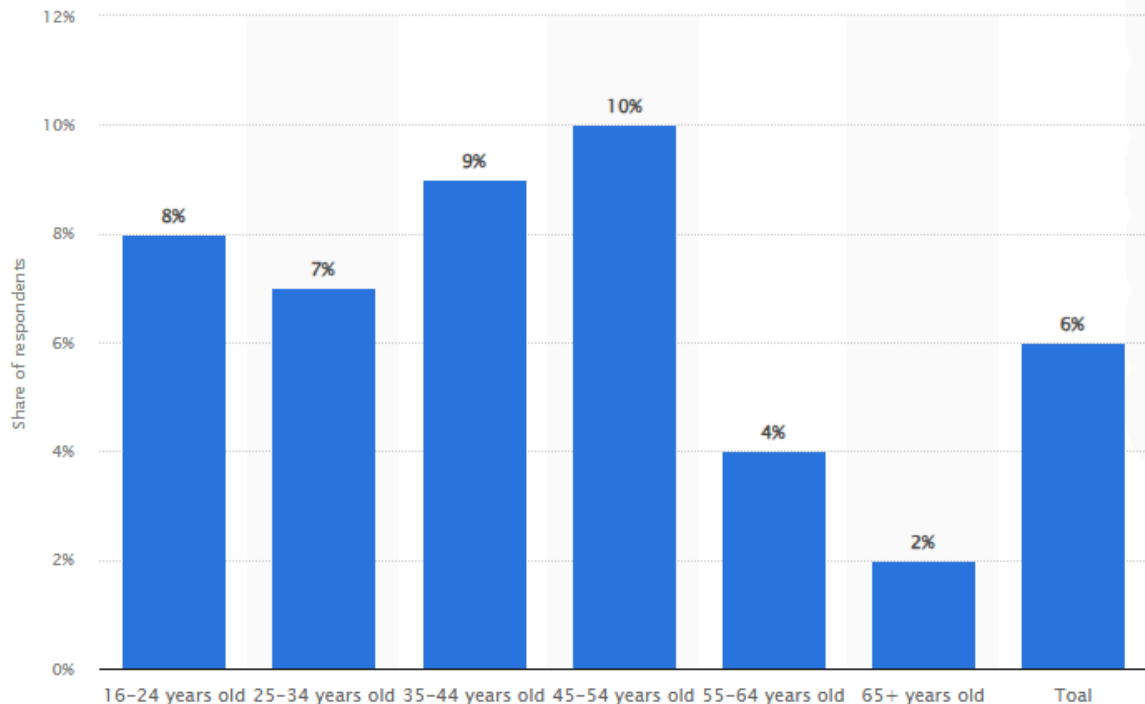


User Experience

Our users will be between 16 and 50, as the graph below shows a survey conducted in September 2024.



<https://www.statista.com/statistics/1362661/share-of-vr-headset-owners-by-age-uk/#:~:text=VR%20headsets%20were%20more%20popular.of%20them%20owning%20one%2C%20respectively.>

Users look for an immersive and reactive virtual reality (VR) experience, with high-quality environments that replicate a sense of being in the virtual space and real-time feedback and interaction. These are the standard requirements when using VR, which is demonstrated in real-world applications such as VR usage in healthcare, education, and entertainment.

https://www.researchgate.net/publication/381559070_Assessing_User_Experience_in_Immersive_Virtual_Reality_Environment_A_review_of_interconnected_terms_and_meanings
[on user experience and immersive virtual reality environment games]

The access requirements to get into VR are currently priced at around £300 with the Meta Quest 3s being one of the easiest VR headsets to obtain.

<https://www.argos.co.uk/browse/technology/video-games-and-consoles/virtual-reality-headsets/c:30283/>

[the selling of VR headsets on Argos]

The hardware specifically to access VR are the headset and controllers but may contain boundary boxes for the VR space to mark the physical space for possible physical obstructions. This is typically the setup for Virtual Reality today, but there are alternatives. Mobile phone VR applications exist at a much cheaper cost but come with many limiting factors such as motion blur and latency.

https://www.researchgate.net/publication/300101932_Challenges_with_virtual_reality_on_mobile_devices

[VR limitations on mobile devices]

VR also significantly impacts user behaviours, influencing how individuals interact within virtual environments. The Proteus Effect is one of these user behaviours, which refers to the phenomenon where an individual's behaviour aligns with the characteristics of their virtual avatar.

https://direct.mit.edu/pvar/article-abstract/doi/10.1162/pres_a_00392/116650/A-New-Meta-Analysis-of-the-Proteus-Effect-Studies

[Research on the Proteus effect utilising VR]

Our users should look to experience a VR concert, similar to the Hatsune Miku VR concert in 2023 https://mikuexpo.com/vr2023/index_en.html with high-fidelity sound, effects and an immersive and reactive virtual space akin to being in a real concert.