



Virtual Reality Hangout

Chris Jones
Di'Nasia Berry
Katherine Arias

So what is it?

A smart & immersive virtual reality application designed to allow the user to hangout with friends and family.

Hangout VR is a virtual reality application that will allow friends and family to stay in contact during times when they can't be together. This connectivity can happen through a number of ways. Those ways will consist of (but not be limited to) virtual concerts, games, movies, trips, and nights out.





Hypothesis

People are interested in virtual reality. For people outside of gaming there isn't much of a reason to actually invest in it. People are also interested in interacting with friends and family when they can't physically be together. We think creating an immersive virtual reality experience for users to meet up with friends or family would allow people interested in virtual reality to be involved in it; while also doing something they otherwise could not.

Proto Persona



Name: Wendy King

Age: 26

Occupation: Teacher

Wendy is very passionate about what she does, but the stress of her job often leaves her feeling drained at the end of the day. However, during the Covid-19 epidemic, she had plenty of time to rest and often felt herself longing to go out with friends/family.

Personality Type: Introverted, but does enjoy going out with her friends to bars, movies, and concerts occasionally.



Research

Survey

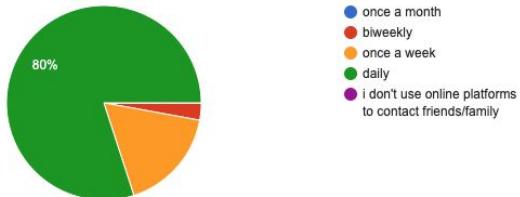
10 one on one interviews

Reading plenty of case studies on virtual reality/augmented reality

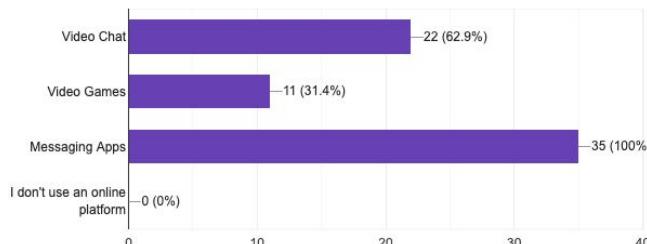
Watching tons of youtube videos on VR concepts and VR/AR design

Results

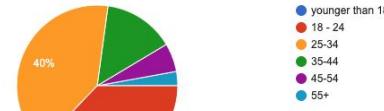
How often do you contact your friends/family on an online platform?
35 responses



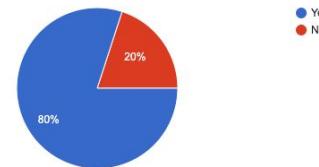
How do you contact friends/family when using an online platform?
35 responses



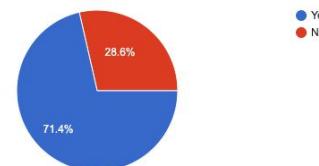
How old are you?
35 responses



Are you interested in virtual reality?
35 responses



Have you ever tried virtual reality?
35 responses

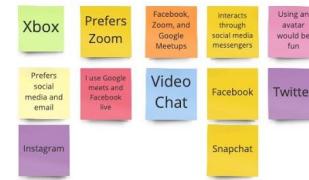


Results

Virtual Events



Online Platform



Experience with VR



Uses for VR



What people enjoy from social events



Reason for using their form of communication



contact friends/family



Places





Results from case studies & videos

Different ways to use VR: Mobile, Stand-alone headset, & PC powered

A lot of VR prototypes are created with either paper & pencil or Unity.

There is also Sketchbox 3D for designers to create a virtual experience while also being immersed in VR.

Google cardboard is the most affordable, but has a lot of limitations

Oculus has a stand alone headset that would be the best option for our experience. It allows users to track their hands, set boundaries, cast to other devices like a phone or chromecast, and has vibrant colors and dark blacks.

Insight: Virtual Reality revolutionizes how we interact, learn and are entertained.

User Insight



Virtual events need structure otherwise chaos ensues. In person events can be free flowing and one is allowed to flow in and out of different conversations.



When asked what could be improved from virtual events

if yes, what could have been improved?

4 responses

well the ones i went to we're like performances for musicians, it'd be cool to go to a virtual place where i could interact with others more rather than only focus on the artist

User Persona

Joseph Miller



"I like interacting with friends online but I really miss seeing them and interacting outside of my home"

Friendly · Curious · Adventurous

Age: 26
Occupation: IT Support
Family: In a relationship
Location: Atlanta, Ga

Bio

Joseph lives in Atlanta, Ga. He likes going out to shows and meeting up with friends on a regular basis. He enjoys others company but considers himself more of an introvert. He plays video games, enjoys cycling, and likes to go out to eat.

Goals · Interest

- Keeping in touch with family
- Trying out new video games
- Reading up on new technology
- Finding new things to try whether its food, experiences or beer
- Sharing memories with friends/family
- Being in a fun environment
- Meeting new people

Pain Points · Concerns

- Misses interactions with friends
- How to celebrate birthdays/holidays when not physically together
- Planned in-person events being cancelled
- Not being able to be at event with friends

Scenario

"I have tried virtual reality before. I enjoy playing video games on it and seeing the possibilities. Right now I play video games with friends online since its something fun we can do together. We have discussed some of the events that have gone virtual recently, but attending them seems so impersonal"

Motivations



Personality



Brands



Nicole Jones



"I like the idea of virtual reality. I don't really have a use for it at the moment. I think if I did I would invest in it. I wouldn't say I'm a gamer, and I think it's targeted more towards that scene"

Age: 23
Occupation: Barista/Student
Family: Single
Location: Atlanta, Ga

Bio

Nicole lives in Atlanta, Ga. She likes reading, playing video games, and small gatherings with her friends. She is studying graphic design at Georgia State University. She likes attending conventions and concerts.

