Deloitte. Digital



Use Case Canvas for Immersive Experiences

Creating Immersive Experiences that Pay Off

Immersive Experiences that Pay Off

How can companies create Immersive Experiences that not only strengthen the brand image, but above all offer added value for end customers and generate sustainable business value?

While the use of Artificial Intelligence (AI) for interactions with end customers is already widespread, the use of immersive technologies is still on the rise. The ambiguity surrounding immersive technologies arises from the different interpretations and applications of these advanced tools in different industries and sectors. Constant software and hardware innovations successively dismantle existing barriers and make immersive experiences increasingly accessible not merely to a tech-savvy audience, but also to the masses as they provide better usability, easier access and lower prices. These enhancements boost immersive tech's areas of application and make use cases more attractive for both businesses and customers. It is therefore not surprising that the topic of Immersive Customer Experience (CX) has already found its way on the C-Suite agenda.

Extended Reality (XR) has long since gone from being a buzzword to an impressive tool for sustainable CX transformation in a wide variety of industries like entertainment, gaming, automotive, retail, banking, healthcare and beyond. For example: Augmented Reality (AR) powered displays and immersive humanmachine-interfaces are shaping the future of vehicle interior design. Exciting AR/VR supported entertainment encourages customers to stay longer in stores while consuming useful information about products, supply chains, and firm values. Product presentations take place in immersive showrooms. Makeup and clothing can be tried on and tested virtually through an AR powered mirror. All of this is no longer fiction, but already part of today's reality.

Immersive experiences are not limited to virtual space, but can equally take place in real life. Even though XR has conquered the gaming and entertainment market in particular, it also had a crucial impact on commerce. This was particularly evident in the recent launch of various immersive experiences by large, well-known companies, however, some of which give the impression that companies are merely chasing a trend instead of generating added value for their target customers. Global forecasts for the XR market indicate that investments in this area will continue to rise, underpinning XR's impact on CX.

Besides all the opportunities immersive experiences offer, there are also risks, not least due to often high investments required. To make smart investment decisions, companies must ensure that the identified and prioritized use case finally has a positive and lasting impact on three dimensions: brand, business, and customer.

In order to set the focus on value generation instead of pure technical feasibility, latest trends, or gut feeling, Deloitte presents the Immersive Experience Canvas, which is intended to provide additional support for companies in choosing the experience that benefits the brand, the business, and the customer.

Will your immersive experience use case pay off?



How to use the Immersive Experience Canvas

In today's rapidly evolving digital landscape, creating immersive customer experiences is one way for fostering engagement, building loyalty, and driving innovation. The Immersive Experience Canvas helps you to ideate and evaluate impactful experiences by applying a structured framework.

Three steps to success

1. UNDERSTAND

Familiarize yourself with immersive CX concepts and trends. Leading questions could be:

- What are immersive experiences and why would they matter to our customers?
- How could immersive CX enhance customer engagement in my industry?

2. IDEATE & VALIDATE

Ideate a concrete Use Case and fill in the Immersive Experience Canvas to analyze its viability. Explore key aspects like:

- **Experience Dimensions:** What type of immersive experience do we want to create?
- **Customer Segments:** Who will benefit from this experience?
- **Value Dimensions:** How will this impact our business, brand and customers?

3. IMPLEMENT

Make the immersive experience a reality:

- Identify key partners and resources for seamless execution.
- Set-up relevant tools and platforms.
- Define the next steps for MVP implementation.

EXPERIENCE DIMENSION



Entertainment: Create captivating, fun experiences that spark joy and deepen brand engagement.



Shopping: Revolutionize (online) shopping by making experiences more personalized and interactive.



Social Interaction: Provide real or virtual spaces for meaningful connection and collaboration.



Edutainment: Use entertainment as a lever for a memorable, engaging learning journey.



Assistance: Provide immersive support and explanation on product/ service usage.



Gaming: Build immersive, dynamic gaming experiences to entertain and challenge users.



Wellbeing: Foster mental and physical health by offering immersive experiences that promote relaxation, mindfulness, and self-care.

Immersive Experience Canvas



#1 Use Case Name	#2 Use Case Description What should the immersive experience look like?	#3 To-Be-Journey How would the customer journey look like? Which activities are performed? Where and how is the immersive experience integrated?		#14 Value Dimensions How do we assess the following value dimensions from weak to strong?
	TOOK TIKE!			Customer Impact
				a) Eliminates current pain point(s)
Immersive Barometer				b) Increases convenience
Does the use case take place in the real or rather virtual world?				c) Increases personalizatio
Real Virtual	#4 Customer Segments	#5 Customer Adoption	#6 Technology Stack	d) Increases personal efficiency
world world	What is the target audience of this use case? Is it new or existing?	How large is the potential target audience?	How well does the current tech stack integrate with the immersive solution?	e) Delights with innovative experience
Experience Dimension What type of experience do we want to deliver?		Niche Main- stream	Which new technologies or platforms are required to implement and run the use case?	f) Integrates into seamless omni-channel experience
Entertainment			The use cuse !	Brand Impact
Shopping				g) Aligns with brand values and reputation
Social interaction Edutainment	#7 Channels & Devices	#8 Key Resources Which Internal/	#9 Cost Structure Which ongoing and	h) Differentiates from competitors
Assistance Gaming	Through which channels can customers access the experience? What	external resources are required?	one-off costs make up the use case?	i) Brings positive impact on brand perception
Garming	devices are needed for that?			Business Impact
Wellbeing Other:				j) Increases customer loyalty
Customer Lifecycle Which customer lifecycle				k) Improves market & brand positioning and brand attractiveness
phase does the experience affect most? Become aware	#10 Revenue Generation How do we generate revenue from this use	#11 Key Partners Does this use case require strategic partnerships? Who are	#12 MVP-State What must be in place to launch the use case as a minimum viable	l) Improves customer understanding & targeting
Consider	case? What new revenue streams or possibilities arise?	potential partners and how could the partnership model look like?	product?	m) Fosters data driven decision making
Wait				n) Creates additional revenue streams
Use Stay loyal				o) Reaches new target groups

Authors



NEIL EDIONSenior Manager
Customer Experience & Applied Design nedion@deloitte.de



TATJANA FAHRNERSenior Consultant
Customer Experience & Applied Design tfahrner@deloitte.de



TABIA KÜRSCHNERConsultant
Customer Experience & Applied Design





Deloitte. Digital

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2025 Deloitte Development LLC. All rights reserved.