



**A Leader in Immersive WEB3 Spatial Computing**

# Comprehensive Needs Assessment

In delving further into the needs assessment for Phase 1 Build, it is imperative to pose the following fundamental questions:

**1. Client's Objectives and Goals:**

- What are the primary objectives you intend to accomplish through the creation of the virtual world?
- Are there specific user engagement metrics or Key Performance Indicators (KPIs) that you are aiming to reach?

**2. Target Audience:**

- Who comprises the designated audience for the virtual spaces? (e.g., age demographic, interests, professional background)
- What are the principal characteristics and inclinations of your target audience?

**3. Functional Requirements:**

- What distinct functionalities do you envisage for the static spaces, such as the virtual newsroom, shopping mall, and expo hall?
- Are there any particular interactive elements or features you wish to incorporate (e.g., real-time notifications, interactive items)?

**4. Content and Design:**

- Do you possess any existing content or brand guidelines that must be integrated into the virtual spaces?
- Do you have any design preferences or thematic considerations for the virtual environments?

**5. Technical Specifications:**

- What technical prerequisites exist for the platform? (e.g., compatibility with specific devices, performance criteria)
- Are there any specific integrations required with other systems or platforms (e.g., Customer Relationship Management (CRM), analytics tools)?

**6. User Experience:**

- What type of user journey do you aim to establish within the virtual spaces?
- Do you have any specific user interactions or engagement strategies that you wish to implement?

## 7. **Monetization and Revenue Models:**

- How do you propose to monetize the virtual spaces? (e.g., membership plans, virtual transactions, advertising)
- Are there any revenue-sharing agreements or partnerships under consideration?

## 8. **Security and Privacy:**

- What are your stipulations regarding data security and user privacy within the virtual spaces?
- Are there any specific compliance regulations or standards that must be adhered to?

## 9. **Feedback and Improvement:**

- How do you plan to collect user feedback and evaluate the success of the virtual spaces?
- Are there mechanisms in place for continuous enhancement and updates based on user feedback?

## 10. **Timeline and Budget:**

- What is the anticipated timeline for completing Phase 1?
- What is the allocated budget for this phase, and are there any financial constraints that need consideration?

# Spaces:

For a comprehensive understanding of the client's preferences regarding each virtual space, the following tailored questions are provided:

## **Expo Hall**

### 1. **Booth Design and Functionality:**

- What design and layout concept do you envision for the expo hall and individual booths?
- What specific functionalities would you like each booth to incorporate (e.g., video presentations, downloadable content, live chat features with representatives)?

### 2. **User Interaction:**

- How do you intend for users to engage with the booths and exhibitors?
- Are there particular engagement tools you wish to integrate, such as polls, Q&A sessions, or virtual swag distribution?

### 3. **Exhibitor Management:**

- How will exhibitors oversee their booths and interact with attendees?
- Do you require analytics or reporting tools for exhibitors to monitor engagement and leads effectively?

## **News Room**

### 1. **Content Delivery:**

- What types of news content will be disseminated in the virtual newsroom (e.g., live broadcasts, recorded videos, articles)?
- How frequently should the content be refreshed, and who will oversee its management?

## 2. **User Engagement:**

- How would you like users to interact with the news content (e.g., commenting, sharing, reacting)?
- Are there interactive elements you wish to include, such as live discussions or interviews?

## 3. **Design and Layout:**

- What aesthetic and ambiance are you aiming for in the newsroom?
- Are there specific branding elements or themes that need integration?

# Shopping Mall

## 1. **Store Design and Layout:**

- How many stores are envisioned for the virtual shopping mall, and what categories will they represent?
- What design and layout preferences do you have for the mall and individual stores?

## 2. **Product Interaction:**

- How do you plan for users to interact with products (e.g., 3D views, virtual try-ons, product videos)?
- Do you have specific features in mind, such as wish lists, virtual shopping carts, or streamlined checkout processes?

## 3. **Merchant Management:**

- How will merchants oversee their stores and inventory?
- Do you require tools for merchants to monitor sales, customer interactions, and analytics effectively?

# General Questions for All Spaces

## 1. **Customization and Personalization:**

- How much flexibility would you like to provide users in terms of avatar customization and personalizing their virtual environments?
- Are there specific personalization features you wish to incorporate, such as tailored content or personalized recommendations?

## 2. **Monetization and Revenue Models:**

- What are your strategies for monetizing each space (e.g., membership fees, virtual transactions, advertising)?
- Are there particular revenue-sharing models or partnerships under consideration?

## 3. **Security and Privacy:**

- What are your requirements concerning data security and user privacy within each space?
- Are there specific compliance or regulatory standards that must be adhered to?

## 4. **Feedback and Improvement:**

- How do you plan to collect user feedback and assess the success of each space?
- Do you have mechanisms in place for continuous improvement and updates based on user feedback?

# Revshare Ideas

## 1. Percentage-Based Revenue Sharing:

- **Fixed Percentage:** In this model, a predetermined percentage of the revenue generated from sales within the Metaverse is allocated to both the client and the development company. For instance, a distribution of 70% to the client and 30% to the development company.
- **Tiered Percentage:** This approach allows for varying percentages based on the level of investment or contribution:
  - If the client funds 75% of the project, they would receive 75% of the revenue.
  - If the client funds 50% of the project, a 50/50 revenue split would apply.
  - If the client funds 25% of the project, they would receive 25% of the revenue.

## 2. Membership and Subscription Models:

- **Tiered Membership Plans:** Providing different tiers of membership with associated benefits. Revenue derived from membership fees can be distributed based on the agreed-upon percentage.
- **Subscription Services:** Offering monthly or annual subscription plans for access to exclusive content or features within the Metaverse. Revenue from subscriptions can be divided between the client and the development company.

## 3. Virtual Goods and NFT Sales:

- **Virtual Merchandise:** Profits from the sale of virtual items like avatar customizations, digital real estate, or collectibles can be shared.
- **NFT Integration:** Incorporating NFTs for unique digital assets. Revenue from the initial sale and any subsequent transactions in the secondary market can be distributed.

## 4. Event Hosting and Sponsorship:

- **Virtual Events:** Organizing virtual events such as exhibitions, award ceremonies, or networking functions. Revenue generated from ticket sales, sponsorships, and virtual booth rentals can be shared.
- **Advertising:** Revenue sourced from strategically placed advertisements within virtual spaces can be divided.

## 5. Training and Educational Programs:

- **Paid Training Sessions:** Offering paid training sessions for users seeking to enhance their Metaverse navigation skills. Revenue from these sessions can be distributed accordingly.
- **Educational Content:** Profits from the sale of educational content or courses within the Metaverse can be shared.

## Considerations for Revenue Sharing

### 1. Clear Agreement Terms:

- Ensure that the revenue-sharing terms are clearly delineated, encompassing the percentage split, payment schedules, and any provisions for adjustments.

### 2. Transparency and Reporting:

- Establish transparent reporting mechanisms to accurately monitor sales and revenue. Regular reports should be shared with all stakeholders.

3. **Compliance and Security:**

- Ensure that all transactions adhere to relevant regulations and implement security measures to safeguard user data and financial information.

4. **Scalability:**

- Evaluate how the revenue-sharing model can expand as the Metaverse grows and attracts a larger user base and more transactions.

5. **Flexibility:**

- Be open to revisiting and modifying the revenue-sharing terms based on performance and the evolving requirements of the Metaverse.