Lapetus VR, LLC".

The screenshot shows the mobile version of the Zetus Lapetus website. It features a banner at the top with a VR headset. Below it, two download options: "Apple VR Package" (with an Apple logo) and "Android VR Package" (with an Android logo). A section titled "VR Live" shows a VR scene. A "DOWNLOAD THE APP" section is present. Below that, a "BUILT FOR APPLE IOS + ANDROID" section with the same download options. A "ALSO AVAILABLE AT" section lists "amazon.com" and "BEST BUY". At the bottom, there's a footer with social media icons (Facebook, Instagram, YouTube, Twitter) and links: "PRODUCT Application", "Apple ios", "Android", "Support", "COMPANY About", "Privacy", "Careers", "Legal", and copyright information: "© 2017 Zetus Lapetus VR, LLC".

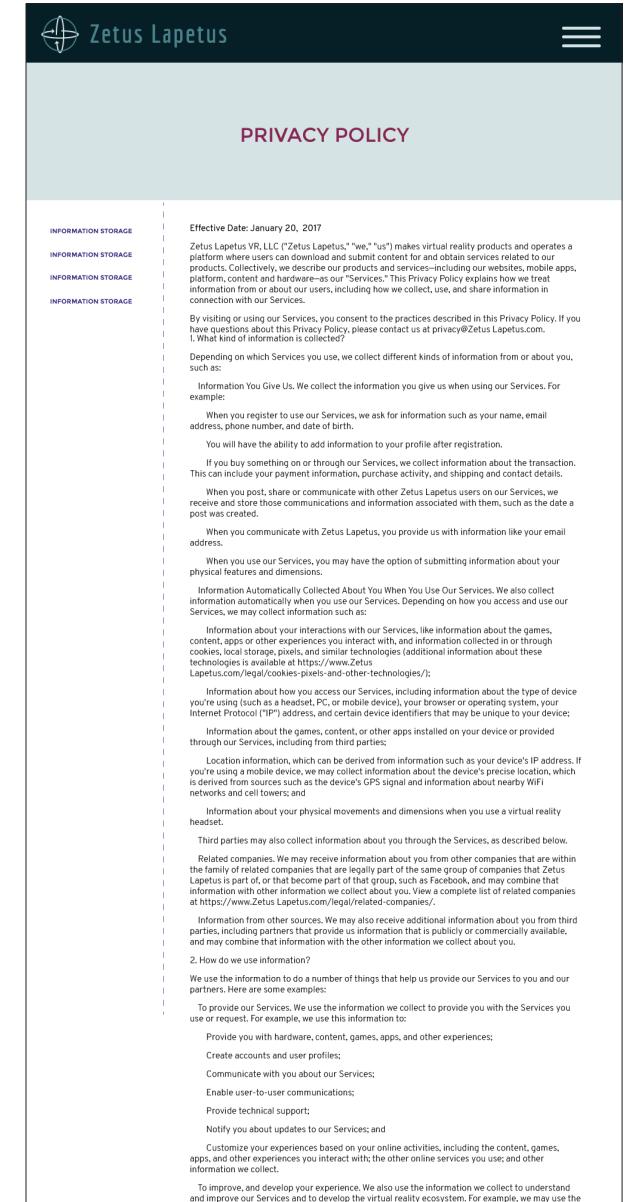
Wire Frames

high fidelity

app page



This wireframe shows a content page from the Zetus Lapetus app. It features four main sections: "TRAINING, EDUCATION, AND CREATIVITY" (with bullet points: programs designed for quick cognitive learning, enjoy feedback and reporting, painting, building, digital rendering), "MENTAL HEALTH AND MEDITATION" (with bullet points: manage stress and refocus your mind, sink into immersive relaxation), "SHOPPING" (with bullet points: virtual store walk-throughs, real shopping experience with current inventory, easy, secure checkouts), and "Download the App Now". At the bottom, there's a footer with social media icons for Facebook, Instagram, YouTube, and Twitter, and a table comparing "PRODUCT" (Application, Apple iOS, Android, Support) and "COMPANY" (About, Privacy, Careers, Legal).



Wire Frames

high fidelity

core features

The mobile VR headset interface displays the following content:

- Zetus Lapetus** logo in the top left.
- A menu icon in the top right.
- Unique Characteristics** section with a woman playing VR.
- Description: "Highest immersivity of all mobile headsets, best for VR gaming , plug and play, insert your phone and you are all set, highly compatible, fits most modern smartphones."
- Compatible with** section showing Apple and Android icons.
- Headset diagram** with callouts:
 - ADJUSTABLE PHONE PADS
 - HEAD CONNECTOR
 - COMFORTABLE DESIGN
 - TOUCH PAD
 - ADJUSTABLE STRAP

mobile

The mobile VR headset interface displays the following content:

- Zetus Lapetus** logo in the top left.
- A menu icon in the top right.
- Unique Characteristics** section with a woman playing VR.
- Description: "Highest immersivity of all mobile headsets, best for VR gaming , plug and play, insert your phone and you are all set, highly compatible, fits most modern smartphones."
- Headset diagram** with callouts:
 - ADJUSTABLE PHONE PADS
 - HEAD CONNECTOR
 - COMFORTABLE DESIGN
 - TOUCH PAD
 - ADJUSTABLE STRAP

Wire Frames

high fidelity

contact

Zetus Lapetus

Contact

Feel free to contact us for any questions or concerns, we are happy to help you.

612.252.9007
4534 Colfax Ave s,
Minneapolis MN 55551
zt@zeruslapetus.com

Name

Email

Subject

Message

Submit

mobile contact

Zetus Lapetus

Contact

Feel free to contact us for any questions or concerns, we are happy to help you.

