IMMERSIVE EXPERIENCE LAB

Progress and Capability Report

Prepared for WBS College Executive Group | 12 May 2026

Executive Summary

The Immersive Experience Lab (IEL) is on course to open at the start of the 2026–27 academic year, completing a £2,496,000 Office for Students-funded project that delivers a purpose-built immersive learning environment for Westminster Business School. This paper responds to both the 14 WBS Use Cases identified to guide academic use of the facility, and the Academic Proposals submitted by academics across all four Schools. Together, these cover 28 distinct learning scenarios, drawing on more than 45 module codes and the contributions of 28 colleagues.

The document shows how the Immersive Learning Suite (ILS) - the software platform developed to make the IEL accessible to all WBS colleagues and students - can largely deliver the full range of WBS Use Cases and Academic Proposals. Ten of the 14 Use Cases are available as self-service, requiring no technical support. The large majority of Academic Proposals can also be delivered by module leaders independently using the self-service Apps. A smaller number of the most complex proposals are assessed through the IEL Commission process (Section 5), which works with module leaders to find the most effective route to delivery - whether through a self-service version, or through more substantial technical production where resources allow.

1. Construction and Technology Progress

The IEL is on track to open in September 2026. The following summarises the current status.

- The major building construction works are substantially complete. We are currently finishing the 1st Fix electrical and soffit decorations. 2nd Fix electrical and floor finishes will be installed after the technology installation works.
- The full OfS capital grant of £2,496,000 was committed and spent within the required deadline of 31 March 2026.
- All technology has been procured. Installation and commissioning are being carried out by specialist contractors and the CAT LAB team throughout the summer.
- The Immersive Learning Suite software platform is well advanced and in testing. It will be ready for launch as planned at the start of the 2026–27 academic year.
- The IEL provides four bookable immersive spaces: the Immersive Theatre (30-metre LED wall and ceiling, 36 people, 43-channel spatial audio) and three transformable Pod configurations (3, 7, and 15 people respectively), plus a sibling Virtual Production Studio at P1 level. The VP studio is now operational, and we are using it to test the software and content for the IEL so it will be ready when it opens.

2. The Software Platform

The IEL software platform has two components that work together: the CAT LAB web platform and the Immersive Learning Suite (ILS) App Suite.

The CAT LAB web platform has been developed over many years and provides the secure foundation on which the IEL operates. Because the IEL runs on its own secure network - isolated from the University's main infrastructure to protect against cybersecurity risks - all content must be uploaded to the platform in advance rather than brought in on USB drives or via external devices. The web platform handles format conversion and resolution optimisation automatically, meaning content uploaded from any device, anywhere, arrives in the Lab correctly sized and ready to run. There are no licence restrictions or limits on the number of users: all colleagues in a module can upload and prepare their sessions simultaneously.

The Immersive Learning Suite depends on and builds on top of this foundation and consists of six self-service Apps, each taking a familiar type of content and delivering it to the immersive space at the correct resolution, geometry, and scale, handling all technical complexity invisibly. Three Apps are available from September 2026; a further two launch in January 2027; the final App follows in 2027. The result is a complete, end-to-end workflow: create and upload content from wherever you are, and it will be there, in the correct format, waiting for you when you arrive in the Lab.

For first-time users, Quick Start Guides get them to their first session in under 15 minutes. Capability is built through a series of UpSkill modules that users can complete at their own pace. Full documentation, App guides, and booking are available at catlab.london/iel.

> *Note on third-party platform procurement.*
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> *The IEL software platform already delivers the full scope of the 14 WBS use cases without additional procurement. It covers every use case accessible to a technician-operated product such as Igloo Vision, without per-user licence restrictions. This means all colleagues can prepare content simultaneously without competing for access. Procurement would be costly, with substantial ongoing subscription fees. Beyond cost, introducing a parallel platform during the final stage of project delivery would create significant technical integration risk: the IEL was not designed to run two parallel media systems, and doing so at this stage would materially increase the risk that the facility will not complete on time. There is no problem we can see that additional third-party procurement solves.*

3. Use Case Coverage

The table below maps the 14 WBS use cases onto the Immersive Learning Suite. Green rows indicate use cases that academics can deliver independently using the self-service Apps. Orange rows indicate use cases that require IEL Commission support - specialist design and production managed through the Commission process described in Section 5.

Ten of the 14 use cases are fully self-service at launch. Of the remaining four, all have a self-service preparatory stage that allows module leaders to develop their sessions before commissioning the more complex elements.

