case study

Kidzania VR 360 experience and
Poster design tool for MP Tourism

TILT LABS

executive summary

TILTLABS collaborated with KidZania and MP Tourism to create a compelling blend of education and entertainment through immersive VR 360° experiences and a digital poster design tool. The initiative aimed to introduce children to the natural beauty and wildlife of Madhya Pradesh by virtually transporting them into two thrilling adventures: a Jeep Safari in Satpura Forest and a rafting expedition on the Betwa River. Complementing these was the Poster Life application, enabling children to creatively express what they had learned by designing wildlife-themed posters. The experiences were tailored to be engaging, interactive, and safe for young audiences, combining storytelling, technology, and tourism promotion in an impactful and memorable format.

project challenges

Capturing Realistic 360° Wildlife Footage Under Operational Constraints:

Filming immersive, high-quality 360° video content in dense forest and river conditions posed technical and logistical challenges, requiring synchronization with local authorities, wildlife behavior, and environmental factors.

**Synchronizing Multiple VR Devices with Motion Hardware:**

Achieving seamless synchronization of multiple VR headsets and motion-simulator hardware required tight coordination with integration partner Bluechip, demanding software and hardware alignment precision.

Ensuring Interactivity Without Overwhelming the User:

Designing age-appropriate interactive elements that complemented the VR narrative without distracting or complicating the overall experience was crucial for maintaining flow and engagement.

Developing a Simple Yet Expressive Poster Design Tool for Children:

Creating an intuitive interface for children to design wildlife posters needed careful UI/UX planning, simplified tools, and tactile responsiveness to ensure creative freedom without complexity.

goals & objectives
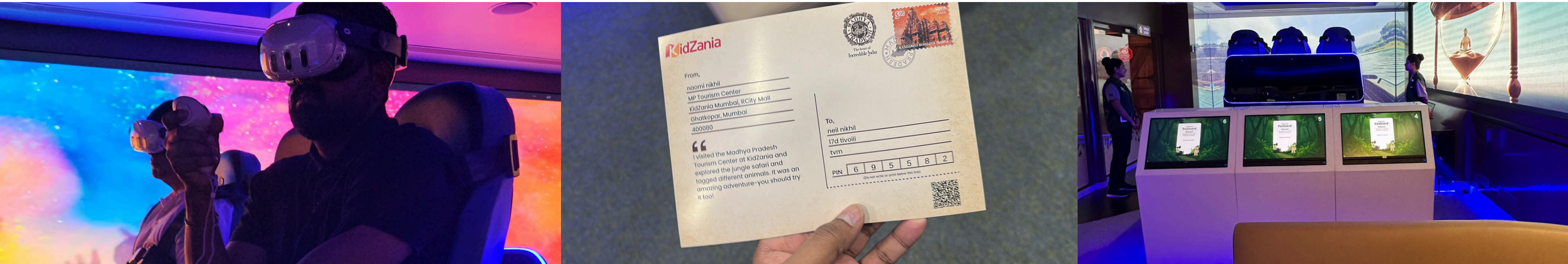
Promote Madhya Pradesh's Ecotourism Through Immersive Technology:

Showcase the natural beauty and adventure opportunities within MP through innovative experiences tailored for young explorers.

Introduce Children to Indian Wildlife and Ecosystems:

Educate children about the biodiversity of MP's forests and rivers through immersive, firsthand virtual experiences.

Inspire Creativity and Engagement Through Interactive Tools:

Enable children to consolidate their experiences by designing wildlife posters using a hands-on, touch-enabled application.

Deliver a Scalable, Repeatable, and Safe Entertainment Format:

Ensure the system can accommodate multiple users simultaneously, with minimal intervention and high reliability, and be tailored to the operational needs of KidZania.

solutions & methodology

Original 360° Footage Captured from Satpura and Betwa Sites:

High-definition 360° videos were recorded during real-life Jeep safaris and river rafting expeditions, providing the base for the immersive experiences.

Interactive VR Layer with Quiz-Based Gameplay:

Interactive segments such as wildlife spotting games and post-experience MCQs were layered onto the VR journey, rewarding children's observation and comprehension.

