XR MindMap

Project Information

"BSG Go! Scaling-up Baltic Sea Game Support"

Interreg BSR Project # C002

BSG GO! explores and pilots promising solutions to shape a resilient support environment for the young and growing game developer studios and as a result minimise the threat they face in times of crisis.

https://interreg-baltic.eu/projects/bsg-go

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
Helsinki and Berlin, January 2025

Context

The XR MindMap has been designed within the framework of the Interreg-BSR co-funded BSG Go! project as one component for an overarching solution to address the challenge of lack of orientation towards business opportunities and new framework conditions, legal requirements and consumer expectations. Ensuing is a lack of preparedness in young entrepreneurs and small studios to adapt their business modelling, strategies and practices accordingly.

The project explored a range of means in support of a strategy to promote knowledge on XR and AI within the game developer community, with a focus on mentors or business developers and game developer teams. The XR MindMap is one of the piloted components explored.

Link to the XR Mindmap:
https://miro.com/app/board/uXjVL7Ffy2M=/?share_link_id=826182030441

The landing page view of the XR Mindmap on Miro by Helsinki XR Center.

Description
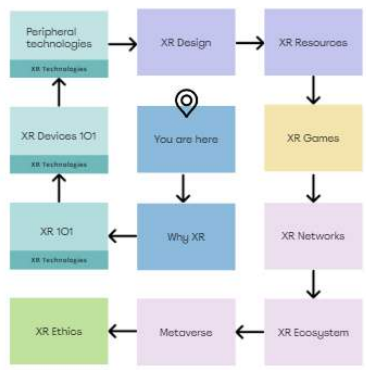
Extended Reality, or XR for short, is a relatively new field of industry focused on immersive experiences. XR is an umbrella term that encompasses Virtual Reality, Augmented Reality and Mixed Reality. Some people use the term Metaverse technologies, but in this project, we use the term XR as it is more commonly known and easier to define than the ambiguous and over-used (also mis-used) term Metaverse.

XR is an emerging technology and still a relatively small and unknown field of business. However, the industry has gained traction and evolved rapidly in the last few years and is estimated to grow into a multi-billion euros' industry by 2030 (Source: EU Commission's VR/AR Industrial Coalition Strategic Paper 2022). XR has the potential of becoming the next technological disruption wave profoundly changing the way digital media and content is consumed, comparable to the Internet or modern era cell phones. This is why many governments and industries have started to do their own research and explore possibilities to gain advantageous position, should XR indeed become the next big disruption wave that profoundly alters our digital landscape on a global scale.

Digital entertainment and especially gaming are early adopters of XR technologies and can alter the industry dramatically in the upcoming years. On the positive side, there is a lot of overlap between XR and game development, and game developers have a good base of tools, skills and knowhow that give them an advantage in XR development projects.

Learning XR is not easy, as it is a remarkably huge topic. There are tons of information and dozens of sub-topics relevant to the main theme which makes it challenging to learn for someone completely new to the industry. This is why the XR Mindmap has been created. It is a tool to facilitate learning XR, increasing awareness of the possibilities of XR technologies, and providing know-how to faster onboarding people into the world of XR.

The XR Mindmap is basically a large, visualized database with specialist curated content that helps diving into XR. The tool includes learning materials, industry reports, links to XR-themed networks and interest groups, introductions of specialist tools and pipelines used in various stages of XR production, and a lot more useful content. Special attention was paid to visualizing and applying good information design to make the XR Mindmap as readable, accessible and easy-to-use as possible, as the main challenge was the vast amount of information and relevant topics to build a complete picture of the multi-faceted XR industry. The XR Mindmap is built in a way users can quickly zoom in and out between the main branches of XR industry (such as XR technology, XR Design and XR Ecosystem), and sub-topics of each main branch (such as tools, learning materials and networks). This way it is easy to quickly form an overall understanding of the complex XR landscape, and dive deeper into any sub-topic that is relevant to each user regardless of their own specialty. The tool can help everyone from coder to designer to CEO to funder - everyone can focus on learning the branch of information that is most useful for their situation. For example, designers and coders are likely more interested in XR development tools and good XR design principles, but founders and CEOs might find XR Ecosystem and XR Networks much more useful for their business development.

Several XR industry specialists have been consulted in the process to ensure relevancy and quality of the content and chosen topics. To include the target audiences of game developers and mentors, the XR Mindmap has a separate section dedicated to XR gaming, which would currently still forms an emerging category in XR in terms of revenue and market size. The XR Mindmap can be a useful tool in understanding XR landscape and easing onboarding to XR to companies from other industries, too.