Goals · Interest

- Finding a good roast of coffee
- Sharing experiences with friends
- Being able to interact with friends from home
- Sharing things found on the internet
- Enjoying her job and coworkers
- Traveling
- Experiencing new things

Pain Points · Concerns

- Bad internet connection
- Agreeing to attend a social event but changing her mind
- Motion sickness
- Events being too crowded
- Finding a good spot at a concert
- People who don't respect her personal space

Scenario

"I tried virtual reality once. My friend has one of those fancy headsets. I think I would be more interested in it if it was more accessible. Also when I tried it, it seemed to need improvement. I got a little motion sickness, but I would definitely try it again. I think it has a lot of potential for different uses"

Motivations



Personality



Brands



Competitor Analysis

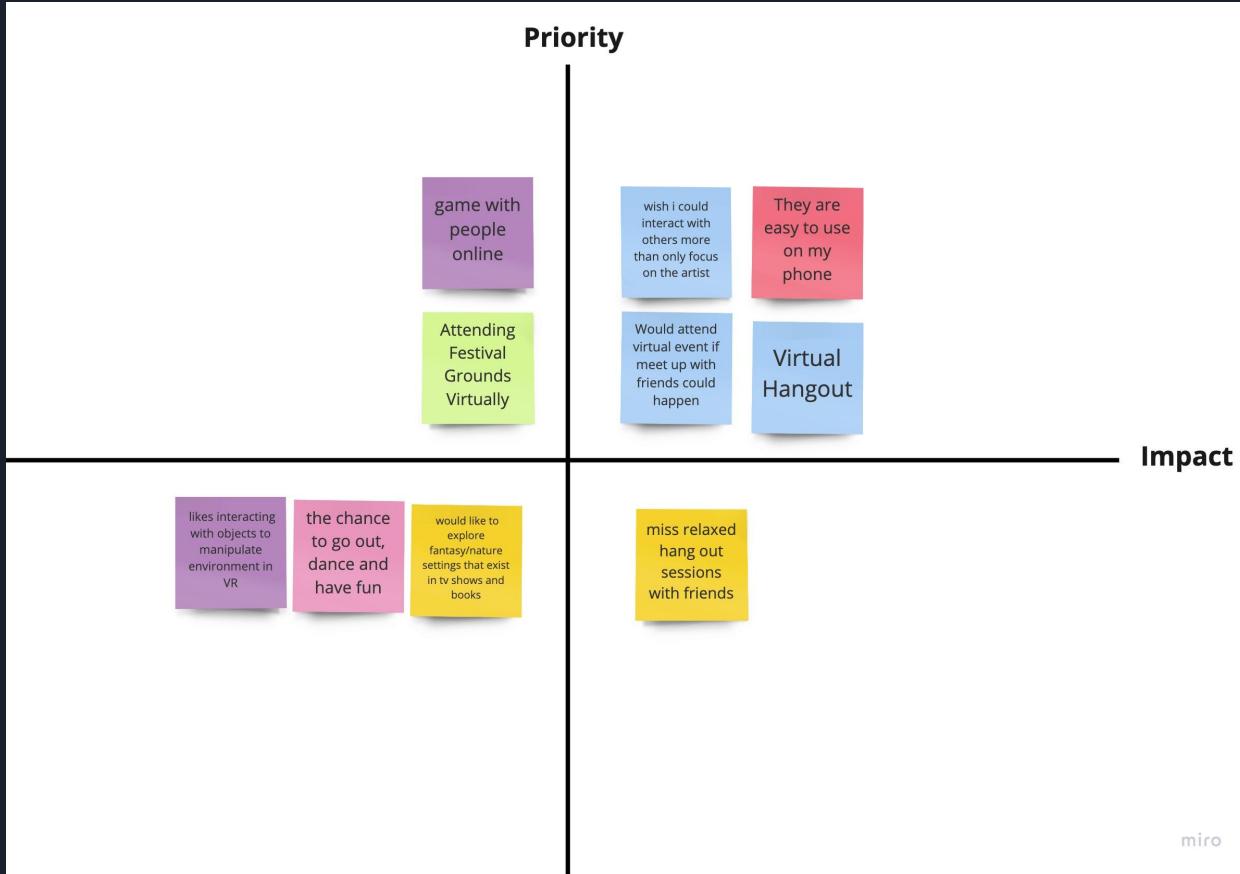
Virtual Reality Event App					
	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes	Questions/Notes to Team
Facebook Live	Users can attend remote events/ concerts while interacting with other attendees and performer. This feature is not the sole purpose of this application but has since been used as such during the Coronavirus pandemic.	It is a free platform that enables fans to easily watch a remote concert from a device of their preference ranging from mobile to desktop. It also provides them the opportunity to personally interact with the concert host through live commenting.	Has overall user satisfaction and many feel it is a great way to get connected with others but many hope the quality of the live streaming video were enhanced.		
Online Multiplayer Games (Fortnite Travis Scott Concert)	Fortnite held a no-guns concert royale where attendees could attend the concert without defending themselves. The concert had live music and attendees were able to enjoy the concert real-time with other players using their fortnite avatar.	It provides a free concert with amazing graphics that creates a more interactive aspect to the live concert. Attendees are able to move around and explore rather than remaining at a designated seat.	Many attendees feel it was a one of a kind experience that was unfortunately too short. The concert itself did not last a long time and though many people attended the event, many users missed the event as well. The company offered an in-game repeat of the concert but has not hosted another live concert since the Travis Scott concert.		
Google Cardboard App	Cardboard puts virtual reality on your iPhone. The Google Cardboard app helps you set up a Cardboard viewer and includes a few experiences to get you started: Explore exciting environments & View 3D objects from a museum collection.	Google is well known by people and doe users wanting to try it out, they would probably trust the name when searching for apps. It also has links to other apps that would work with their Cardboard viewer.	3 out of 5 stars in app store. Some users try it with a non-google cardboard headset and can't maneuver through the demos it provides. The content on the app is mostly demos so users are waiting for more. Users enjoy the immersive feeling once they get it to work properly with their headset though.	entry-level VR experience. Mostly only demos. Have to hold headset	
Big Screen App - Oculus	The VR Movie Theater. Watch movies, play your favorite games, and collaborate with friends in Bigscreen! Cross-platform support for the Oculus Rift, Oculus Quest, Oculus Go, HTC Vive, any SteamVR headset, and any Windows Mixed Reality headset.	rent movies, watch with friends and pick your environment	some users seem to have audio issues. reviews just seem to point that users want to be able to do more on it. Some ask for a wider screen & connection to streaming services.		
INDIRECT COMPETITORS					
Video chatting (Skype/ Zoom/ Facetime)	Allows users to host single and/or group face to face video calls. During the Coronavirus pandemic, many users have opted to use these methods as a means to hosting weddings, parties, and various types of events.	These platforms are easy to use and can be used on both mobile and desktop devices. These applications are well known already and have gained more traction during the Coronavirus pandemic as people have found a way to socialize safely.	There are limitations to where users can access these applications, Facetime is only available on Apple products and Skype and Zoom require users to pay to host video calls that are longer than 30 minutes.		
Virtual Tours	Allows users to visit different places without being physically present in the area. Virtual tours can be used to view college campuses, new homes, offices, and various other venues.	Are free services typically offered when an attendeee is unable to tour the event and/or venue in-person. This has always been used as a great alternative to in-person tours.	Many users love virtual tours for the ability to view the event/venue from the comfort of their personal device. Users do feel it is limited due to the user's inability to move as freely as they would like during the tour, also the graphics used to move from location point to point can sometimes be disorienting on the user.		



