



# Journey to the Moon

*By: Team Infinity*

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# The Team



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# Trailer

<https://youtu.be/VVFnynpXZ5k>





# Elevator Pitch

Journey to the Moon is an interactive exploration that illuminates Dell's Moonshot Goals. Attendees become astronauts, via an avatar, on the Starship Dell, which is flying to the moon. While aboard, they discover the ways that Dell is working towards their sustainability initiatives. At the end of their journey, attendees launch their astronaut avatar to the moon, representing their alignment with Dell's mission.

# THE ENVIRONMENT





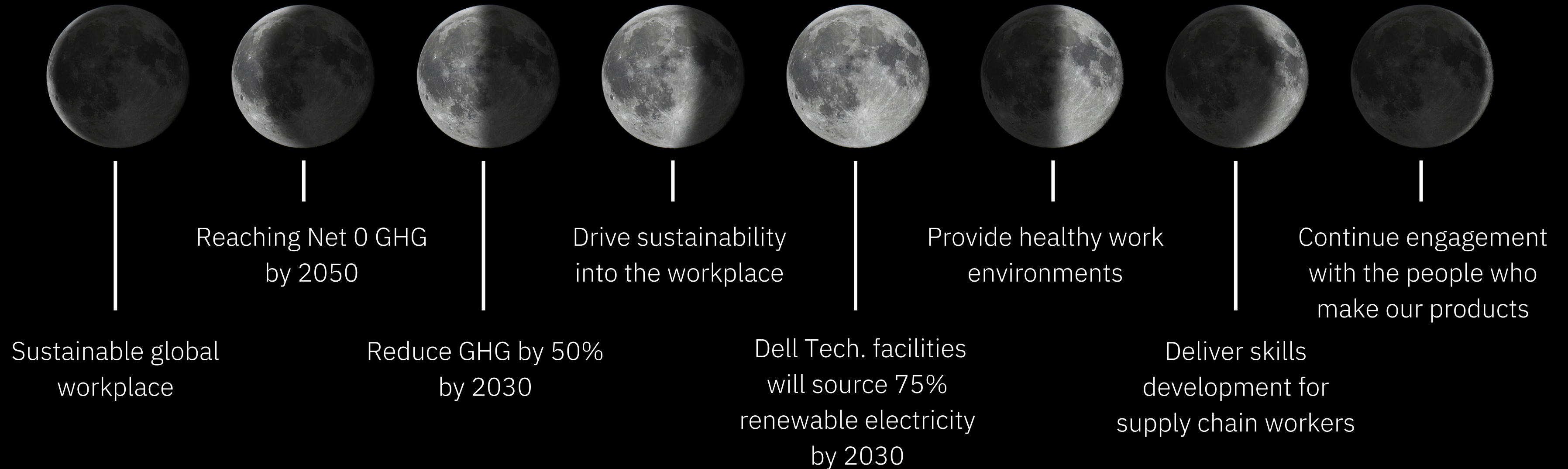
# The World

The Journey to the Moon is a visual representation of the path to Dell's Sustainability Moonshot Goals. Visitors will find themselves immersed in a rocketship-like experience made of recycled e-waste. The aesthetic will be futuristic and space-themed, using a blue and white color palette as a nod to Dell.

As visitors work through the experience, they will learn how Dell, and by extension themselves, are working towards a more sustainable future. They will leave with a better understanding of Dell's sustainability moonshot goals and how they can contribute.



# Dell's Moonshot Goals



# USER FLOW

# Create Your Astronaut Avatar Onboarding

Before entering the experience, visitors will receive an email with an invitation to the experience. An important part is creating a customized avatar. The users will have two options to make their avatars.

1. Take a picture by looking at their reflection in the helmet of a life-size astronaut suit.
2. Take a selfie through the Dell World App

Visitors can choose not to create an avatar and use the default spacesuit instead.

## JOURNEY TO THE MOON

**AS AN ATTENDEE OF DELL WORLD 2023  
YOU ARE OFFICIALLY INVITED TO THE  
EXPERIENCE: JOURNEY TO THE MOON**

Dear Dell Family,

You are selected to be one of the astronauts on the Starship Dell. This voyage is one that will take you into space to view Dell's moonshot goals. These moonshot goals are the central pillars of Dell's sustainability initiative. If you accept, put on your spacesuit, enter the Starship Dell, and await your journey to the moon. At the experience, you can learn about Dell's Sustainability initiatives, sit down and relax, and immerse yourself in .

### GET READY TO BLAST OFF!

1. Download the Dell World App
2. Go to the *Journey to the Moon* page in the drop down menu
3. Create your astronaut avatar
4. Fill out the initial survey

Then await your voyage at Dell World 2023!

