

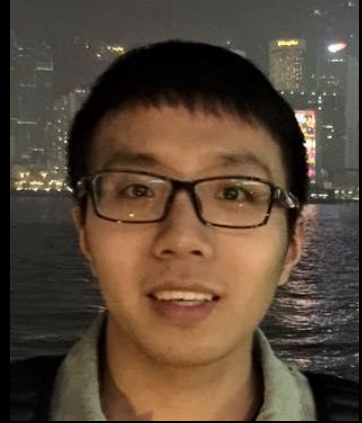


----Studio: Mixed Reality----

Bringing digitally isolated castaways  
back into reality

# INTRODUCTION

Team Name: Hi-Five



Nathanael Schager

Cole Deisseroth

Lawrence Zhou

# INITIAL POV

## WE MET...

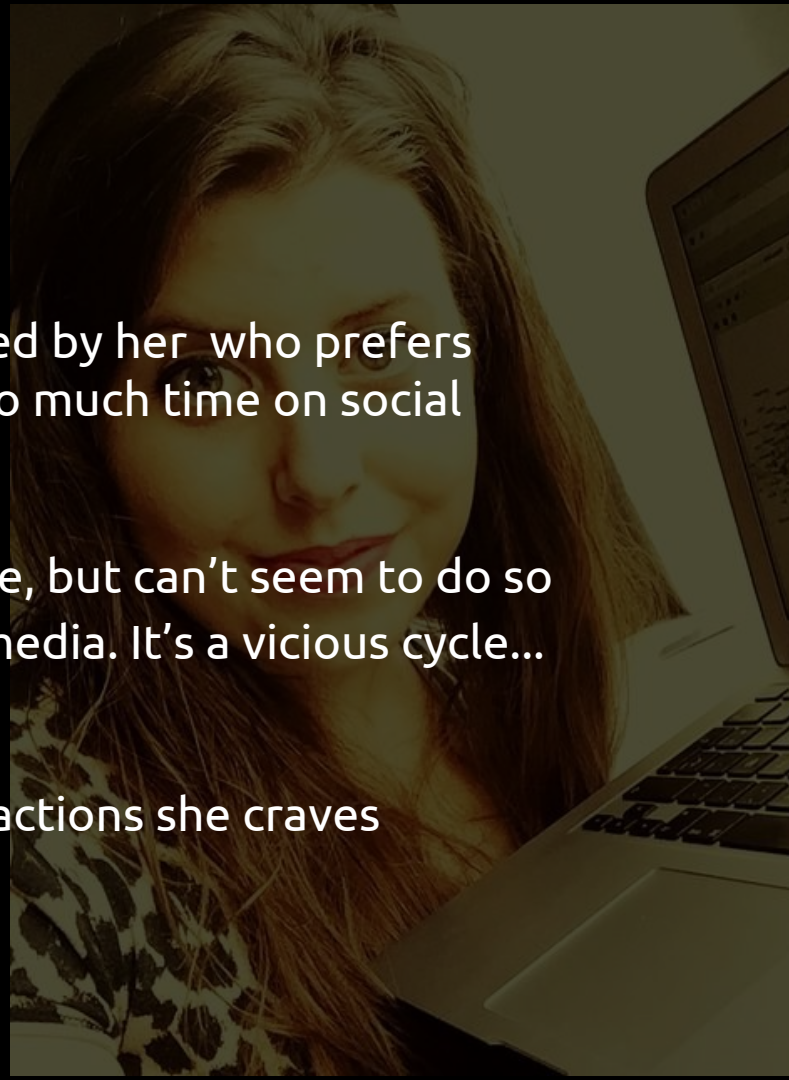
Gala, a CEO and former CMO who was inspired by her who prefers talking to people in person, but she spent too much time on social media

## WE ARE AMAZED TO REALIZE THAT...

she loves interacting with people face-to-face, but can't seem to do so because she spends so much time on social media. It's a vicious cycle...

