

# LBVR MODEL CANVAS

PROJECT:

DATE:

VERSION:

A one-page ideation tool for designing location-based virtual reality experiences. Use it to connect the player promise, virtual world, physical play space, interaction, VR operations, value model and evaluation. Fill in what you know now; return to it as the project develops.

<b>PLATFORM, VENUE &amp; PRODUCTION PARTNERS</b>  Who provides the venue, VR platform, content, hardware, staffing, technical support, licensing, marketing or local partnerships?	<b>VIRTUAL WORLD &amp; NARRATIVE FRAME</b>  What world does the player enter? What role, mission, atmosphere or story frame gives meaning to the VR experience?	<b>LBVR EXPERIENCE PROPOSITION</b>  Why would someone pay to experience this in a venue rather than at home? What is the core promise of presence, scale, spectacle, social play or immersion?	<b>EMBODIMENT, INTERACTION &amp; PLAYER AGENCY</b>  What can players do with their bodies, hands, voice, gaze or controllers? Are they solo, co-present, competitive, collaborative, guided or free-roaming?	<b>PLAYER PROFILE &amp; ACCESS NEEDS</b>  Who is it for? Consider VR familiarity, age, height, mobility, motion sensitivity, language, confidence, neurodiversity, access and group behaviour.
	<b>PHYSICAL PLAY SPACE &amp; TRACKING AREA</b>  What footprint is required? How do room scale, tracking, props, cable management, barriers and safety zones shape the experience?		<b>GUEST JOURNEY &amp; ONBOARDING</b>  How are players welcomed, briefed, fitted with headsets, calibrated, guided through play, debriefed, photographed, shared and reset?	
<b>VR OPERATIONS MODEL</b>  How will the experience be staffed, cleaned, reset, calibrated, maintained, supervised and made safe between sessions?			<b>COMMERCIAL &amp; EXPERIENCE OUTCOMES</b>  How will the experience generate revenue, repeat visits, social sharing, customer satisfaction and evidence that the VR experience worked?	