
Assignment 1 - Vendor assessment

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INTRODUCTION

- Here, we have selected four companies to evaluate including the renowned 'Arthur Digital' and three other market leaders in the virtual reality space.
- Each company brings its own expertise, allowing us to gain a holistic view of the market and make informed recommendations.
- Let's delve into the exciting world of virtual reality and identify the most suitable tools and platforms to support the use cases and how organizations can leverage virtual reality for meetings, conferences, events, learning and development, training etc.

OBJECTIVE

- Identifying 20 use cases and determining the best tools to support those use cases.
- Emphasize the importance of functionality, addressing the user perspective business problems and how to translate those business problems into functionality.



Background of the companies

- A firm called Arthur Digital creates software for virtual reality (VR). Their main offering is Arthur, a virtual reality workspace that enables users to communicate, whiteboard, and present. Arthur may be found on SteamVR.
- A startup called Oculus creates VR headsets. The Oculus Quest, a stand-alone VR headset that can be used without a computer, is their most well-liked product. On the Oculus website and at specific stores, the Oculus Quest is offered.
- A business called HTC Vive creates VR headsets. The HTC Vive Pro, a high-end VR headset that needs a powerful PC to operate, is their most popular model. On the HTC website and at specific stores, you may purchase the HTC Vive Pro.
- A firm that creates VR headsets is called Valve Index. Their most popular headgear is the Valve Index, a high-end VR device that needs a powerful computer to use. On the Valve website and at a few particular stores, you may purchase the Valve Index.

Assessment Criteria:

1. **Utilization Proximity:** How simple are the platform's tools to use?
2. **Customizability:** Can the platform be modified to meet certain corporate requirements?
3. **Interactivity:** Which interactive elements does the platform provide?
4. **Collaboration:** How effectively does the platform encourage user collaboration?
5. **Performance:** Does the platform offer a seamless, engaging experience?
6. **Compatibility:** Can a variety of hardware and software be used with the platform?
7. **Assistance and Instruction:** What alternatives does the vendor offer for support and training?
8. **Cost:** What pricing policies and value for money does the vendor offer?

Use case 1: Virtual Meetings

- ❖ Holding online conferences remotely with participants.
- ❖ Virtual meetings are available from all suppliers, however "Oculus" and "HTC Vive" are suggested possibilities since they offer more sophisticated tools for collaboration and avatars.
 - Arthur Digital: Best
 - Oculus: Good
 - HTC Vive: Good
 - Valve Index: Good

Use case 2: Conferences and Events

- ❖ Holding online conferences remotely with participants and still having an in-person like environment.
- ❖ With configurable surroundings and interactive elements, "Arthur Digital" offers specialized VR solutions for holding conferences and events.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 3: Remote Presentations

- ❖ Delivering dynamic, engaging presentations to make it more humanly
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 4: Product Design and Prototyping

- ❖ Using a virtual environment to visualize and test product designs
- ❖ The "Arthur Digital" platform offers tools for building and displaying 3D models, facilitating quick prototype and product creation cycles.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 5: Virtual Tours

- ❖ The offering of virtual tours of buildings, assets, or tourist attractions
- ❖ Organizations may display their venues or products using the large range of VR experiences that "Oculus" and "HTC Vive" have to offer.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Best
 - Valve Index: Good

Use case 6: Skill Assessments

- ❖ Conducting assessments in real-time environment to avoid any kind of cheating hence providing a fair and equal opportunity to all candidates.
- ❖ The use of a simulated environment for assessments and evaluations.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Best
 - Valve Index: Good

Use case 7: Onboarding and Orientation

- ❖ Assisting in the creation of immersive onboarding experiences for new hires.
- ❖ In order to promote engagement and integration, "Arthur Digital" offers immersive experiences for the hiring and onboarding procedures.
 - Arthur Digital: Best
 - Oculus: Good
 - HTC Vive: Good
 - Valve Index: Good

Use case 8: Data Visualization

- ❖ Visually engaging representation of complicated data sets to bring more context to the conversation.
- ❖ "Valve Index" is suited for immersive data visualization experiences since it has high-resolution screens and exact motion tracking.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Good
 - Valve Index: Best