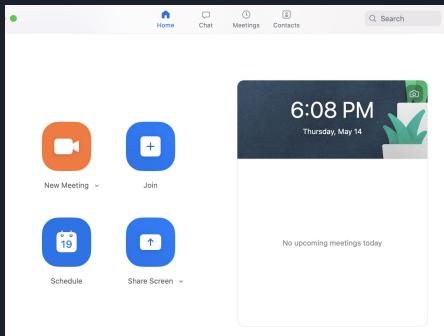
Problem Statement

Users want VR, but there aren't many uses for it outside of the gaming world. There is not a dedicated VR experience that simulates bonds and lifelike situations with friends and family members.

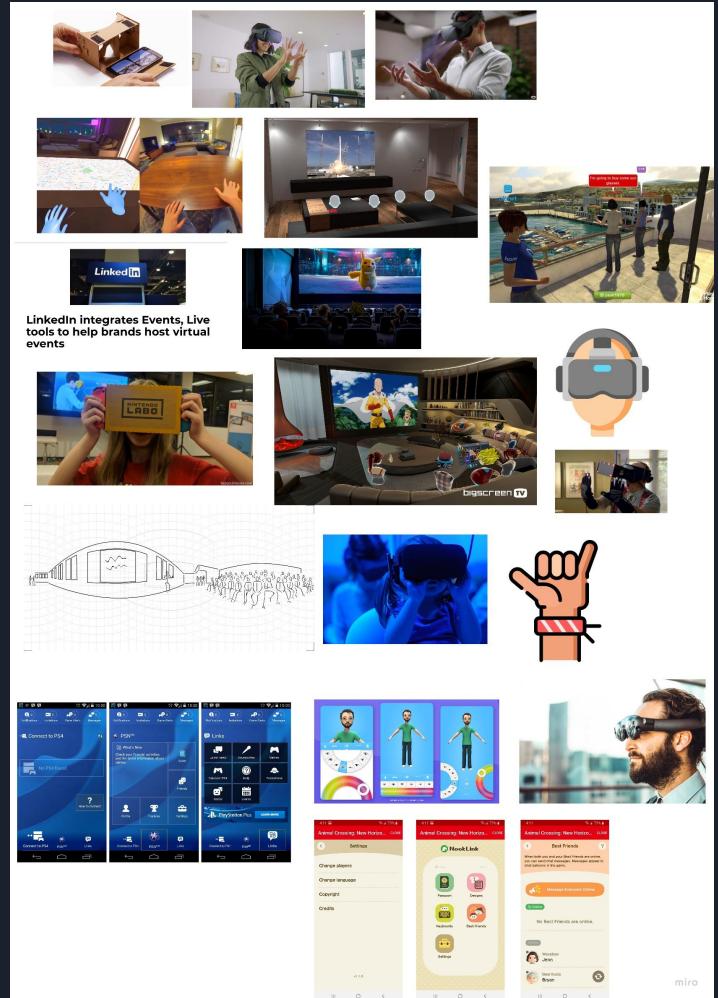
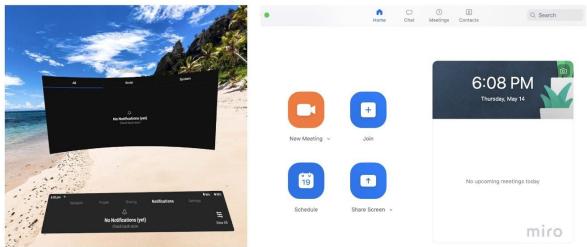
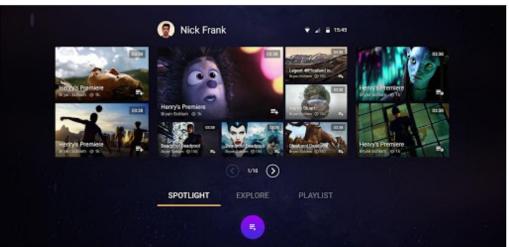
Ideation & Brainstorming