## IT WOULD BE GAME-CHANGING IF...

we could get Gala into the face-to-face interactions she craves



# ADDITIONAL NEEDFINDING



Hannah



Bill and Mary



Mekato

people who have difficulty meeting friends in real life

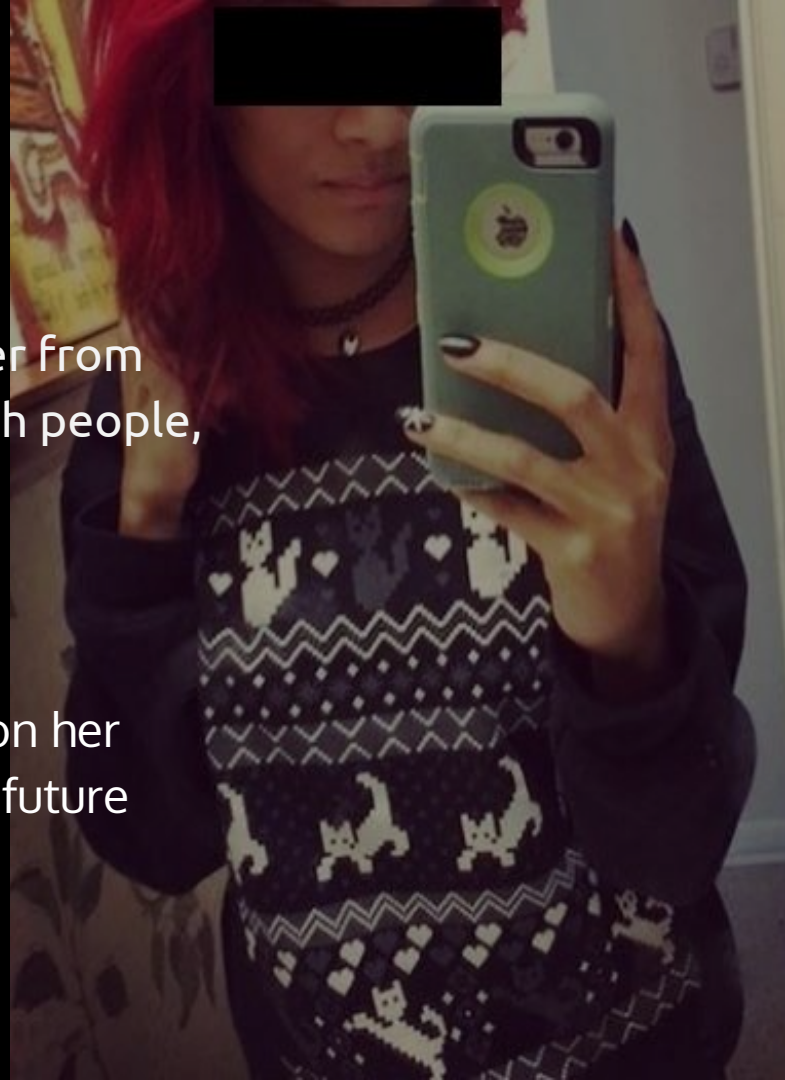
# POV——Hannah

## WE MET...

Hannah, whose severe social anxiety prevents her from getting out of her apartment and interacting with people, even though she desperately wants to.

## IT WOULD BE GAME-CHANGING IF...

we could help Hannah mitigate her hyper-focus on her own flaws while also boosting her confidence in future face-to-face interactions.





HOW MIGHT WE...

How might we help people  
laugh at themselves and  
others more?



# POV——Bill and Mary

## WE MET...

Bill and Mary are two anonymous bereaved parents of a deceased cancer victim, who probably haven't spoken to their friends in ages, and perhaps they even had little to say to each other