All the best,

DELL



**DELL**Technologies

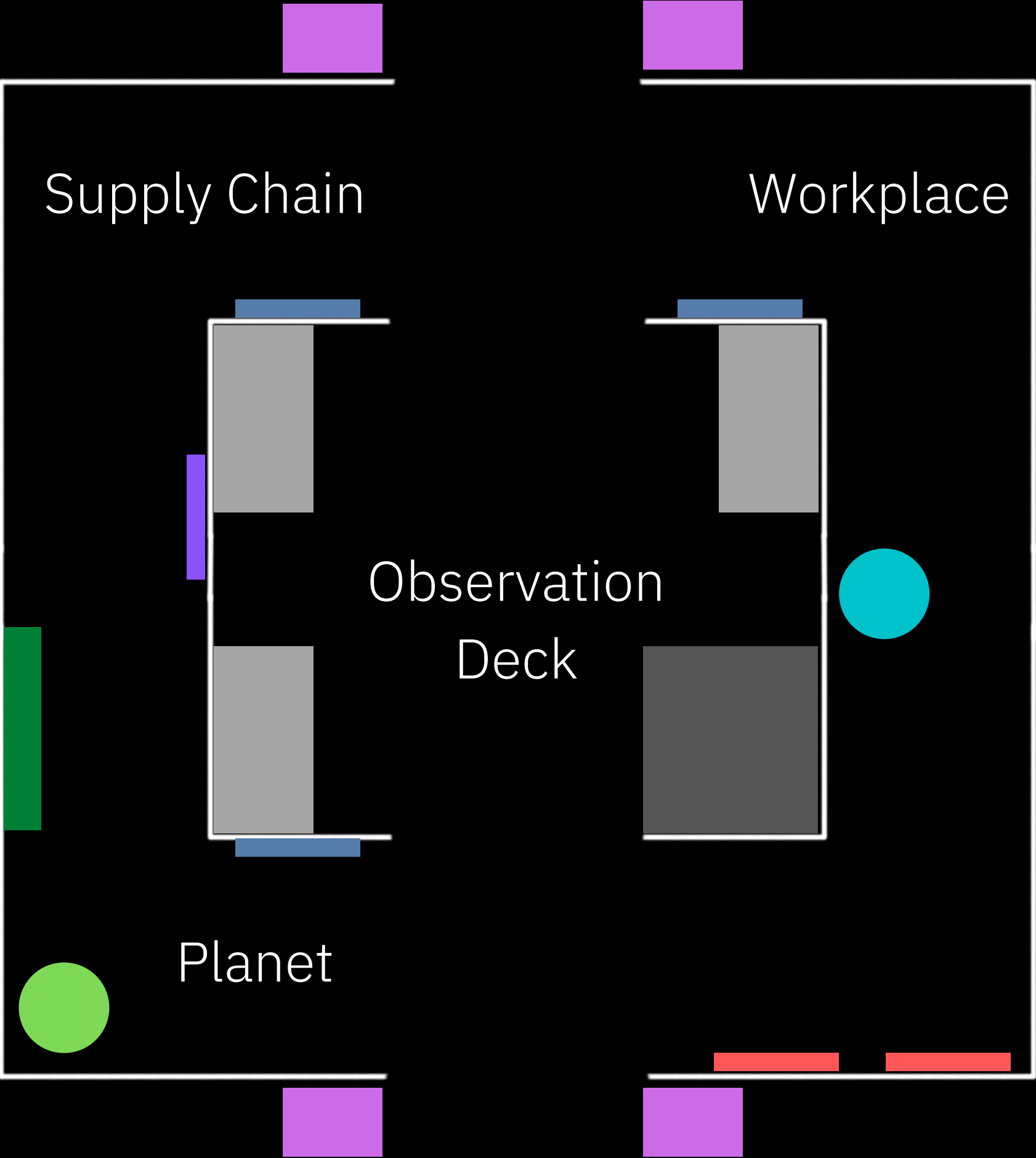
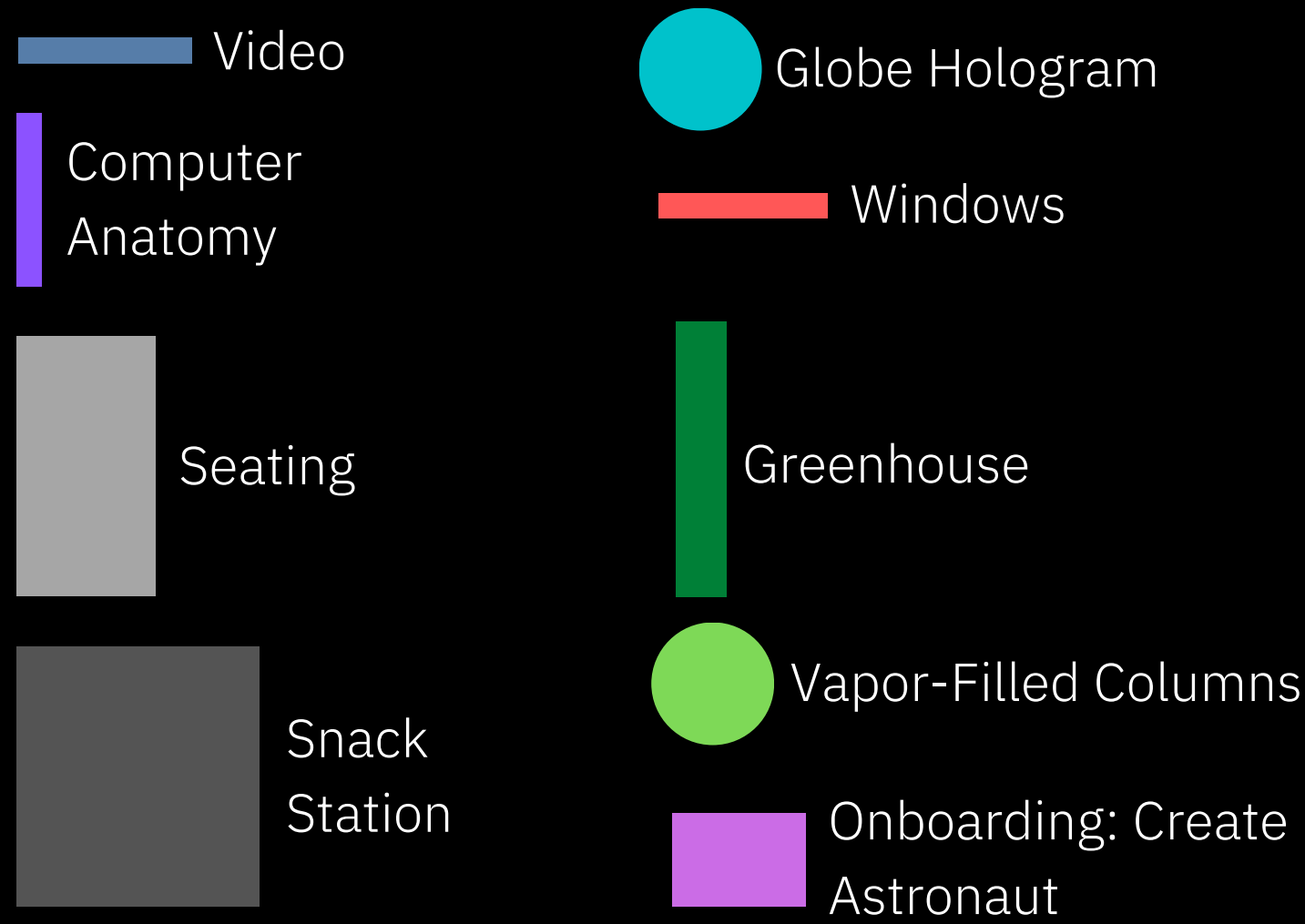