#	Use Case	ILS App(s)	Academic Route
01	Tutor-Led 360° Video Walkthrough	360 Player	Self-service — Sept 2026
02	Concept and Systems Visualisation	Instant Pin-Up / Super-Slides	Self-service — Sept 2026
03	360° Video with Hotspots and Linked Scenes	360 Player	Self-service — Sept 2026
04	360° Video with Supporting Evidence Panels	360 Player	Self-service — Sept 2026
05	Split-Screen Immersive Session	Super-Slides / Instant Pin-Up	Self-service — Sept 2026
06	Multi-Scene Teaching Pathway	360 Player	Self-service — Sept 2026
07	Self-Configured Interactive Presentation	Super-Slides	Self-service — Autumn 2026
08	Data-Informed Immersive Simulation	Immersive Data	Self-service — Jan 2027
09	Branching Scenario Simulation	360 Player (advanced) + IEL guidance	IEL Commission
10	Role-Based Decision Theatre	IEL Commission	IEL Commission
11	High-Fidelity Integrated Simulation	IEL Commission	IEL Commission
12	Parallel Small-Group Workshop	Apps + room configuration	Self-service — Sept 2026
13	Avatar / AI Role-Play Simulation	IEL Commission	IEL Commission
14	Headset / CAVE / Special-Purpose Experience	Wider Lab (VR headsets)	Self-service — Sept 2026

4. Academic Proposals

The submissions from all four Schools contain imaginative and pedagogically substantive proposals that provide a rich foundation for building effective learning experiences in the IEL. The tables below map each proposal onto the App or route that delivers it, together with the academic lead and module codes. Where a proposal as originally described would require Commission-level production, a self-service starting point is noted. In many cases, an effective version of the core learning experience can be delivered independently from the first semester, with a more ambitious version following through the Commission pipeline.

This approach has two practical benefits. It gives module leaders immediate access to the space and an opportunity to develop their own familiarity with it. And it produces better Commission briefs: colleagues who have already used the space know what they are asking for, and the resulting productions are stronger.

School of Marketing, Management, Enterprise and Innovation (SMMEI)

Proposal	Lead Module(s)	ILS App(s)	Route
Ethical Boardroom: Outsourcing Ethics	*6MARK001/2W, 7MARK014W (Ali Baig, Kate Ingsa)*	360 Player — stakeholder scenes + evidence panels. Decision Theatre via Commission.	Commission (self-service prep)
Stadium Operations and Fan Experience	*6MARK018W, 7MARK031W (Rospigliosi, Paps-King)*	360 Player — multi-scene venue pathway, operations and safety lenses.	Self-service — Sept 2026
Retail Consumer Behaviour Lab	*4MARK005W, 5MARK006W, 6MARK011W (Atas, Xharavina, Quamina)*	360 Player — retail environment walkthrough + Instant Pin-Up evidence panels.	Self-service — Sept 2026
Live Event Risk Management	*5EVMN006/7W, 6EVMN001/7W (Hanford, Musikavanhu)*	360 Player — venue walkthrough, risk identification panels, optional branching.	Self-service — Sept 2026
Tourism Management Simulation	*5TOUR003W, 6TOUR002/7W, 7TOUR016W (Farrell, Smith, Ajeeb)*	360 Player — destination pathway; sustainability and stakeholder evidence panels.	Self-service — Sept 2026
VR Compassion Lab	*7ORDV001W (Alexeeva)*	VR headsets (Pods). Empathy and accessibility simulation.	Self-service — Sept 2026
Consulting Skills / Interpersonal Practice	*7MNST017W, 7HURM026/7W (Langley, Porter)*	360 Player scenario + evidence panels as preparation; multi-group role-play via Commission.	Commission (self-service prep)

School of Architecture and the Built Environment (SAM)

Proposal	Lead Module(s)	ILS App(s)	Route
Level 4: Immersive Literacy and Observation	*4CNMN008W, 4BUIL017W, 4PROP005W (Dania, Cammish, Wilcox)*	360 Player — structured site walkthrough; Instant Pin-Up for student work review.	Self-service — Sept 2026
Level 5: Template-Based Creation and Role Practice	*5CNMN006/10W, 5PROP005W, 5DIBU006W (Ojukwu, Yang, Tooke)*	Super-Slides — template sessions; 360 Player with risk and cost overlay annotations.	Self-service — Sept 2026
Level 6: Decision Theatre and Independent Production	*6BUIL013/15W, 6PRMN003W, 6DIBU001W*	Super-Slides + 360 Player (independent build); Commission for capstone decision theatre.	Commission (self-service prep)
Construction Management: Site and Safety Simulation	*4–7CNMN / BUIL modules (Dania, Ojukwu, Issa)*	360 Player — construction site footage with sequencing, hazard panels, and phasing review.	Self-service — Sept 2026
Quantity Surveying: Cost Walk-Through and VE	*4BUIL017W, 5CNMN010W, 6BUIL015W (Cammish, Yang)*	360 Player with cost and specification annotation layers; Commission for BIM integration.	Self-service — Sept 2026
Real Estate: Inspection, Valuation and Regeneration	*4–6PROP005W, 6PRMN003W (Wilcox, Tooke)*	360 Player — property comparison pathway; Super-Slides for investment pitch format.	Self-service — Sept 2026
Digital Business: Transformation and Cyber Response	*4BUSS009W, 5–6DIBU modules (Rahaman, Talebpour)*	Super-Slides — dashboard and KPI visualisation; 360 Player for scenario immersion.	Self-service — Sept 2026

School of Finance and Accounting (SFA)

Proposal	Lead Module(s)	ILS App(s)	Route
Colour Accounting	*4ACCN009W and Level 4 modules*	Instant Pin-Up / Super-Slides — visual concept display at immersive scale.	Self-service — Sept 2026
Tour of the Metaverse	*7FNCE061W, 6ENTP015W*	Super-Slides — sequential pathway through digital finance ecosystem.	Self-service — Sept 2026

Proposal	Lead Module(s)	ILS App(s)	Route
Cryptocurrency and Blockchain Visualisation	*4FNCE005W, 7FNCE042W*	Super-Slides — systems and flows visualisation.	Self-service — Sept 2026
Financial Forecasting Techniques Simulation	*6FNCE010W*	Super-Slides — model comparison with branching consequence; students choose technique.	Self-service — Autumn 2026
International Financial Contexts	*7FNCE034W, 6FNCE016W*	360 Player — multi-scene pathway across global financial environments.	Self-service — Sept 2026
Cyber Financial Attack Simulation	*5FNCE002W, 6FNCE014W, 7FNCE026W*	360 Player scenario + evidence panels (self-service); full crisis simulation via Commission.	Commission (self-service prep)

Schools of Economics and Social Sciences (SOES)

Proposal	Lead Module(s)	ILS App(s)	Route
People and Workplace Practice Lab	*4HUMR007W, 7HURM026/7W, 7HURM021W (Porter, Alexeeva)*	360 Player — workplace scenarios with observation prompts and evidence panels.	Self-service — Sept 2026
Entrepreneurship and Customer Discovery	*4–7 ENTP / BDIN modules (Vecanski, Holtappels)*	360 Player — customer environment observation; Super-Slides for pitch format.	Self-service — Sept 2026
Economics Systems and Policy Visualisation	*5BUSS018W, 7ECON008W*	Super-Slides / Instant Pin-Up — economic flows and circular model visualisation.	Self-service — Sept 2026
International Business and Sales Process	*5–7 International Business modules (Thanos / Sylvia)*	360 Player — comparative international market pathway with PESTLE evidence panels.	Self-service — Sept 2026
Strategy: Case Space and Decision Theatre	*6MNST007W, 7BUSS008W, 5MNST006/8/9W*	Super-Slides — strategic case discussion; Commission for full role-based decision theatre.	Commission (self-service prep)
Student-Created Immersive Presentations	*All SOES programmes (UG and PG)*	Super-Slides — student-built interactive presentations using shared templates. Priority route.	Self-service — Autumn 2026

Proposal	Lead Module(s)	ILS App(s)	Route
Labour Market and Inequality Visualisation	*5HURM007W, 6ECON033W, 7HURM021W*	Super-Slides + Immersive Data (Jan 2027) — labour market maps, pay data, policy panels.	Self-service — Jan 2027
Sustainable Enterprise and Responsible Business	*Multiple ENTP / ECON / IBM modules*	360 Player + Super-Slides — ESG trade-off scenarios, evidence-led case discussion.	Self-service — Sept 2026

5. The Commission Route

The IEL Commission process is the route for Academic Proposals that may go beyond what is achievable through self-service - for example, proposals involving specialist design, real-time 3D environments, custom data integration, multi-role simulation, or other complex production requirements.

Submitting a Commission brief is not a commitment to a full technical production: it is simply the starting point for discussion. A module leader submits a brief through the Lab platform describing what they have in mind and the learning outcomes they are working towards. The IEL team reviews the brief, assesses the level of complexity, and works with the module leader to identify the most effective delivery route. In many cases, a strategically simplified version - one that achieves the same learning objective - can be delivered using the self-service Apps with no additional technical resources. Where a more substantial production is genuinely needed, the team will scope the work, confirm feasibility, and provide a timeline and cost estimate. The most resource-intensive proposals will be passed to the relevant budget holder for consideration.

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