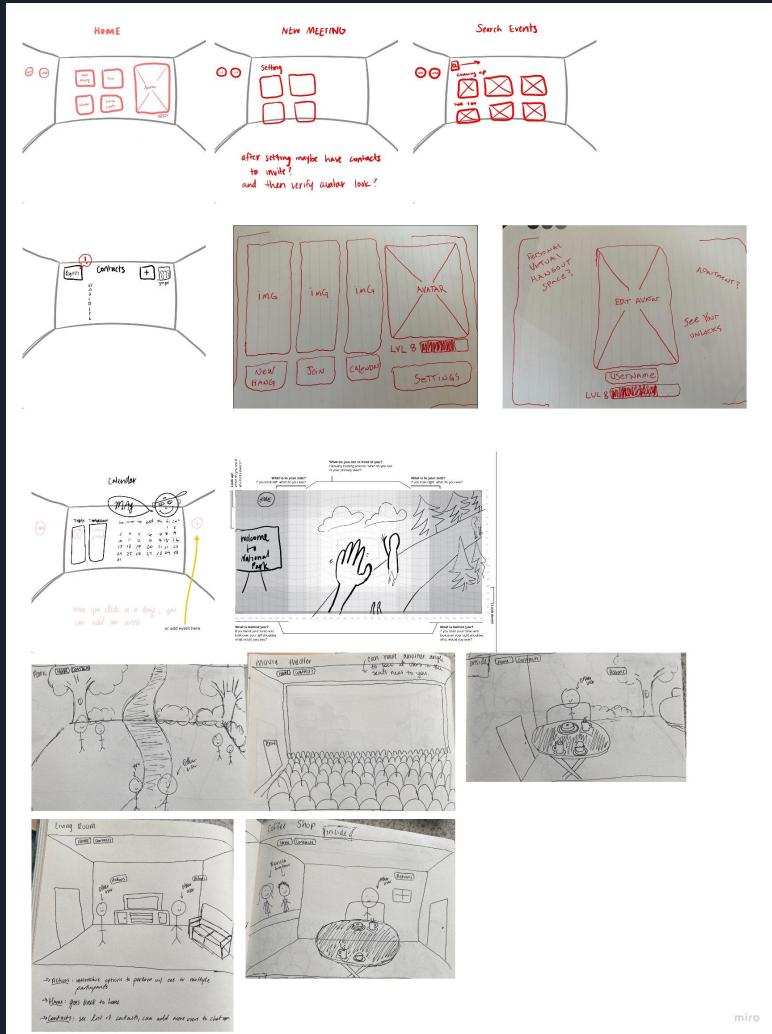
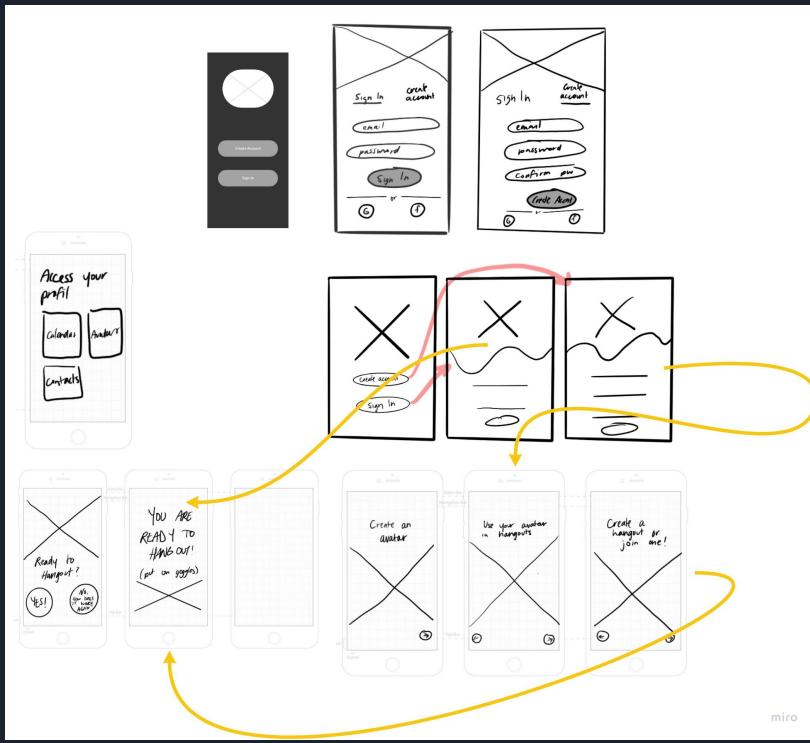
Inspiration



