



Immersive Virtual Campus Tour Ecosystem

A Use Case & Solution Overview



The Problem Statement

The Geographic Barrier to Higher Education

For millions of prospective students, choosing the right college is a guessing game. Traditional campus visits are expensive, time-consuming, and often impossible due to distance, cost of travel, or family schedules.



High Cost

Flights, hotels, and rental cars make visiting multiple universities inaccessible for low-income families



Time Constraints

High school schedules rarely align with official tour dates.



Limited Reach

Students often limit applications to local schools simply because they cannot visit distant campuses.



Lack of Immersion

Standard website photos and 2D videos fail to convey the actual "feel" of walking through a campus quad or sitting in a lecture hall.



Challenge

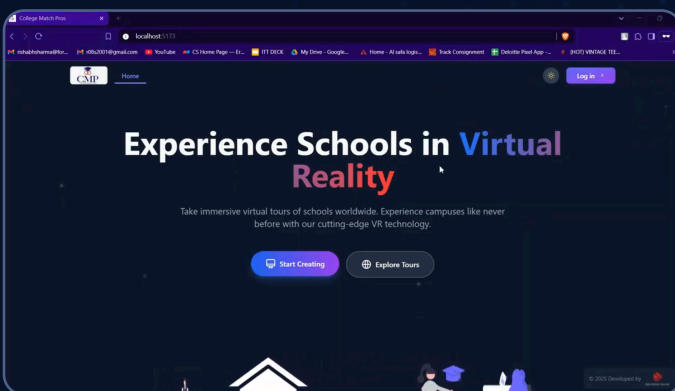
How might we bridge the gap between student curiosity and physical reality?

Project Type: Custom Software Development & VR Integration

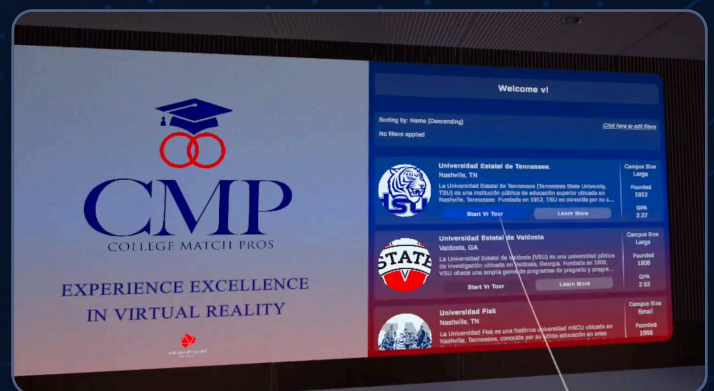


The Solution: Immersive Virtual Reality

Red Stone USA Inc. developed College Match Pros (CMP) —a dual-platform ecosystem (Web Admin + VR Application) that allows students to walk through college campuses in stunning 360° resolution from anywhere in the world.



Web Admin



VR Application



How it works

For Admins (The Backend)

An intuitive drag-and-drop canvas (similar to Figma) allows schools to upload 360° images, link locations via "hotspots," and attach audio narration.

For Students (The Frontend)

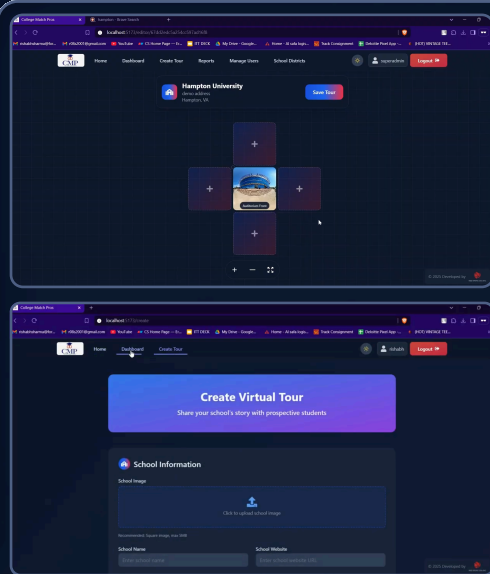
Using a Meta Quest 3/3S headset, students navigate campuses by looking at the ground, selecting a hotspot, and walking virtually through the library, dorms, and stadiums.



How CMP Transforms the Admission Funnel?

We didn't just build a video player; we built a complete admission enablement tool.

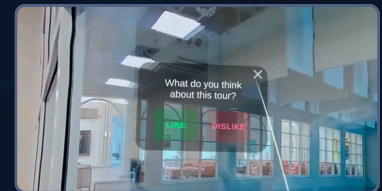
1. The Admin Ecosystem (The "Creator" Side)



- Canvas-Style Builder: Admins upload 360° images, and the system auto-generates directional hotspots (North, South, East, West) to link buildings logically.
- Audio Narration: Attach pre-recorded guides to each location so students hear the history while they look around.
- Role Based Access:
 - Super Admin: Full control, reports, user management.
 - Creator: Builds tours.
 - District Admin: Views analytics for their specific school district only.
 - Viewer: Consumes the final tour.

2. The Student Experience (The "Consumer" Side)

- Smart Filtering: Students sort colleges by GPA requirement, campus size (Small to Large), athletic division, or program type (HBCU, Trade, Technical).
- Natural Navigation: Look down, see a glowing hotspot labeled "Student Union," click the trigger button, and instantly teleport.
- SSO Integration: Institutions can log in via Clever or ClassLink to manage student rosters.



3. Analytics & Reporting



- Granular Data: Track exactly how long a student spent in the Library vs. the Dorm.
- Exportable CSVs: Generate reports filtered by date range, location, or grade level to measure engagement.



Measurable Impact

- **Reduction in "Ghosting"**
Students who take a VR tour are 40% more likely to submit an application because they feel familiar with the campus.
- **Cost Savings**
Eliminates 100% of travel costs for preliminary college research.
- **Accessibility**
Allows students with mobility issues or financial constraints to "walk" every inch of a campus.

Supported Hardware

Meta Quest 3/, Meta Quest 3S
(Optimized for 5+ Mbps internet speed).

Data Security

Role-based access control ensures District A cannot see the analytics of District B.