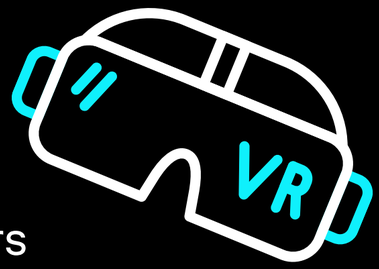
X-Twin ONE

a **gamified virtual customer journey** for internal stakeholders



in cooperation with

Problem

Customer journeys are often abstract and are not given enough consideration in product decisions.

Solution

A gamified VR experience that brings the journey to life as an escape room.

Figma Unity Meta Quest

Our Team

Maria (Mobile Media)

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Hanna (Media Economics)

Luena (Media Economics)

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The Customer Journey

1. Interest **2. Onboarding** **3. Usage**

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Our VR-Escape-Game

1. Choose a Persona

2. Solve Quests along the Journey

3. Understand the customer