Poster Life: A Creative Touchscreen Poster Tool:

Children could choose from a library of animals, trees, backgrounds, and shapes to craft customized wildlife posters. Posters could be printed or saved and downloaded via QR code.

Robust VR & Motion Simulator Integration:

VR experiences were synced across six-user simulator setups with motion feedback, operated through a central interface, and mirrored on an external display wall for spectators.

Stylus-Compatible Poster Stations with High-End Hardware:

Poster design systems featured 40–55" touchscreens with stylus support and high-performance computing to ensure responsiveness and visual clarity.

project execution

## Phase 1: Content Capture & Concept Design

- Filming was executed across Satpura Forest and Betwa River with 360° rigs.
- Storyboarding of VR flow, game mechanics, and interactive checkpoints.
- Identification and curation of wildlife visuals for Poster Life content.

Phase 2: Application Development

- VR content is stitched, optimized, and integrated into interactive applications.
- Motion simulator coordination and application synchronization are handled with Bluechip.
- The Poster Life interface has drag-and-drop asset functionality, color tools, text, and shape inputs.

Phase 3: Testing & Deployment

- Functional, performance, and safety tests conducted across hardware and software environments.
- User flow and interactivity were reviewed and refined through feedback.
- On-site installation and staff training provided for seamless deployment at KidZania.
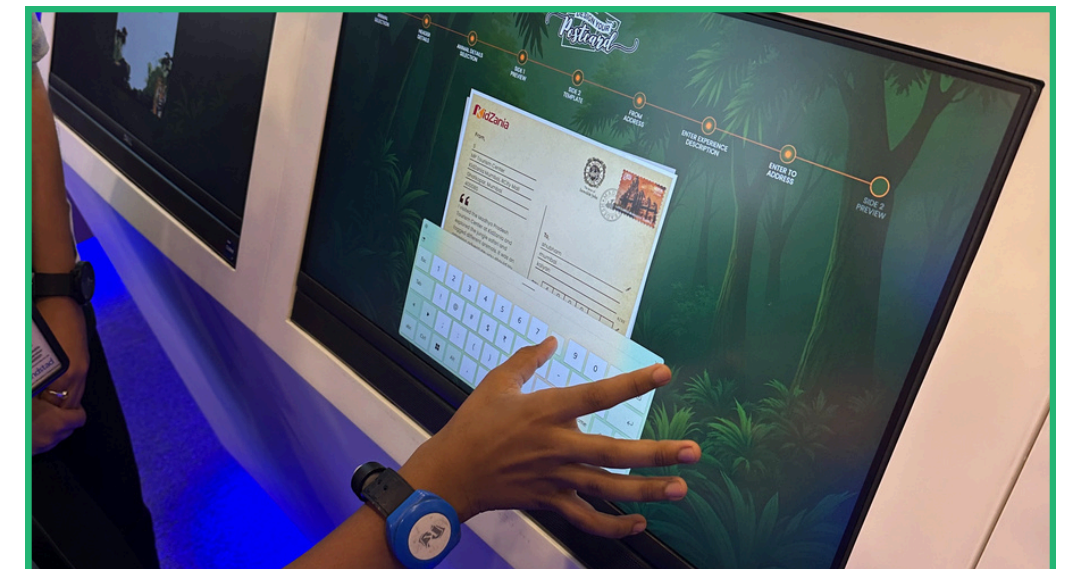
outcomes & results

High Participation and User Engagement:
Children actively participated in the VR sessions, showing increased retention and interest through the quiz elements and seamless transitions between passive and active components.

Creative Expression through Poster Life:
Post-activity poster designs reflected strong creativity and thematic alignment with the wildlife narratives experienced in VR, reinforcing educational takeaways.

Positive Parent and Operator Feedback:
Operators reported smooth functionality and minimal technical issues. Parents appreciated the educational value and immersive quality of the experiences.

Strengthened Brand Association with Innovation and Nature:
MP Tourism's commitment to nature, technology, and youth engagement was strongly highlighted, enhancing its brand image in an experiential and future-forward manner.