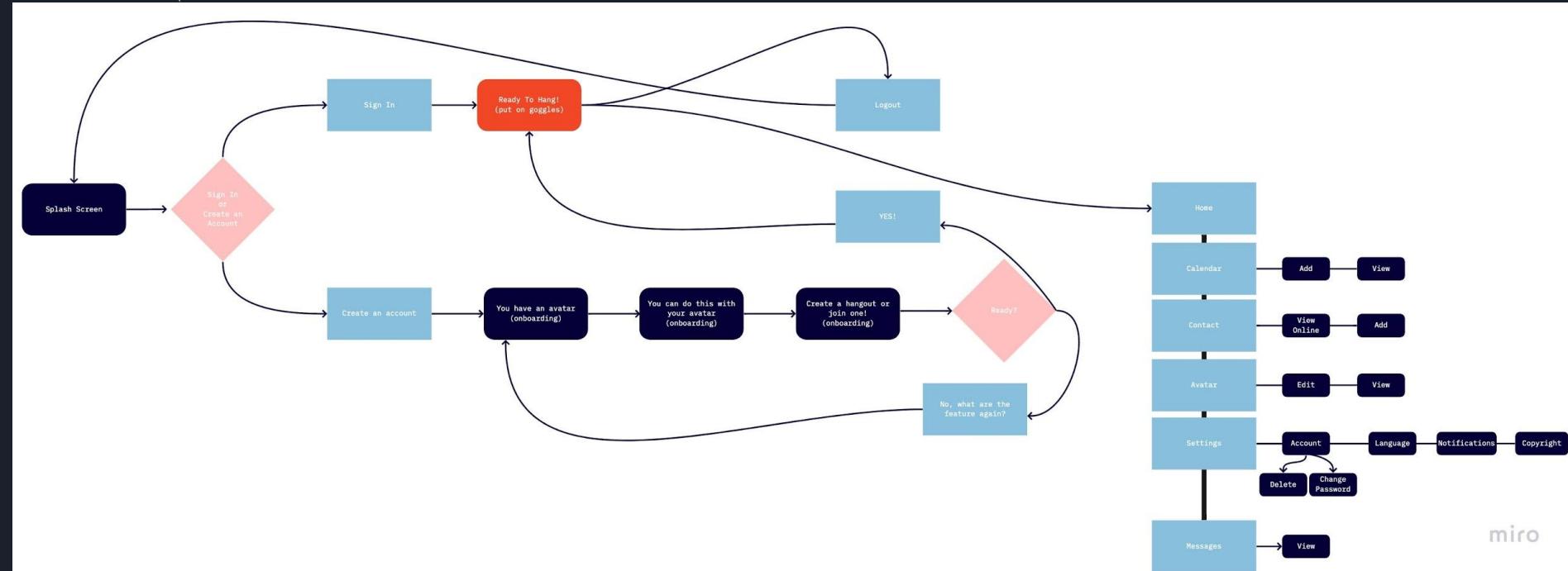
Inspiration



Sketches

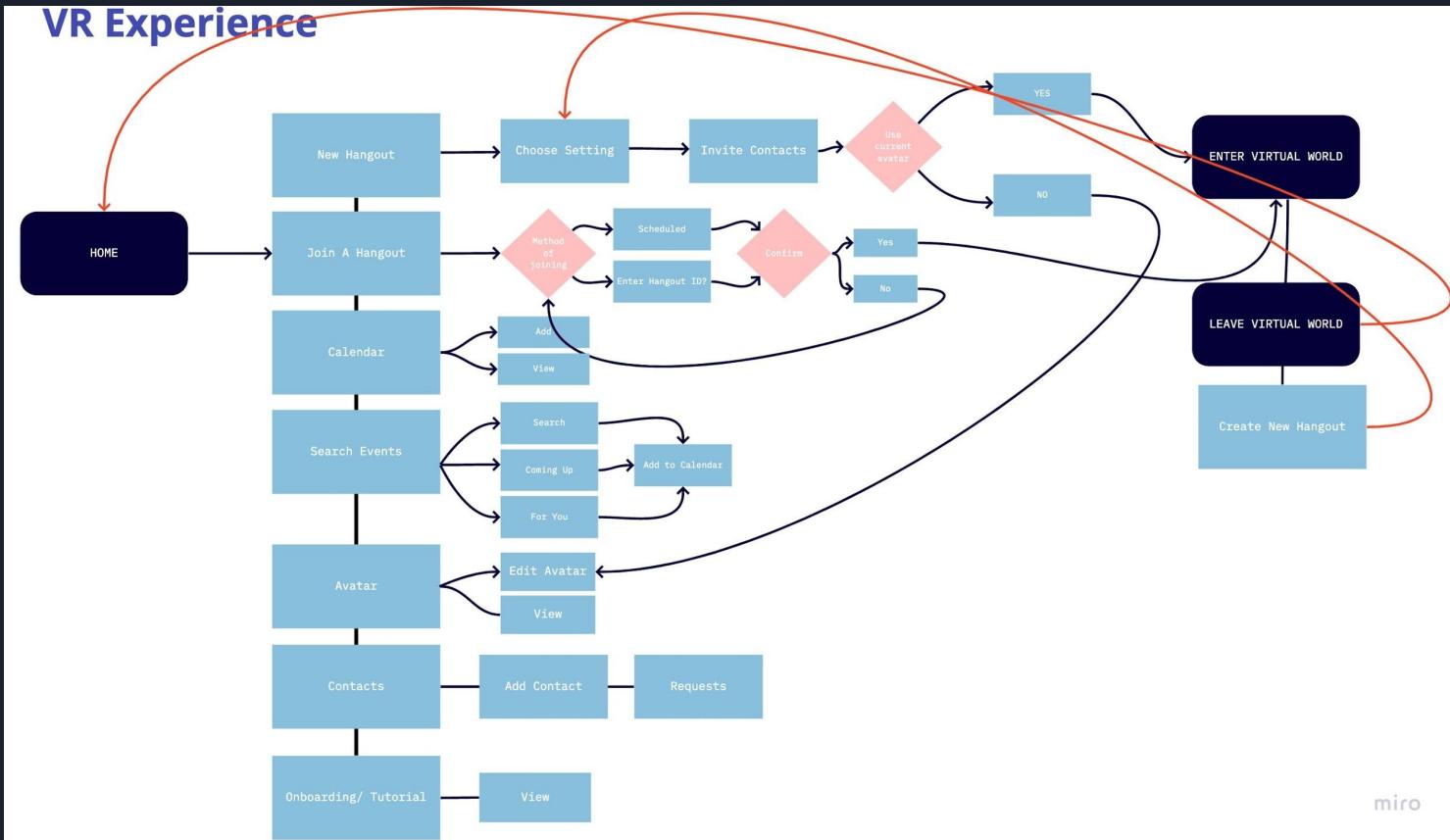


User Flow

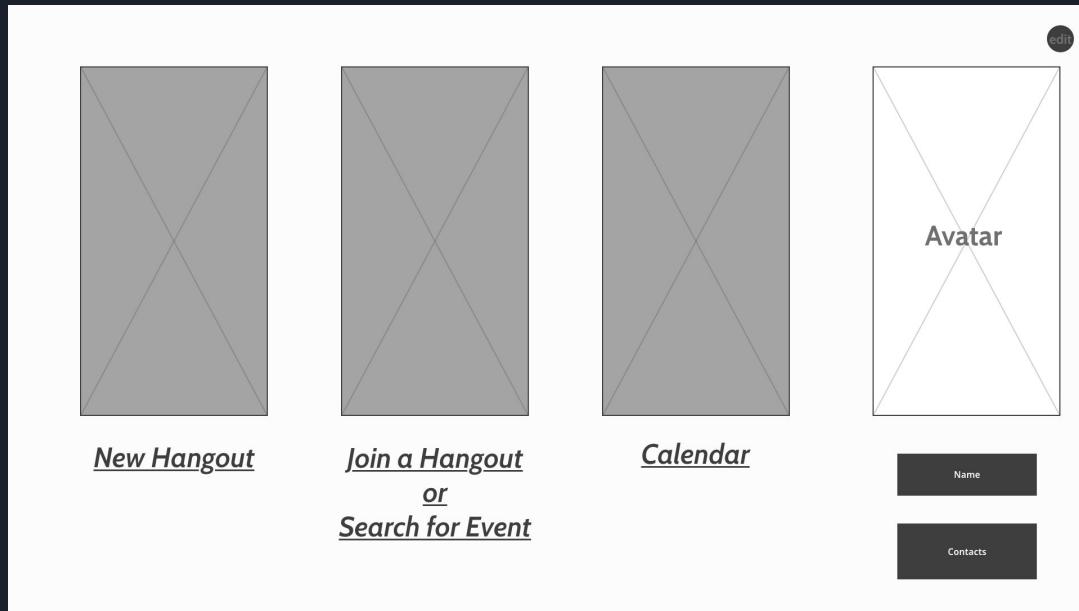


User Flow

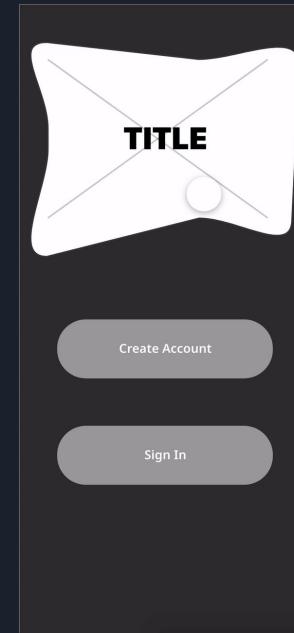
VR Experience



Lo-Fi Prototype



VR Interface



Mobile
↗

Style Guide

Style Guide

Hangout VR

APP ICON

Color

The colors chosen were intentional to follow the trend of social media apps using blue in their color palette.

We decided to accent it with red to have a color that really stands out with the rest of the palette.