# Astronaut Avatar

Each visitor will have a chance to create an avatar to use in the experience. Avatars will be a photo of the visitor superimposed on an astronaut's body. Then throughout the experience, visitors will see themselves embodied in the videos. Creating a character is optional. Visitors who do not create an avatar will see an astronaut character with a helmet covering its face.

# Map of Starship Dell

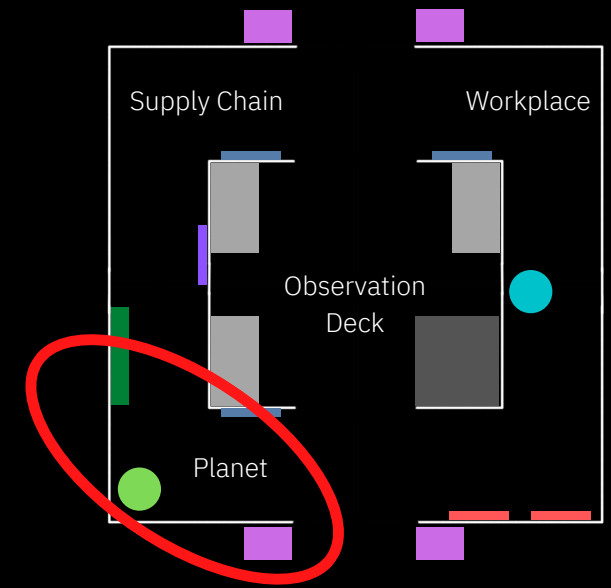


# Planet Station: Overview

Related Moonshot Goals:

- Reduce GHG by 50% by 2030
- Reach Net 0 GHG by 2050

In this area of the rocket ship, guests will be able to read the goal on the walls, learn more about the goals in a short form video if desired, and experience a visual representation of carbon emissions with a physical installation.