## THEY HAVE PROBLEMS...

wanting to live happily and get back to friends

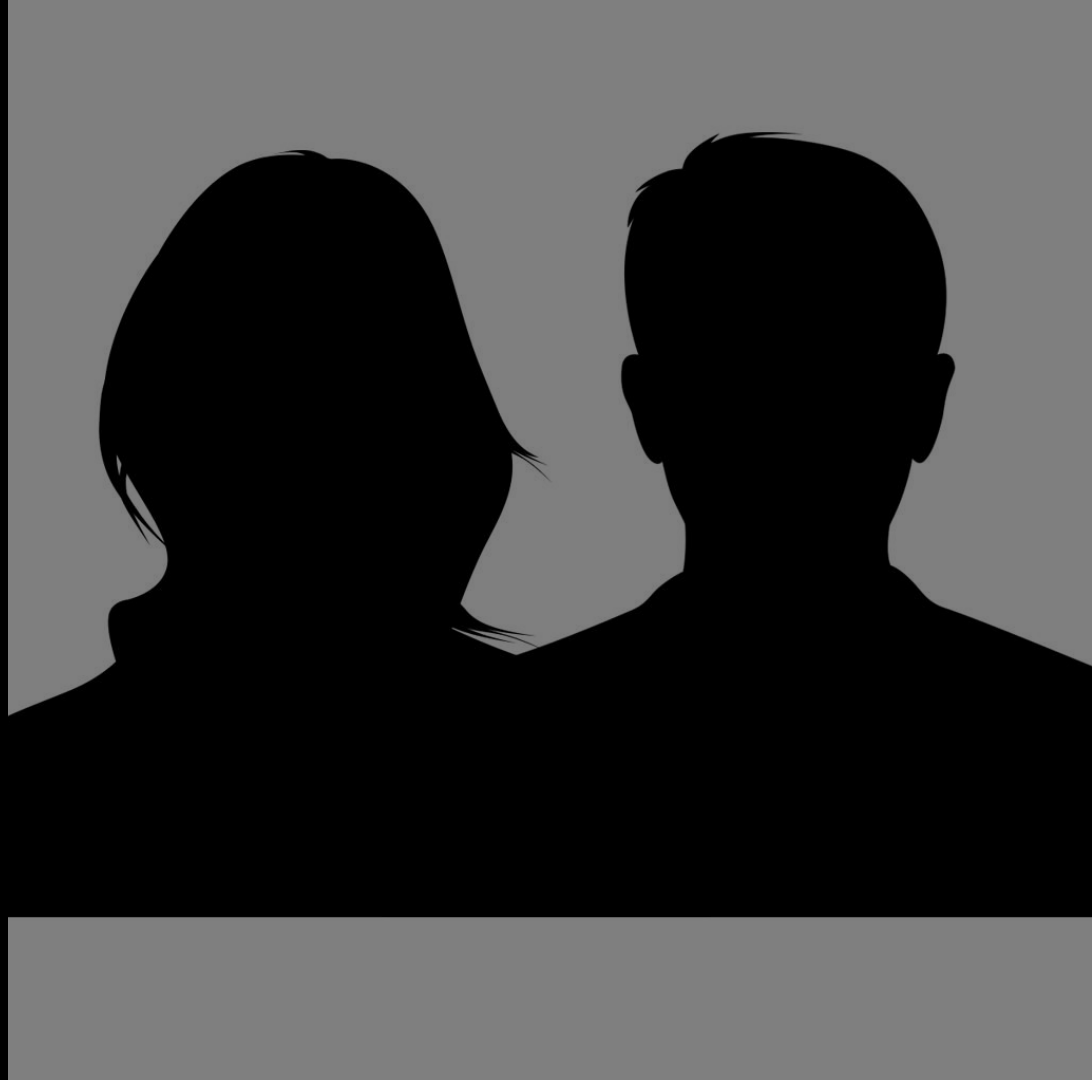
## IT WOULD BE GAME-CHANGING IF...

we could bring these people back into the real world



HOW MIGHT WE...

How might we  
insert the user into  
supportive social  
gatherings?