PRIMARY	GRAYSCALE	OPACITY	GRADIENTS
Beau Blue #CEEDF2	White #FFFFFF	100	
Indigo Dye #0045C	Gray 1 #E0E0E0	90	
Air Superiority Blue #7C9B83	Gray 2 #D0D0D0	80	
Dark Electric Blue #A77011	Med. Gray 1 #B0B0B0	70	
Madder Lake #CC2536	Dark Gray 1 #777777	60	
	Dark Gray 2 #454545	50	
	Black #000000	40	

Typography

Cabin was chosen as a homage to the original font Oculus used in their interface. The Cabin font incorporates modern proportions, optical adjustments and some elements of geometric sans.

FONT STYLES	FONT WEIGHTS	HEADINGS	BODY COPY	TEXT ALIGN
AaBbCc Cabin ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&*~,.,;`	Semibold Bold	HEADING 1 Cabin Regular 36 HEADING 2 Cabin Medium 30 HEADING 3 Cabin Semibold 24 HEADING 4 Cabin Regular 18 HEADING 5 Cabin Regular 14 HEADING 6 Cabin Regular 12	<p>Lorem ipsum dolor sit amet, vel excomian libensae ex, ne re elaborare interpretari, sed dicere concludaturque no. Vener habemus sea ut. His nibh semper in ius rebus, huiusmodi et ceteris opibus Paragraph Text Cabin - Regular - #777777 - 14pt</p> <p>Gutenberg Cabin - No. #777777 - 14pt</p>	<p>Lorem ipsum dolor sit amet, vel excomian libensae ex, ne re elaborare interpretari, sed dicere concludaturque no. Vener habemus sea ut. His nibh semper in ius rebus, huiusmodi et ceteris opibus</p> <p>Text Align: Left-aligned</p> <p>Lorem ipsum dolor sit amet, vel excomian libensae ex, ne re elaborare interpretari, sed dicere concludaturque no. Vener habemus sea ut. His nibh semper in ius rebus, huiusmodi et ceteris opibus</p> <p>Text Align: Center-aligned</p>

Iconography

The icons are intentionally fun and colorful. It should stand out despite a users surrounding when logging into the VR headset. There is also accompanying text when applicable for users to better understand what actions can be taken when an icon is present.

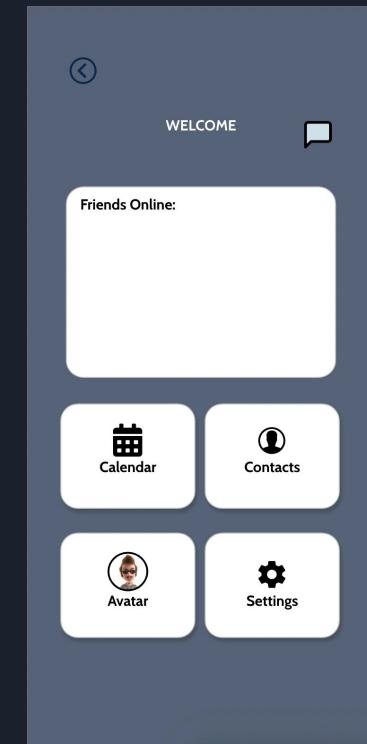
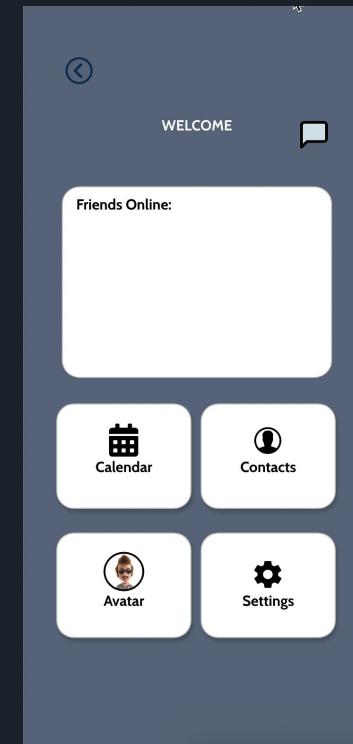
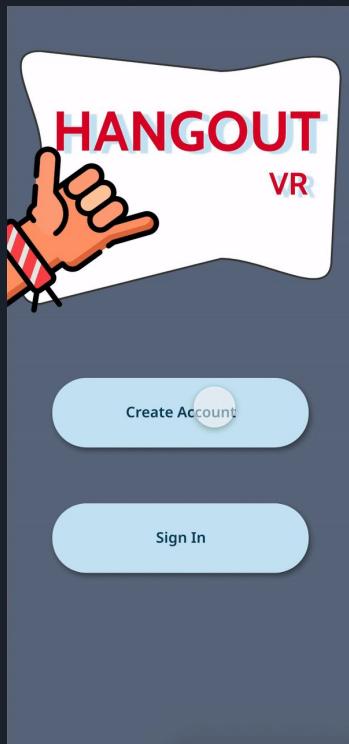
Controls