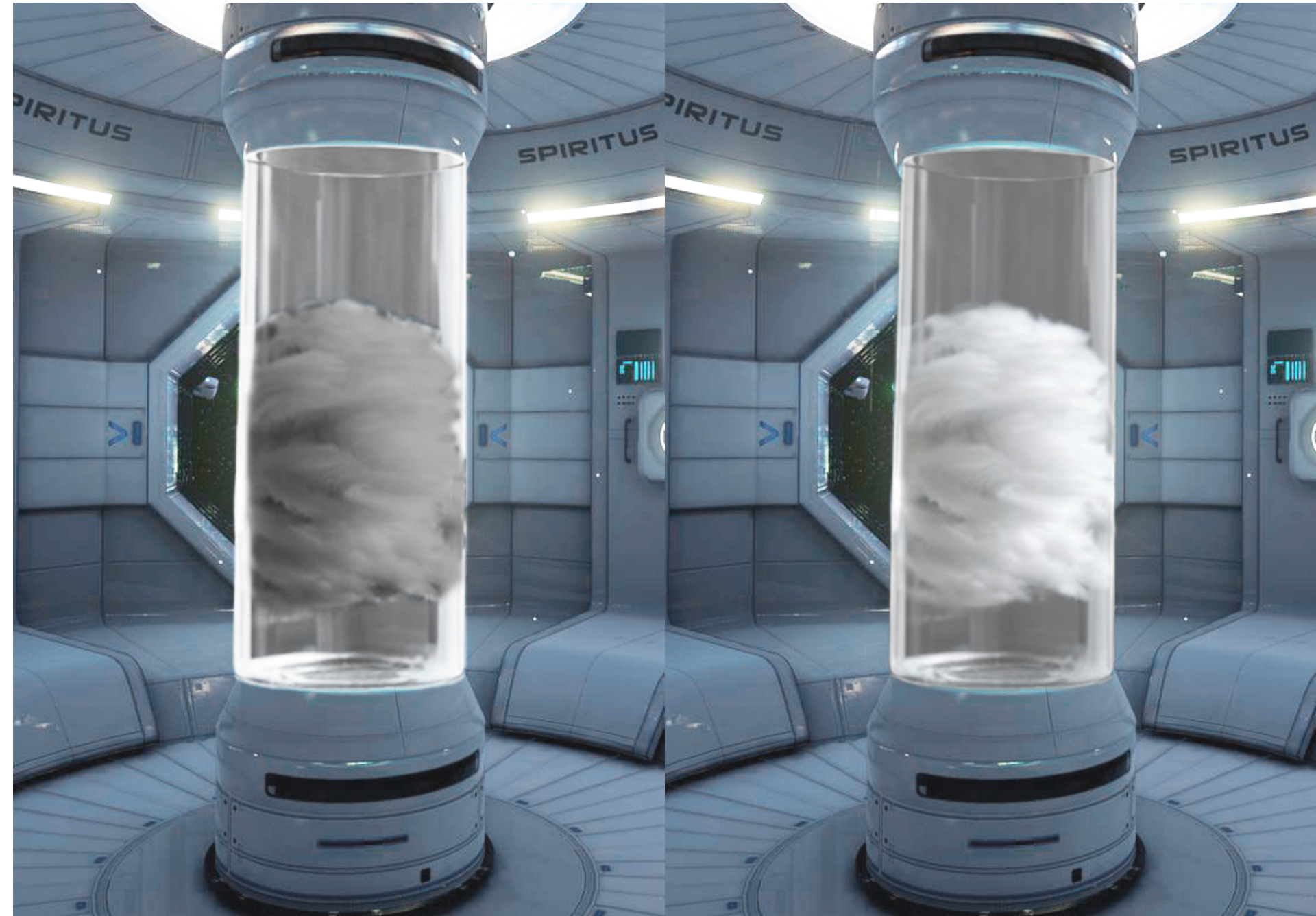
# Planet Station: SFV

This short form video placed near these goals allows guests to learn more about Dell's two moonshot goals of being reducing their GHG by 50% in 2023 and being carbon neutral in 2050. This video will include clips of windmills, which Dell uses to reduce their carbon footprint, and other renewable sources of energy Dell uses. These goals will be displayed on the wall but this video allows guests to learn more if they desire.



# Planet Station: Vapor-Filled Column

To showcase Dell's Moonshot Goals to reduce green house gases, the audience will be able to interact with "emissions"-filled columns. The user will be able push a button to reduce the emissions in the clear cylinder. This is a visual representation on the GHG Moonshot goals.

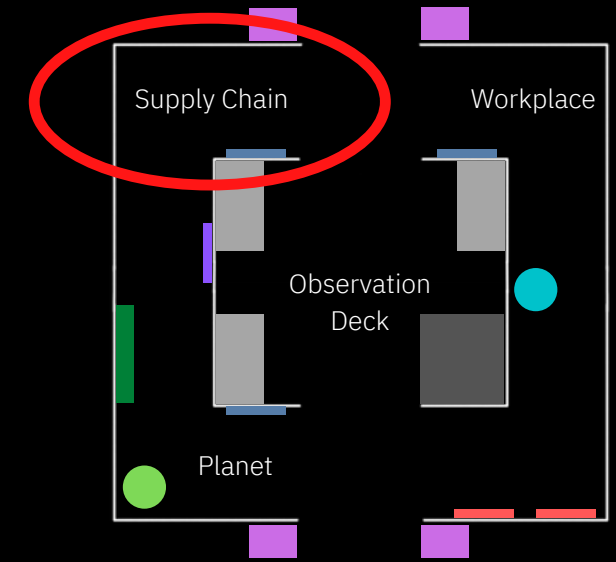


# Supply Chain Station: Overview

## Related Moonshot Goals:

- Deliver skills development for supply chain workers
- Continue engagement with the people who make our products

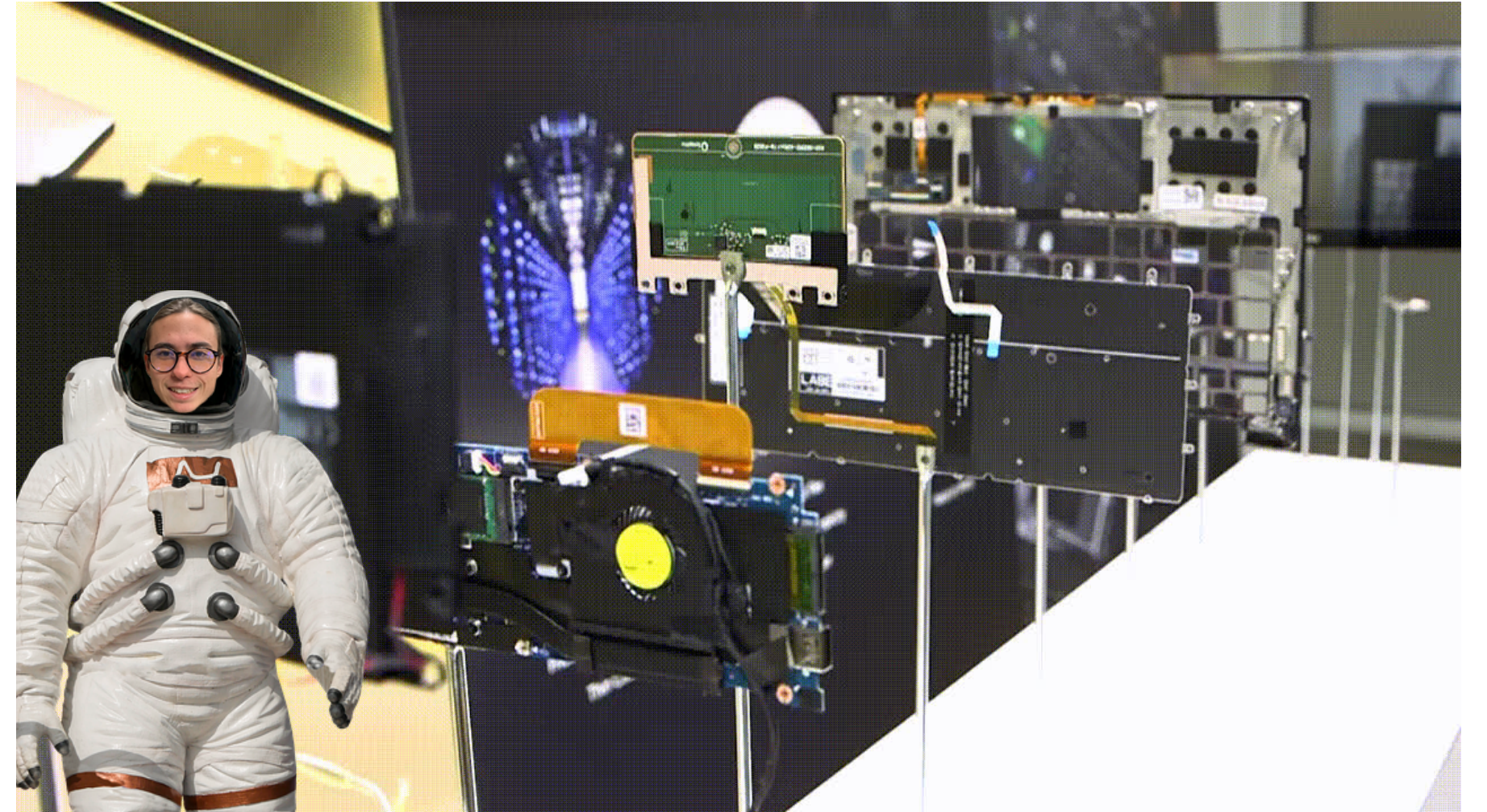
In this area of the rocket ship, guests will be able to read the goal on the walls, learn more about the goals in a short form video if desired, and experience a visual representation of a sustainably manufactured laptop.