# POV——Mekato

## WE MET...

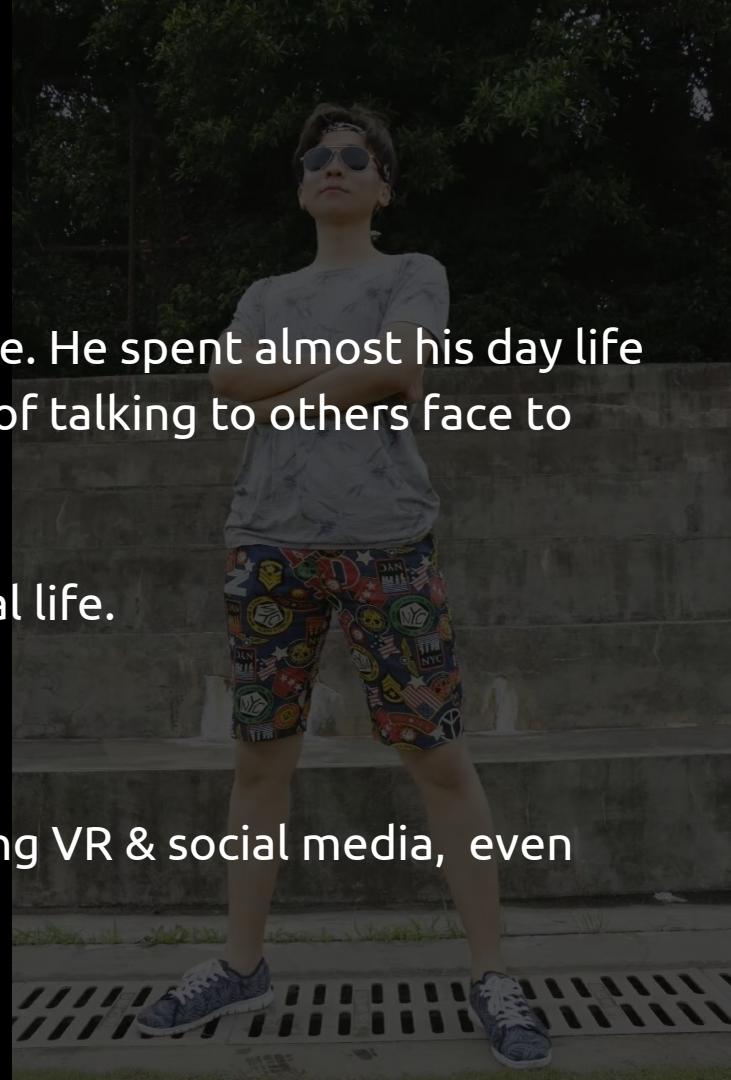
Mekato, feels inferior, almost to the point of suicide. He spent almost his day life on chatting with others using social media instead of talking to others face to face.

## WE ARE AMAZED TO REALIZE THAT...

He desperately wants to interact with people in real life.

## IT WOULD BE GAME-CHANGING IF...

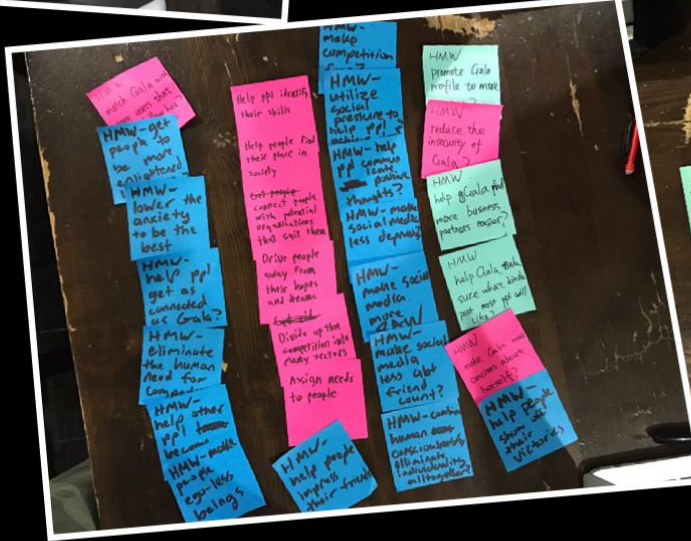
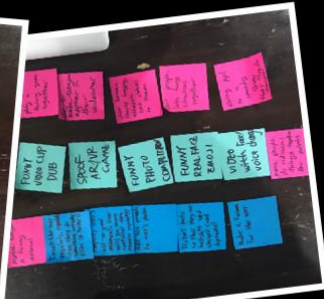
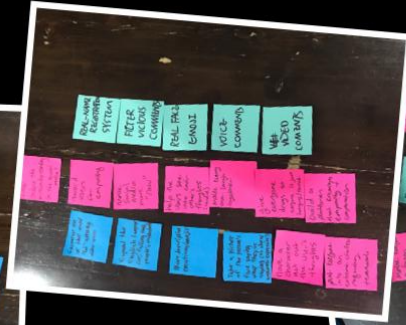
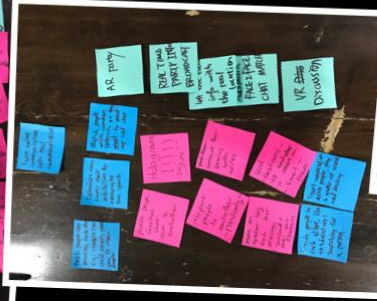
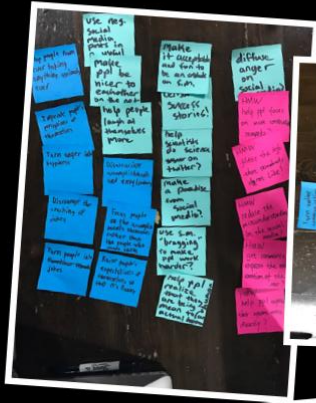
we could help Mekato talk to people in person, using VR & social media, even improve his self-esteem.



