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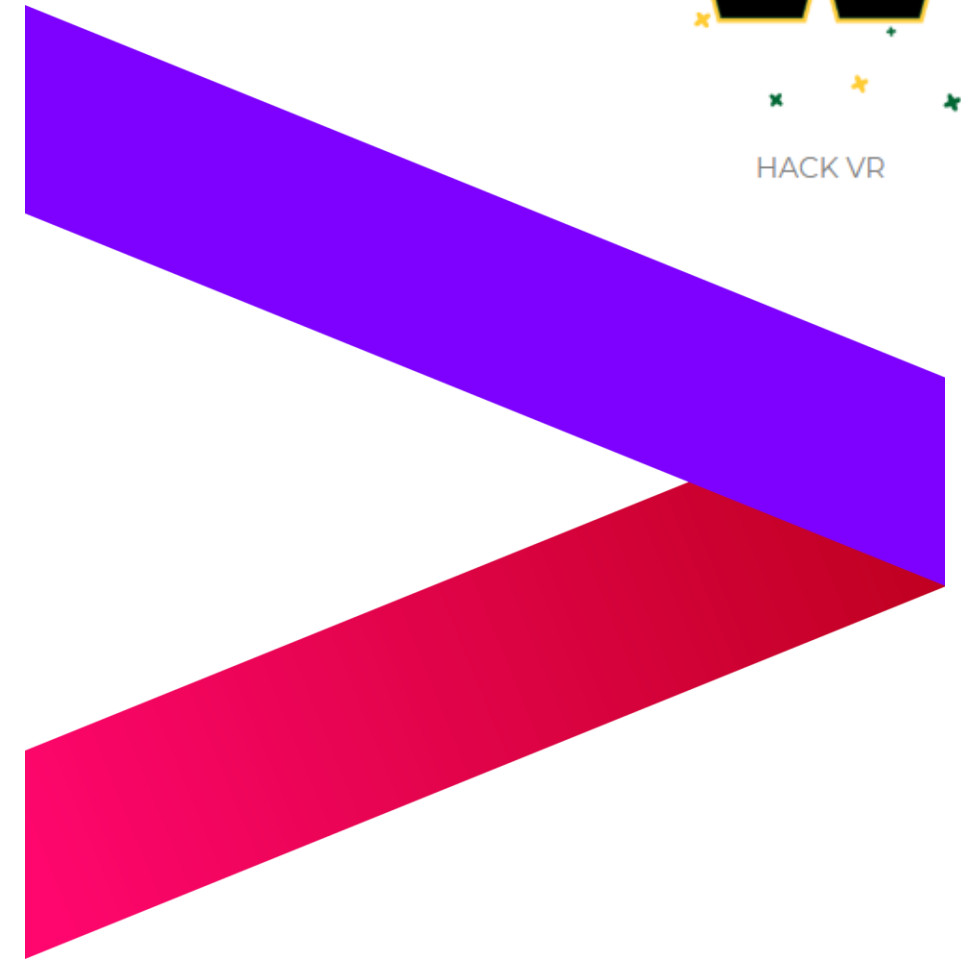
accenture

ACCENTURE HACK VIRTUAL REALITY

INTRODUCTION



HACK VR



VIRTUAL REALITY CAMPUS TOURS

DEVELOPED FOR UNIVERSITIES AROUND THE WORLD

- ✓ Developed in collaboration with actual students to show real classes and on-campus events
- ✓ Used 360-degree cameras to allow prospective students to look around and see all around them as they tour the campus
- ✓ Students can view on YouTube for free using a \$10 Google Cardboard VR headset