# Supply Chain: SFV

The short form video places near these goals will allows guests to learn more about Dell's committment to equipping supply chair workers with the skills needed to further the sustainability of Dell's manufacturing. This video will include clips of manufacturing employees talking about their work to providing sustainability on assembly lines.





# Supply Chain: Anatomy of a Laptop

To showcase Dell's commitment to moving toward a more sustainable supply chain and manufacturing process, there will be a physical installation of the parts of a computer and the recycled parts of the hardware will be red to display how much of a Dell laptop is made from recycled materials.

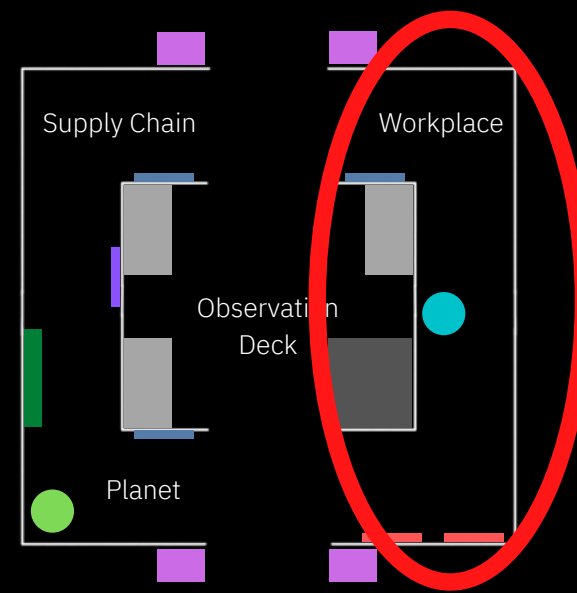


# Workplace Station: Overview

## Related Moonshot Goals:

- Sustainable global workplace
- Drive sustainability into the workplace
- Provide healthy work environments
- Dell Tech. facilities will source 75% renewable electricity by 2030

In this area of the rocket ship, guests will be able to read the goal on the walls, learn more about the goals in a short form video if desired, and experience 2 visual representations of Dell's sustainable workplaces.



# Workplace Station: SFV

The short form video places near these goals will allows guests to learn more about Dell's dedication to providing sustainable and healthy facilities around the globe.

The SFV will include clips of Dell's solar campus on Malaysia along with other work places around the world and other sustainable facility attributes around Dell's buildings. When walking through the space, the workplace sustainability goals will be obvious on the walls of the rocket ship, but the video will allows them to learn more about what Dell is doing to make this goal come to life.





# Workplace Station: Globe Hologram

To showcase Dell's moonshot goal to implement sustainable improvements in the Dell global workplace, visitors will push a lever to reveal a holographic globe.



