

VR-enhanced vacation planning

USER STORY

1. Enter hotel room
2. Put on VR headset
3. Map appears
4. Shows display, your location appears
5. Click, explore, select. Make purchases.
6. Can be tied to room (billed to your room)
7. Synchronize with your smartphone. Get itinerary.

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BENEFITS

- advertising revenue
- higher utilization of assets on- and off-site
- physically intuitive; less language dependence

ENHANCEMENTS

- Visual directions
- Assistant (Ollobot) that can lead customer within hotel