

Description

(Same one given to all our interviewees)

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, art galleries, and other event promoters can post Virtual Reality content. Our platform would aim to provide content from live events for those who are unable to attend, unsure about trying something new or anyone looking for a new and exciting experience. This would give our users the chance to experience unique and thrilling live events without have to deal with the uncertainty and cost of actually attending. Our incentive for our content producers would be the advertisement of their event and the potential sale of VR experiences. Our platform will be tailored towards live events coming to locations near the user, increasing the incentive to buy tickets for the events themselves and using the VR content as a form of “trailer” for the event.

End User Questions:

- How would you feel about experiencing concerts and festivals through VR?
- How would you feel about paying to see a concert or festival in VR?
- What features would you like to see in a mobile app that offers VR?
- Which feature would you likely use the most?
- What are some places, events or activities you would be open to experiencing in VR?
- How would you feel about certain classroom activities be taught using VR platforms? (If asking a student.)
- How would you feel about teaching certain topics using VR platforms? (If asking an instructor.)

Promoter/Content Producer Questions:

- What features would you be looking for in our platform?
- Would you be interested in providing content for our platform in return for advertisement?
- What type of content would you possibly provide?
- Would you provide a full experience of the event for users to interact with?
- What are some of your current users like who you think would be interested in our platform? What features do you think they'd be drawn to in our platform?

User Findings

- Users would be very interested in using it for traveling purposes (“trailers”)
- Would allow user to experience an event without interference
- Doesn't give you the full experience of the live event but gets you much closer than any other form of media
- Definitely interested in possibly paying for the experience
- More interactive experiences
- Would be a great supplement for lectures

Content Creator Findings

- For art galleries and post-secondary institutes privacy is a big issue
- Many things are non-profit on campus
- Differential between social media
- No benefit without financial implication
- Venues have artist management issues
- Artist get to decide what kinds of media is allowed in their concerts
 - Requires attachment to publication
- Everything needs to be approved by the artists
- Smaller venues/artists would be more likely to succeed
- Late adopters of technology (need to see proof it makes money)
- MONETARY VALUE
- Massey Hall, Toronto
- Bigger market for areas that don't have concerts

Interviewees

- Van Huynh
- Justin Appave
- Marla Halsted
 - Museo/Nickle Front End Manager
- Michael Hoskin
 - MacEwan Executive Director of Food and Beverage