# Workplace Station: Window to Renewable Energy

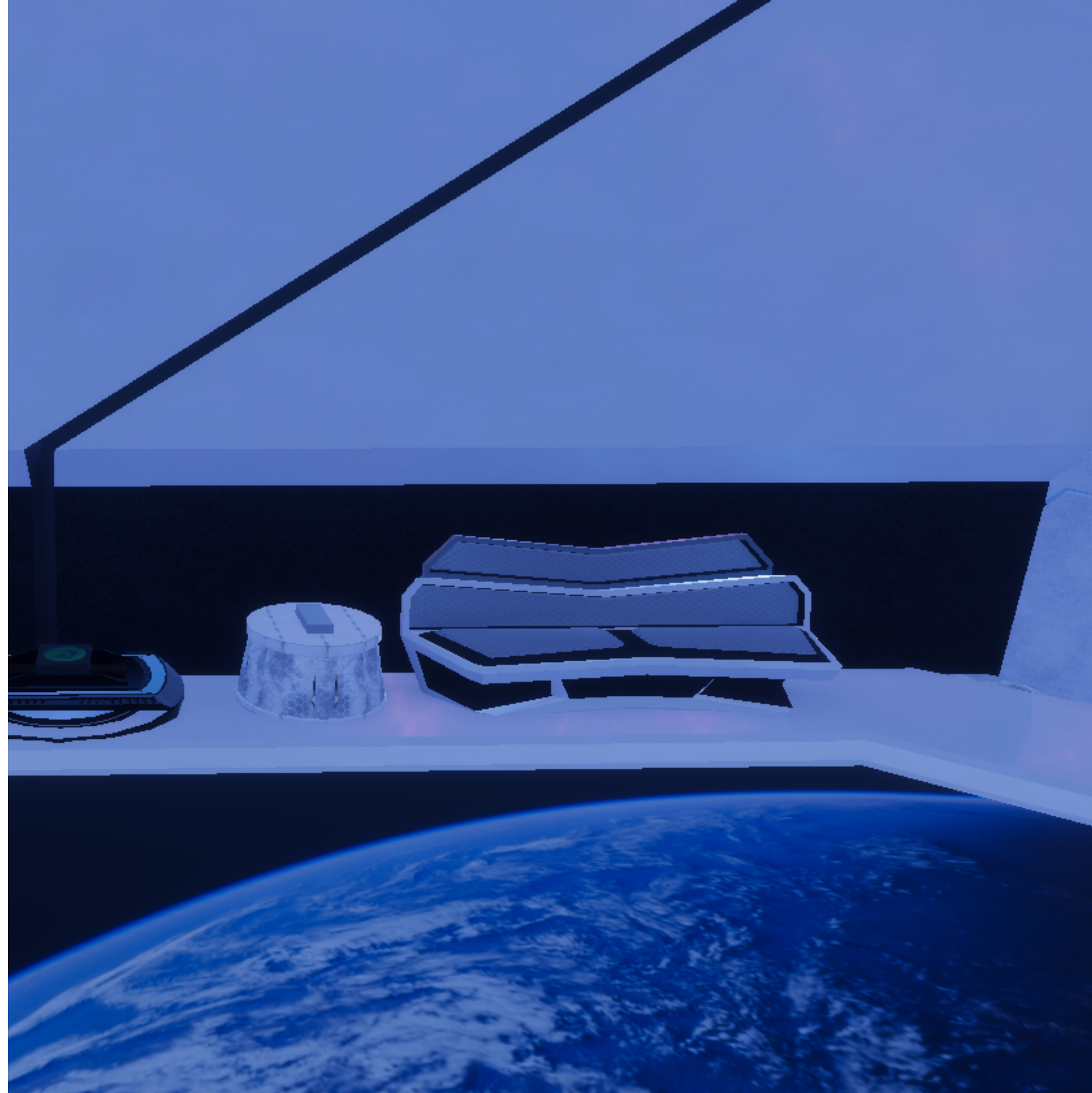
To showcase Dell's Moonshot Goals to make 75% of their electricity use renewable, the audience will be able to interact with the video in the window.





# Lounge Area

In the center of the Rocketship, visitors may do a spacewalk. This means that they can look up to see the giant moon or look down to see a projection of the earth on the floor. There will be a sitting area with signage that gives information on Dell's partner's work towards the Moonshot Goals. We will be serving astronaut ice cream to guests in this area.



# Shoot for the Moon

## Offboarding

At the end of the experience, visitors will be guided outside the space shuttle. They can then launch their avatar to the moon. Avatars will be launched in groups and projected onto the moon.

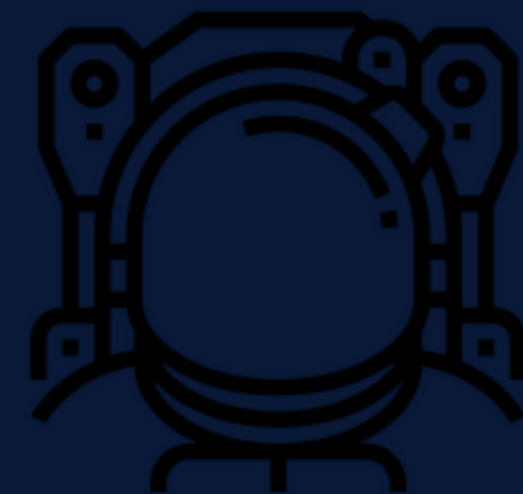
Visitors can opt-in to emails each year until 2030 that update them on Dell's efforts toward their moonshot goals. Updated with their avatar specifically will be included.

**WELCOME BACK VOYAGER. SINCE 2023, WE HAVE MADE SUBSTANTIAL PROGRESS ON ALL OF OUR MOONSHOT GOALS AND WOULD LIKE TO KEEP YOU UPDATED**

Since Dell World 2023, we have continued making progress on our moonshot goals. Notably, now that it is 2030 we have reduced GHG emissions by 50% as intended, and we were able to source 71% of our electricity from renewable sources which is only 4% off our goal of 75%. We are continuing to work on making the supply chain more efficient. Thank you for your contribution to this mission.

