

# WE.ARE.VR

P2 + P1

# Summary of Project

- Our goal with this project is to provide an interactive way for people to experience unique live events without having to be physically present.
- Our idea is to create a platform where musicians, curators of art galleries, or any other event organisers could provide their interested audience with a chance to view their content using virtual reality technology.
- Our incentive for our content providers would be advertisement for their event and the sale of virtual reality experiences.

# Research Methods

- Our methods: Interviews, and Secondary Research
- Our Findings:
  - Potential end users would be very interested in paying a reduced price to see some of their favourite musicians and festivals through virtual reality.
  - They would also be interested in a “trailer” feature for events
  - When it comes to promotion, we need to differentiate ourselves from social media.
  - There would need to be some financial implication for musicians to even consider our platform
  - Huddles that arise because of privacy. Ex. any and all content from concerts need to be approved by the artist so it maintains their “image”
  - VR technology has become more advanced. The quality, quantity, and ease-of-use has grown steadily over recent years.

# User Tasks

In our application the User can...

- Purchase VR content
  - Access purchased VR content
- Purchase event tickets
- Read reviews
- Write reviews
- Preview VR content
- Change settings
- Filter out specific genres
- Visit their recommendations

# Corrections

Where error occurred	Corrections made
Homepage	<ul style="list-style-type: none"><li>- Balance the white space</li><li>- Limit of two preview screens</li><li>- Limit of two lines of text per screen</li><li>- Add an icon for 'Shopping Cart' next to the 'Search' icon</li></ul>
Menu bar (bottom)	<ul style="list-style-type: none"><li>- Change 'Events' to 'Calendar'</li><li>- Change 'Popular' to 'Trending'</li><li>- Adjust the alignment of the menu bar</li></ul>
Hamburger bar (left)	<ul style="list-style-type: none"><li>- Change 'Purchased' to 'My Events'</li><li>- Make the font slightly smaller</li></ul>
Settings	<ul style="list-style-type: none"><li>- Eliminate 'Shopping Cart'</li></ul>
Calendar	<ul style="list-style-type: none"><li>- Eliminate the checkbox</li><li>- Make dates clickable to show a list of events of the day</li></ul>