KEY QUESTION

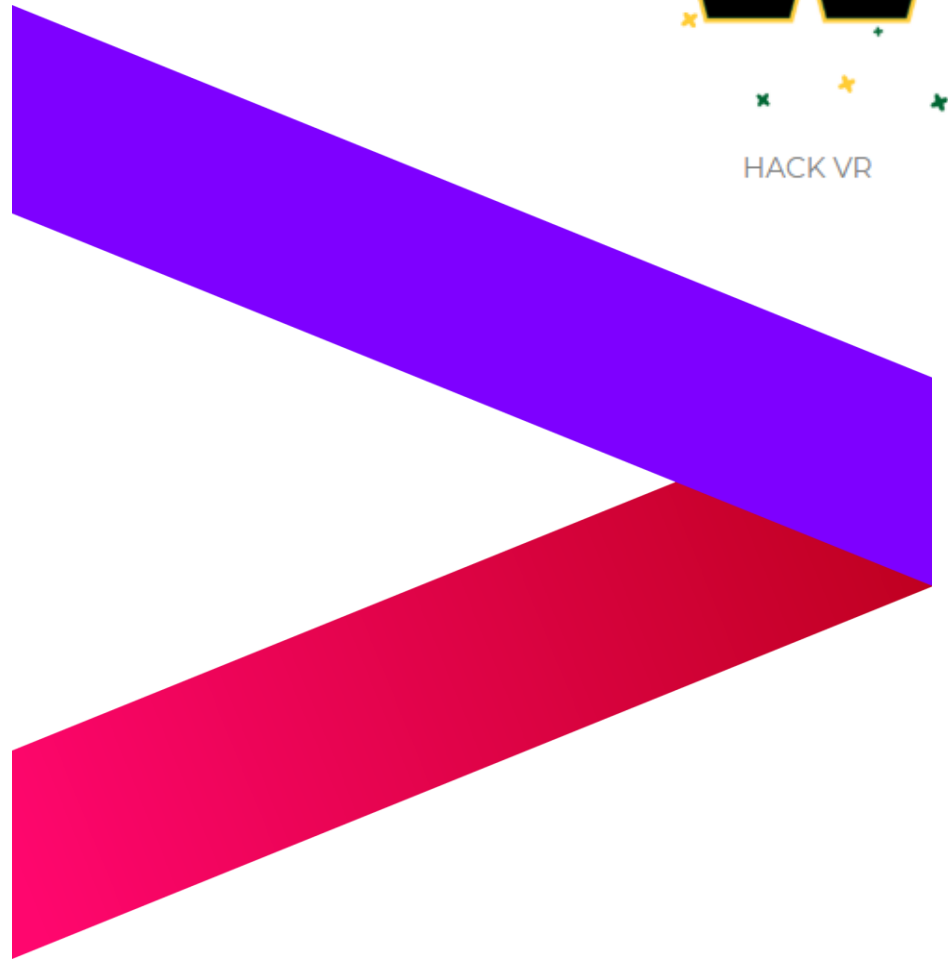
How can **virtual reality** be used in innovative ways to **enhance the experience of students, citizens, or patients?**

ACCENTURE HACK VIRTUAL REALITY

DETAILED MATERIALS



HACK VR



FULL QUESTION PROMPT

Students, citizens, and patients frequently face challenges in time, money, or health that can make traveling for an in-person experience difficult or impossible. Virtual Reality is an innovative way to allow people to have an immersive, exciting experience from wherever and whenever is most convenient for them. What are specific innovative ways that virtual reality can be used to enhance experiences and expand access to those who may have more trouble traveling?

Sub-Questions

1. Identify experiences for students, citizens, or patients in which virtual reality can play a powerful role (i.e., experiences in which a “face-to-face” interaction may be important or in which an “immersive” experience is helpful). How would you use virtual reality to improve these experiences?
2. How would you convince the organizations involved (hospital, university, government, etc.) that virtual reality makes the experiences better?
3. Not everyone owns an expensive, high-quality VR headset. How can you develop a business model that would help ensure that the virtual reality experience is widely and easily adopted?

Output:

- A presentation summarizing your answers to the above questions - highlight your key findings and present creative ideas (with visuals if possible). Include a “business plan” that describes the necessary activities to build, launch, and evaluate a successful virtual reality initiative.