612.252.9007
4534 Colfax Ave s,
Minneapolis MN 55551
zt@zeruslapetus.com

Name

Email

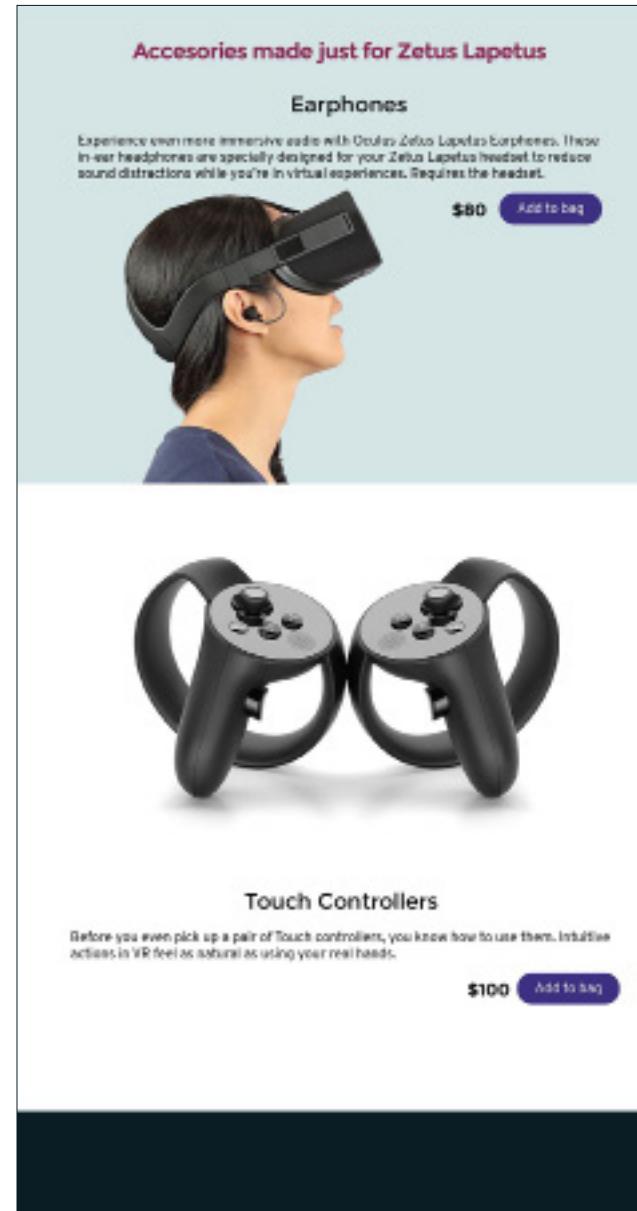
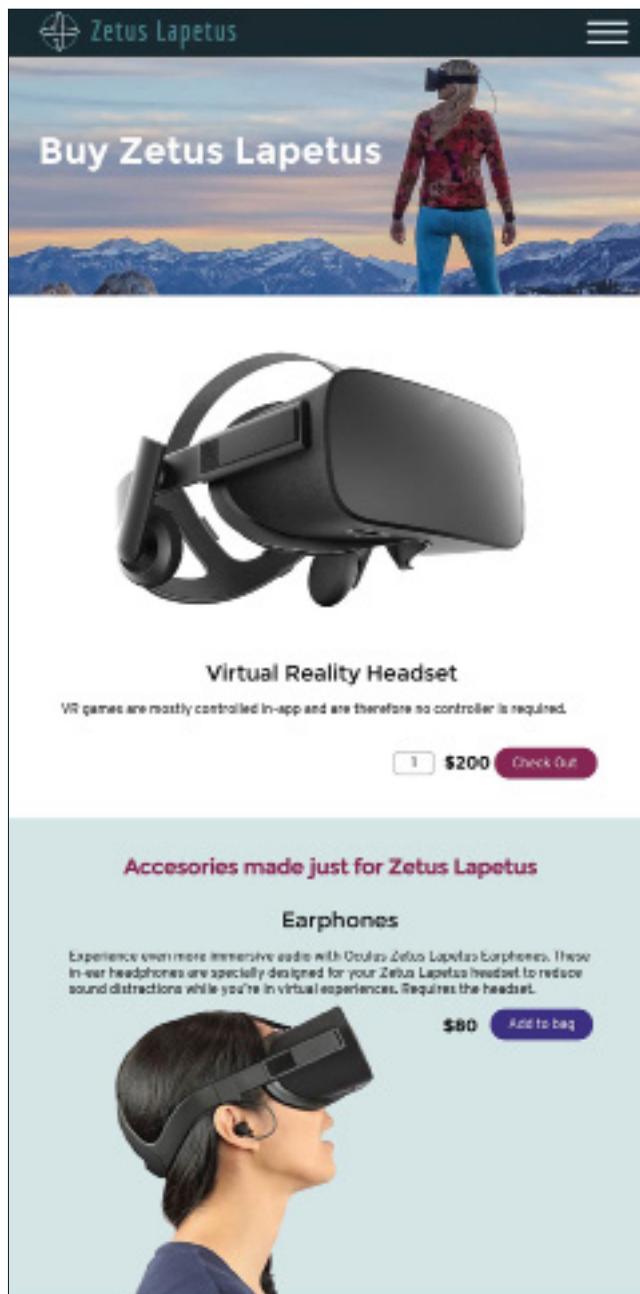
Subject

Message

Submit

shop

Wire Frames high fidelity



Project by

**Erika Herrera
Jacqueline Quintanilla
Jesse Wollin
Kelsey Roenau
Tom Soler**



Zetus Lapetus