

Application: 4021

3D Virtual Tours

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

City of Sydney

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

3D Virtual Tours

Category

N03. Technical Innovation of the Year - Government Technology

Technical Innovation of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

For the past 182 years, the City of Sydney has been operating from a community-first set of values. Caring for our city and creating a future for all is our purpose, and innovation is a core value of ours we uphold to achieve our purpose.

We're recognised for our commitment to innovation, with our Information and Technology Strategy that puts residents, businesses and communities at the centre of our work to transform the City of Sydney's digital services.

At the heart of our digital transformation efforts is the Digital Innovation Team. Our mission is to make sure every digital interaction with the City is a great one. From this mission, strategic intent and purpose came our innovative 3D Virtual Tours solution that has transformed the community venue booking journey.

b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

At our 38 community venues across the City, we learnt that significant time and effort was being spent by employees handling space-related enquiries and in-person tour requests from community members. We learnt it can take up to 90 minutes of a community member's time to book a venue, from initial enquiry through to booking confirmation.

So we formed a design challenge to improve the situation: how might we reduce venue space-related enquiries and requests, saving both staff and the community time in the venue booking journey?

The Digital Innovation Team, Community Venues and City Communications teams collaborated to deliver an innovative solution that harnesses emerging technology to solve for the needs of our community members while meeting the needs of our organisation.

The solution is a 3D virtual tour experience of our community venues—a new self-service touchpoint the community can use 24/7. The tours use LiDAR capture technology that reconstructs the space in 3D and allows for real-time walkthroughs, measurement of the physical space, and birds-eye views at any angle. By enabling these benefits, we've provided a novel way for the community to experience our venues and help them assess suitability.

By rolling out this scalable solution we've transformed the booking journey and brought many benefits to the organisation and the community including time, effort, and cost savings, while increasing community confidence when booking.

c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

The 3D virtual tours proved to be an innovative, highly cost-effective, and scalable solution, meeting the needs of the community and staff while harnessing emerging technology to provide unique value.

The LiDAR technology we used allowed us to create 3D virtual tours of our venues at a lower cost than traditional photography or video shoots. The technology meant the solution was cheaper to scale across multiple venues, providing a cost-effective way to optimise the booking journey for community members.

The solution achieved its intended objectives and delivered significant results:

Community impact: a better experience. Increased engagement with our venue touchpoints, and increased community confidence.

Outcomes:

- * 100% of community members surveyed said they felt more confident in booking a community venue.
- * An experience rating of 4.4/5.
- * 44% increase in Google business profile interactions and over 1000 unique virtual tour visits in the first two months.

Business impact: staff time saved and unlocked for use on higher-value community engagement tasks.

Outcomes:

- * An estimated 50% reduction in requests for in-person tours. For every in-person tour request that's redirected to a virtual tour, we estimate a saving of up to 65 minutes for staff.
- * A 44% reduction in related enquiries.

By reducing the number of service touchpoints from four to one, the 3D Virtual Tours enable a saving of up to 65 minutes of effort per booking. This saving is visualized in the Venue booking journey intervention image (see supporting documents).

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1 - 3D virtual tours solution.jpg: A screenshot of the solution.

The experience offers a measurement tool to help hirers understand whether the space is suitable for their needs.

2 - 3D virtual tours solution.jpg: A screenshot of the solution.

An interactive birds-eye view offers a new way for hirers to understand the spatial layout of the venue, allowing them to choose the optimum room for their needs and plan logistics for their event.

3 - Venue booking journey intervention.jpg: Map of the venue booking journey through the lens of touchpoints.

The 3D Virtual Tours provide a mechanism to simplify the journey, reducing five major touchpoints to two and saving up to 65 minutes.

4 - Outcome map.jpg: Our strategic outcome map.

This visualises the desired outcomes for the project, keeping everyone focussed on how our solution will deliver:

- * A better experience that addresses unmet needs of the community and increase confidence in venue booking.
- * Behaviour change, transforming the venue booking journey by reducing the amount of steps required to make a decision and book (e.g. removing the need to request, organise and attend an in-person tour of the venue).
- * Time saving for both community members and staff.

5 - Multiple entry points.png: A visualisation of the multiple entry points into the solution.

We considered how and where potential hirers consider our venues, and provided entryways into the tours so they can learn more about the venue and gain confidence in how suitable the venue is for their needs.

Webpage Link

<https://www.cityofsydney.nsw.gov.au/landmarks/glebe-town-hall> (<https://www.cityofsydney.nsw.gov.au/landmarks/glebe-town-hall>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://sh.smartviewmedia.com.au/m/wqt5025/?v=wqt5025> (<https://sh.smartviewmedia.com.au/m/wqt5025/?v=wqt5025>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/QGIQWDvyDss> (<https://youtu.be/QGIQWDvyDss>)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-tech.secure-platform.com/file/66252/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjI1MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yZuK1-hV7jxB2JsY?1%20-%203D%20virtual%20tours%20solution.jpg>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/66253/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjI1MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yghD93oAnnbJOViP-Th1x-J_I2SyYdM?2%20-%203D%20virtual%20tours%20solution.jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-tech.secure-platform.com/file/66254/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjI1NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9y3%20-%20Venue%20booking%20journey%20intervention.jpg>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-tech.secure-platform.com/file/66255/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjI1NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9y4%20-%20Outcome%20map.jpg>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (https://stevies-tech.secure-platform.com/file/66256/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjI1NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yZ_esBaSMIWOZ7i9Y?5%20-%20Multiple%20entry%20points.png)

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree