

## Design of a Virtual Reality Application Based Digital Heritage Mediation: The Case of 'Djerba View VR'

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**Abstract :** Applications based on virtual reality offer many benefits to the heritage and tourism sector. Digital heritage mediation is a constantly emerging field that aims to reconstruct the history of heritage items and sites while at the same time highlighting the identity of a community or region and encouraging public engagement. This research focuses on the analysis of a virtual reality application used in a heritage digital mediation project. The modality introduced is examined through a case study of the Djerba View VR application. The aim of this study is to understand the nature and potential uses of this immersive technology and to focus on the study of the possibilities of this medium. The goal of this article is to analyze how 3D reconstruction and immersive storytelling can offer an immersive, interactive and engaging user experience while meeting the expectations and needs of visitors in a context of technological transition and user-centered design.

**Keywords :** digital heritage mediation, user centered design, immersive storytelling, user experience, interactivity

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