Use case 9: Remote Sales Demonstrations

- ❖ Using a virtual setting to stimulate sales and growth in-order to plan and prepare for the future
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Best
 - Valve Index: Good

Use case 10: Virtual Networking

- ❖ Creating virtual spaces that encourage networking and making the event more fun.
- ❖ In order to provide real-time assistance in VR settings, "Oculus" and "HTC Vive" provide cooperation options for remote technical support
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Best
 - Valve Index: Good

Use case 11: Training Simulations

- ❖ Making immersive simulations to teach employees for their better growth.
- ❖ All vendors provide training features, but "Valve Index" stands out with its realistic graphics and accurate tracking, making it the best choice for immersive training simulations.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Good
 - Valve Index: Best

Use case 12: Remote Collaboration

- ❖ Facilitating team collaboration in same virtual workplace thus making it more engaging.
- ❖ Both "Oculus" and "HTC Vive" provide significant remote collaboration features, like as multi-user environments and shared workplaces, making them preferred choices.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 13: Remote Team Building

- ❖ Planning of virtual team-building exercises, activities thus promoting team-work and collaboration.
- ❖ Each provider provides VR experiences for team-building exercises, with "Oculus" offering scalable challenges and situations.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 14: Marketing and Advertising

- ❖ Developing engaging and impactful marketing initiatives to help promote business and growth thus leading to more revenue.
- ❖ In order to increase consumer engagement and comprehension, "Arthur Digital" offers interactive VR solutions for sales and marketing presentations.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 15: Employee Well-being

- ❖ Providing online experiences for stress relief and relaxation, thus ensuring more employee trust and loyalty towards employer.
- ❖ The VR applications for employee wellness programs from "Oculus" and "HTC Vive" include experiences for stress relief, meditation, and relaxation.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 16: Language Learning

- ❖ Providing a fun and inclusive environment while learning a new language.
- ❖ Useful for language and cultural instruction since "Oculus" and "HTC Vive" provide VR language learning applications and cultural experiences
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Best
 - Valve Index: Good

Use case 17: Architectural Visualization

- ❖ Providing a more immersive experience for the customer to visualize what end goal would look like.
- ❖ In order to better communicate their work to clients and make design decisions, "HTC Vive" provides VR tools that enable architects and designers to build virtual representations of their projects.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Best
 - Valve Index: Good

Use case 18: Virtual Showrooms

- ❖ Using a virtual showroom to demonstrate the usage of goods and services to help consumers better.
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 19: Remote Interviews

- ❖ Using a virtual environment to conduct job interviews to eliminate the chances of cheating/plagiarism
 - Arthur Digital: Good
 - Oculus: Best
 - HTC Vive: Good
 - Valve Index: Good

Use case 20: Corporate Social Responsibility

- ❖ Utilizing engaging experiences to teach and raise awareness of social and environmental concerns among employees
- ❖ Virtual reality solutions are provided by "Valve Index" for trade events and exhibits, including immersive booths and interactive displays that do not require physical presence.
 - Arthur Digital: Good
 - Oculus: Good
 - HTC Vive: Good
 - Valve Index: Best

Recommendation:

1. Best Overall Platform: Oculus
 - Oculus is still the preferred platform due to its robust performance in a variety of use cases, such as virtual meetings, conferences, events, training simulations, product design, virtual showrooms, remote collaboration, remote presentations, remote team building, skill assessments, onboarding, data visualization, marketing, remote sales demonstrations, virtual networking, employee well-being, language learning, remote interviews, virtual training, and virtual onboarding.
2. Specialized Use Cases:
 - Architectural Visualization: The HTC Vive is still the finest option for displaying architectural plans in a lifelike virtual setting.
 - Corporate Social Responsibility: Valve Index continues to provide the top immersive experiences for increasing employee knowledge of social and environmental concerns and promoting corporate social responsibility.
 - Data Analysis: The greatest choice for an immersive data analysis experience is Valve Index.

Conclusion

- A combination of Oculus as the main platform, HTC Vive for architectural visualization use cases, and Valve Index for corporate social responsibility and data analysis would provide a comprehensive and adaptable solution for utilizing virtual reality in a corporate setting, taking into account the overall functionality, compatibility, support, and cost.