The HEarthQuake

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Sumatra, Indonesia

9,1

Richter scale

26–12–2004

Project Overview

Earthquakes pose challenges for society in many places in the world. Nevertheless, not all people in the world can understand how it feels to experience earthquake. Using our project, we want to help people understand and feel the empathy for people and to imagine consequences.

When user launches the interactive environment, they can freely roam in the virtual world. Earthquakes are represented by cracks on the land, and heartbeat representation of the strength of individual earthquakes. User can find further information, see strength and discover stories of the people experiencing that earthquake.

- Immersiveness
- Emotions
- Data-first Attitude
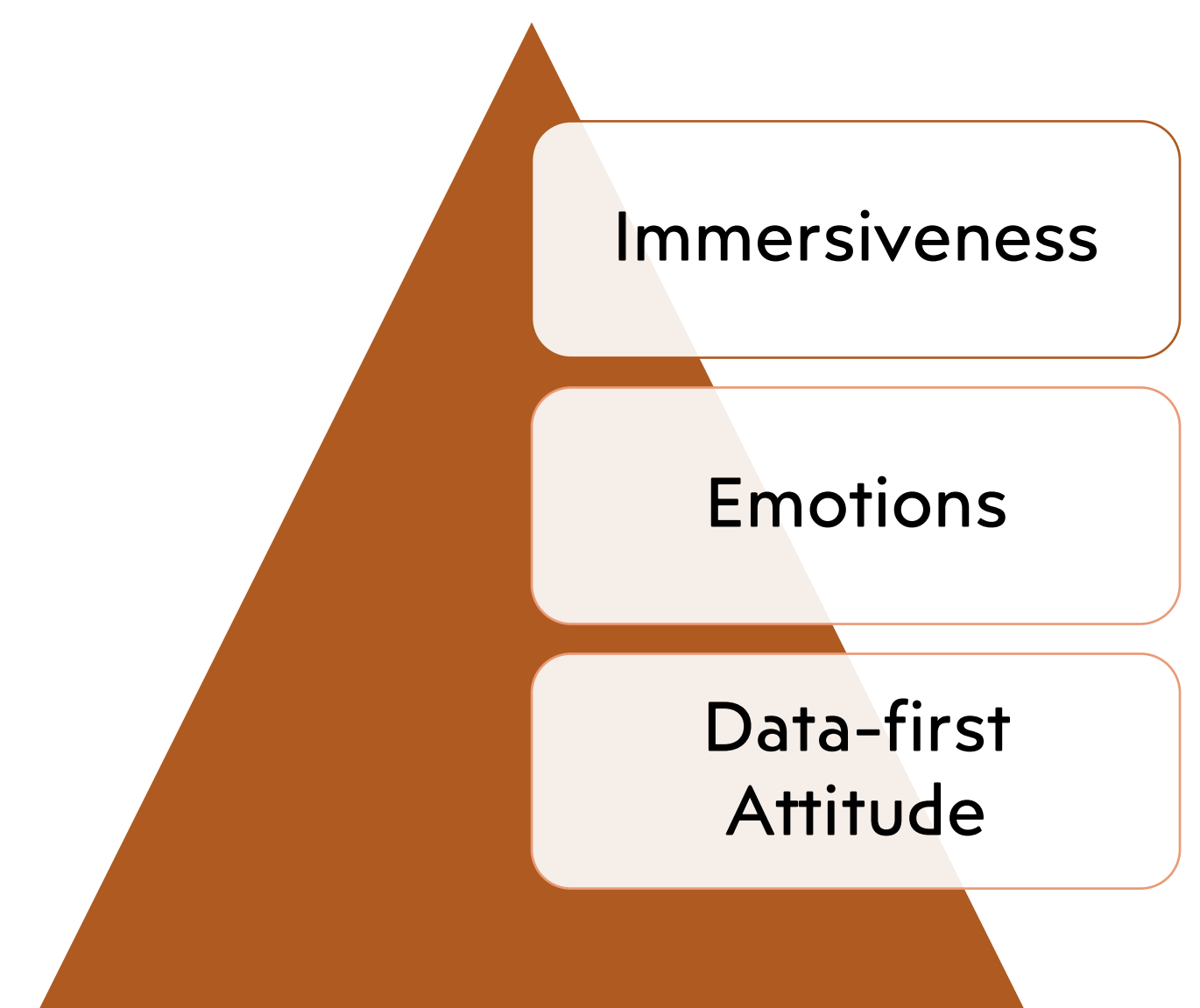
Our motivation

There is a lot of data around us. But they are just plain numbers. Such data are also data about earthquakes. When people are confronted with data about earthquakes, they are done so with simple number of Richter scale. But behind the number, there are so many invisible stories of lost lives, ruined homes.

We wanted to make a difference. Our team of five fully opened their minds and with expertise in each topic, we made interdisciplinary team.

We all together invented the project. Having skills from the journalism field, **Tomáš Hána** led the project management to analyse different attitudes and develop stages of our project. **Ruth Chigbo** helped us to bring to the topic of earthquakes expert information. **Timur Martínez-Mukimov** made the project real using his deep knowledge of Unity interface and coding skills. **Mohammad Yaser Nabizadeh** helped to get the data with sound features and with **Marija Fileva's** Business Development expertise with launching products on the market, we can make the project viable and reality.

Business Development

1. Market research
2. Competitive Analysis
3. Product Development
4. Business Model
5. Revenue Model
6. Partnership Development
7. Product Launch
8. Scaling and Growth
9. Sustainability and Future Planning