HOW MIGHT WE...

How might we gamify meeting  
new people?







# PROTOTYPE: cooperative game



Ryo



Bennett

We made a teamwork-based game, where two complete strangers would throw pencils at the pillar, and try to jointly get as many hits as possible.



- Game was fun, and they both enjoyed it
- Ryo was grinning ear-to-ear, and was expressedly thrilled to interact with students



- Failed to evoke a meaningful or long term relationship between the strangers
- Was not challenging



- Clearing a challenge together can make people feel like high-fiving bros, and build a strong bond between them.



# Prototype Assumptions



Ryo



Bennett

We assumed that people wanted to talk to others, but couldn't quite bring themselves to do so.

We further assumed that it would be challenging to hit the tressider pillar with a pencil from 5 meters away.

Ryo confirmed the former, and the two jointly disproved the latter.



# PROTOTYPE: events virtual labels

We wanted to simulate an AR ability that lets people view markers that were set up to notify people of an upcoming gathering.



They get the user's attention when they are prominent enough

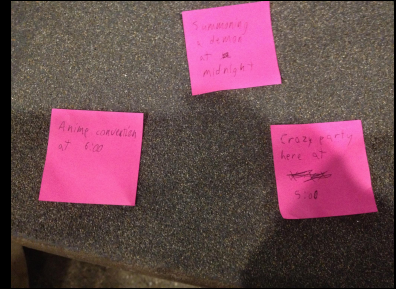
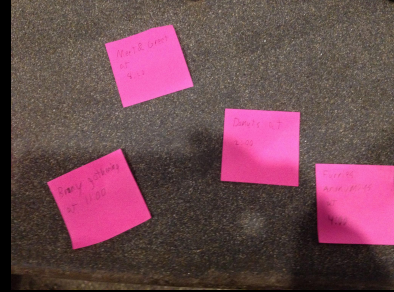


-If there are too many of these tags, then the user will automatically tune them out



-People could easily spam the system with events that are sleazy, or even nonexistent.

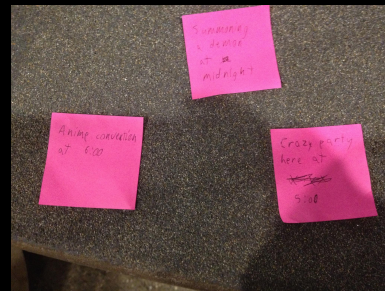
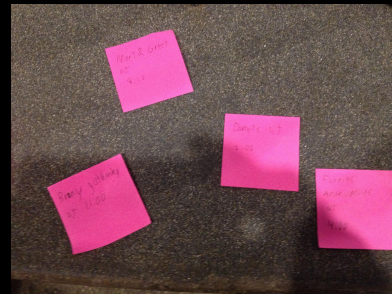
-However, crap filters could account for that.



# Prototype assumptions

We assumed that these notifications would stick out to people, that digitally isolated people want to attend parties and gatherings, and that they could approach them more easily if they get there when there are no people.

The first assumption was invalidated, and the other two are moot points until we can filter the crap and make all of the tags genuine. Because even lonely people don't want to attend viagra conventions.





# PROTOTYPE: make people appear in their underwear

We wanted to model a way to visualize people looking silly or ridiculous with AR, so we made a large picture of a human figure in underwear, and had someone talk to us with it in front of us.



-The subject appreciated the idea of making people look less intimidating.



-Seeing people in their underwear will make self-conscious people even more self-conscious, and like perverts



-Anxious people could potentially use AR to make people look less intimidating--like in normal clothes



# PROTOTYPE: make people appear in their underwear

We assumed that anxious people would be less anxious around people who appeared to be in their underwear.

That assumption was invalidated, because it just makes them feel more anxious, since they feel like perverts.

However, it may still work to use AR to make officious-looking people appear approachable, like turning a suit into normal clothes.



QUESTIONS?