VR RIVER RAFTING

VR JUNGLE SAFARI

conclusion

TILTLABS' partnership with KidZania and MP Tourism is a prime example of immersive storytelling and educational tourism. The initiative successfully engaged young audiences by blending cutting-edge VR with creative expression tools while reinforcing wildlife conservation values. The project's seamless deployment, user satisfaction, and technical excellence underscore TILTLABS' expertise in delivering impactful, immersive experiences tailored for children and family audiences.
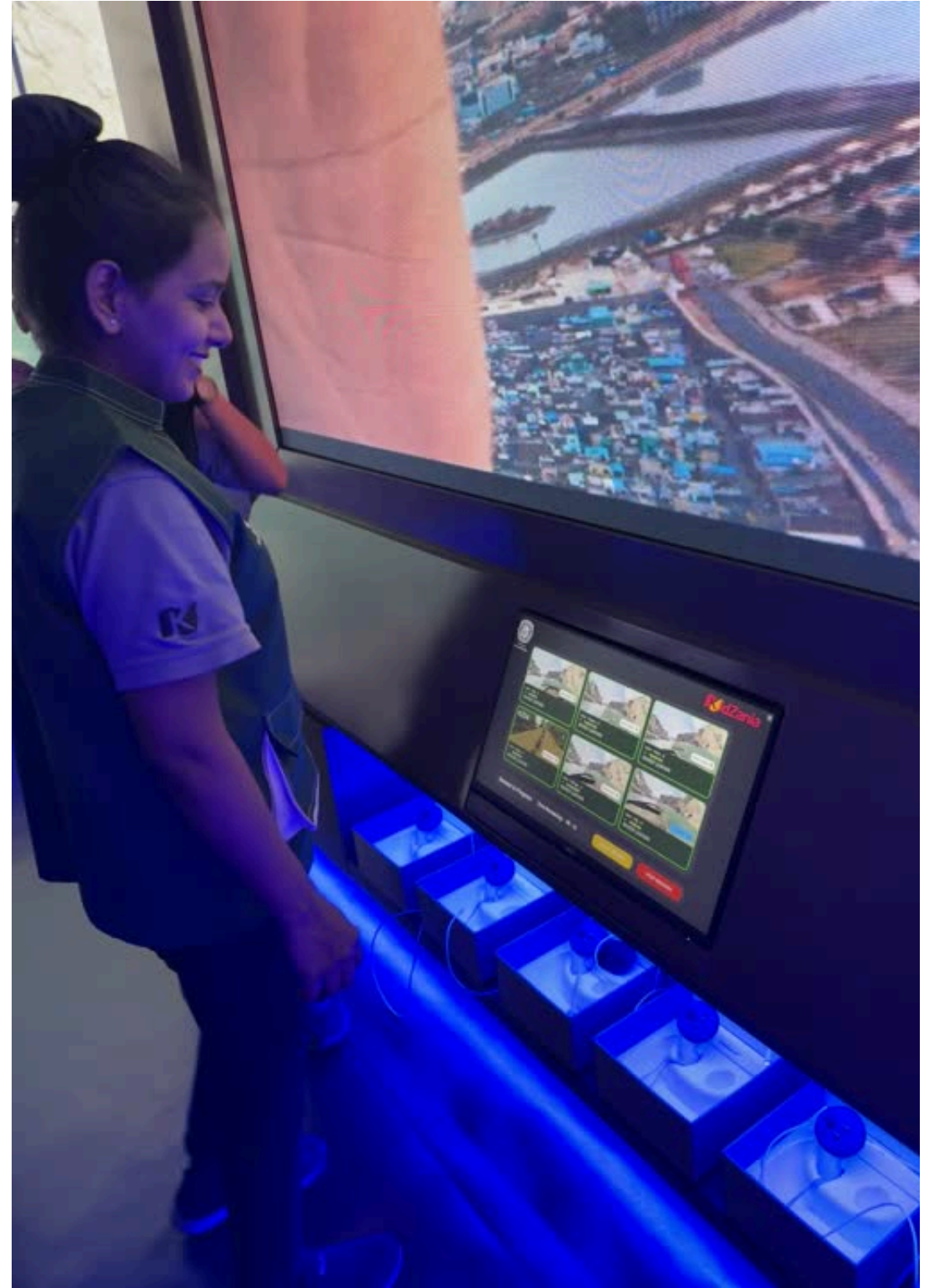
Thank You

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