Best,

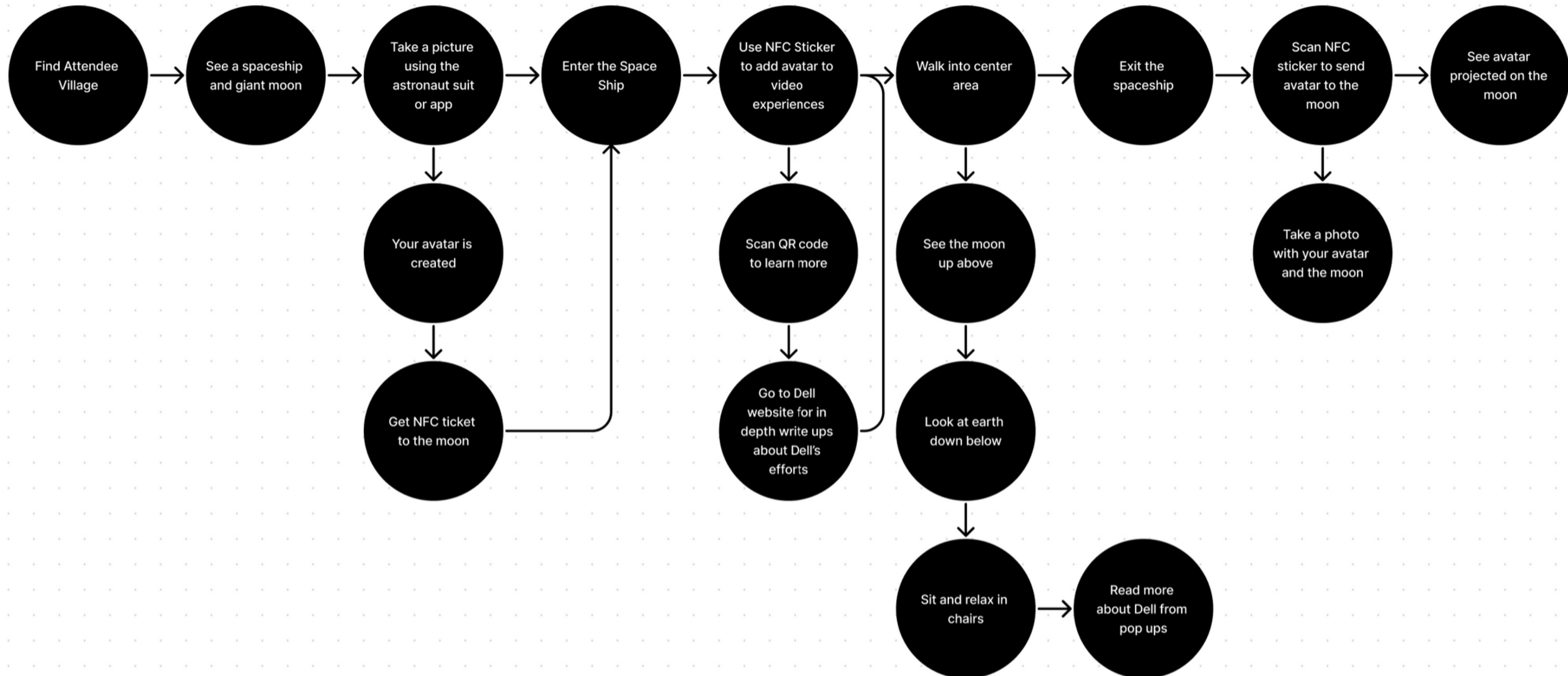
Dell Family



**DELL**Technologies

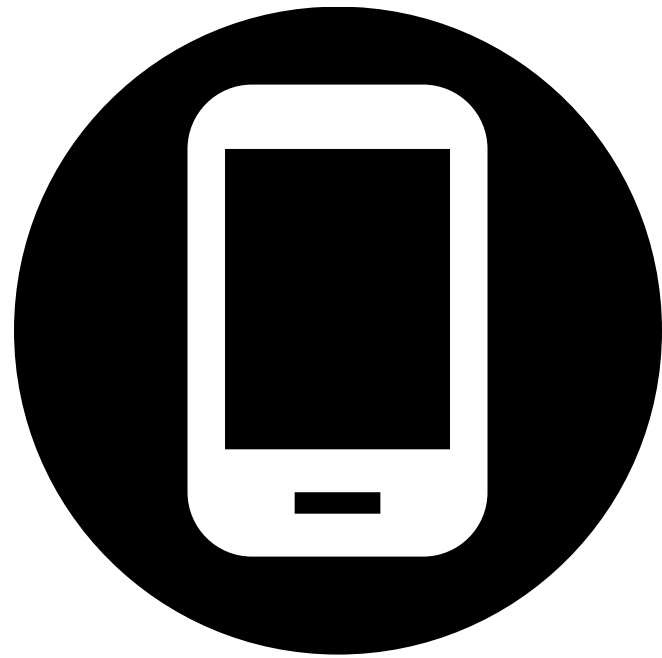


# User Flow



# INTERACTION

# Experiences



Short  
Form Videos



NFC Technology

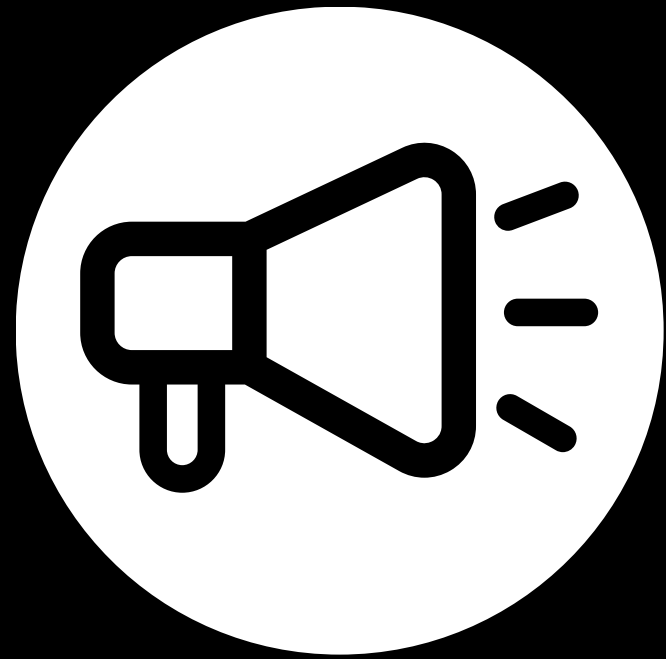


Physical  
Activations



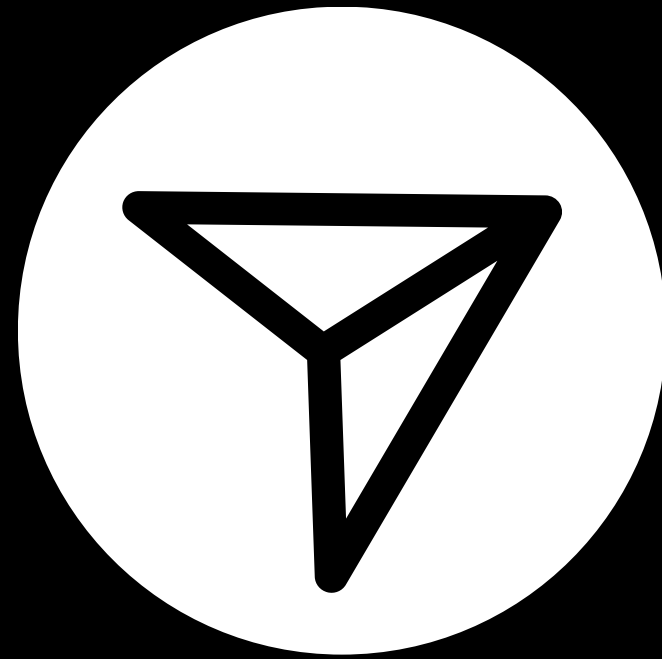
Emails

# Levels of Engagement



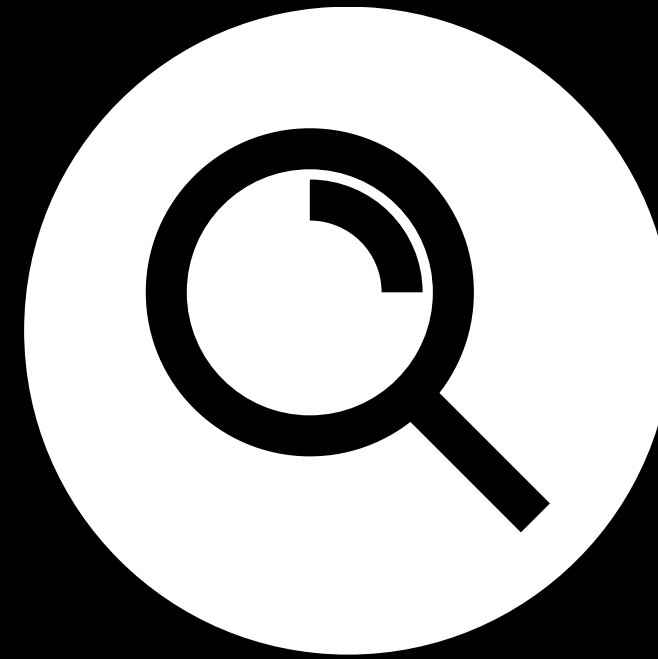
## High

Visitors will create an avatar, use it to engage with many experiences, complete the supplementary experiences, and scan QR codes to learn more.



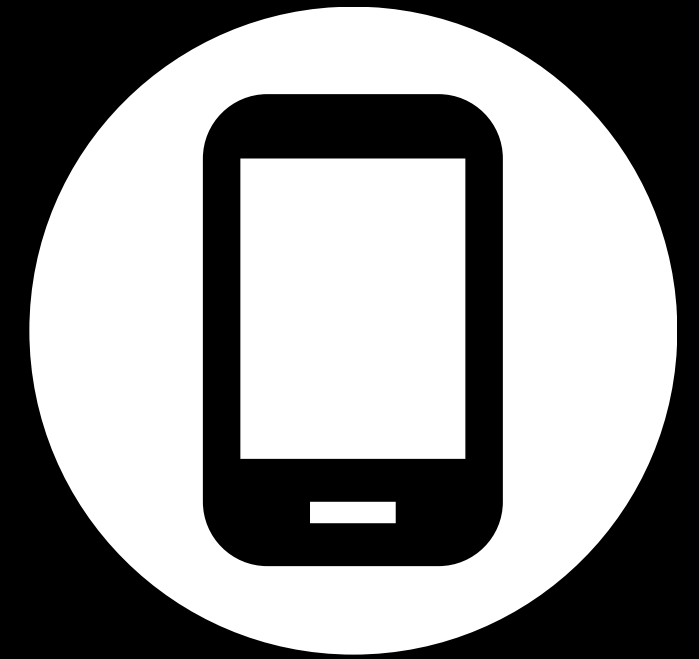
## Mid

Visitors will create an avatar and engage with a few experiences.



## Low

Visitors will wander around the space without engaging in any of the experiences.



## Mobile

Visitors will create an avatar and see their avatar in the videos. They can also learn more about Dell's Moonshot goals by clicking links to more information. At-home visitors may also take a selfie in their astronaut suit in front of an AR moon.



**NEXT STEPS**

# Reuse

The ship can be scaled by adding or removing panels.

For larger events, like SXSW, panels can be added.

For smaller events, panels or the lounge area can be removed.

# Repurpose

Components are able to be modified depending on the need. This is especially applicable to all signage, plaques, and videos.

Specific recommendations are to change plaques in lounge (to reuse chairs and tables) and to wipe the NFC cards for reuse.

The moon may be donated to a theater troop or a planetarium.