AVATARS	BADGES	BUTTONS	CARDS

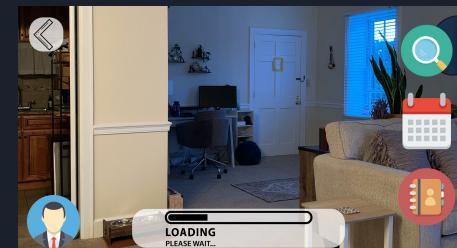
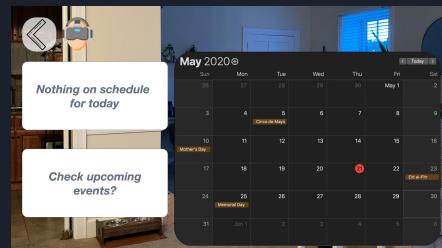
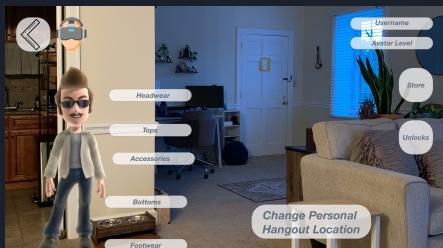
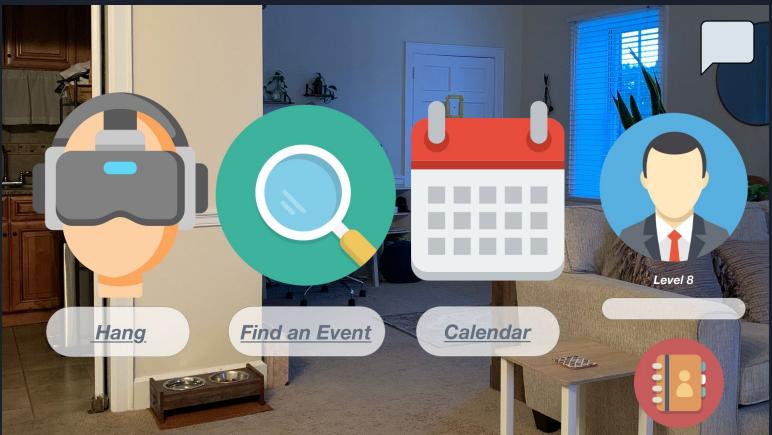
Inputs

INPUT	TOGGLES	CHECKBOXES	PROGRESS BAR

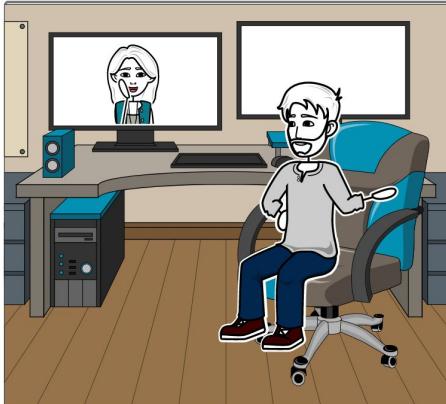
High Fidelity



VR Interface



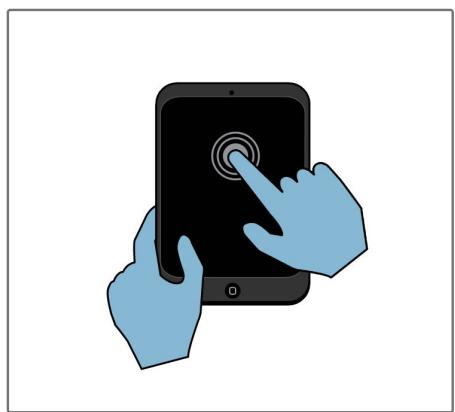
User Journey



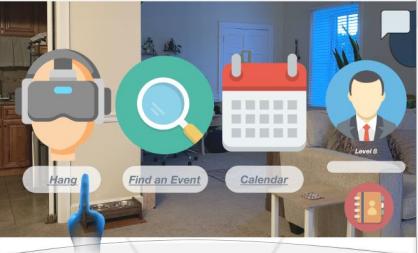
Due to moving away from their hometown, our user has been contacting friends through video calls and messenger.



They recently found out there is a new app for Oculus that allows you to attend events with friends virtually. Their best friend already owns an oculus and suggested the friend got one so they could have a virtual coffee shop hang out. They also said they could do a virtual hike which reminded the user of being back in their hometown.



They purchase the Oculus and download the Hangout VR app. They go through onboarding on their phone and begin their journey when they put on their headset



The user already agreed to create a hangout with their friend and click on new hangout and set the setting of coffee shop.



The user is able to create a "coffee shop" setting with their friend and speak to them as if they were in the same room. The experience makes the user excited to try other settings and attend virtual events. It also helps them feel better about being away from friends and family.



Testing

For our testing, we decided to test the mobile app that the user would use to access their vr experience. We asked the user to do the following:

- Sign Up and create Hangout account
- Login to Hangout
- View and Edit your Avatar
- View and Add to your Contacts



Results

- Onboarding on mobile was kind of confusing because it did not all have actual images from the app
- The home page was easy to navigate; after being shown the VR interface, the user was more familiar with it from using the mobile version
- Only one of us tested the VR interface and the user was able to navigate through it better after seeing the mobile interaction
- There were some part that were dead ends in the testing, which would have to be resolved with more detailed prototyping and creating more screens
-



GOAL FOR A FULLY FUNCTIONAL VR HANGOUT EXPERIENCE

The human need for social interaction fulfilled through conversation is one that cannot and should not be ignored. Phone calls and video games are great outlets for this, but wear thin after extended periods of time. There are certain forms of interaction and things that cannot be felt through simple virtual communication.

Virtual Hangout is the VR experience of the future. An online social space where you can talk, interact and attend fun events with friends and family. We have a strong passion for this application and hope to continue ideating, evolving and creating something that could really make a difference in the lives of people everywhere one day.

Thank you!