Industry project
Effenaar

Concepting/Problem Definition

1. Concept:

We started with 3 concepts:

- App for creating a VR avatar
- Customizing stage lights at a live/online event
- Chat for VR (mainly for people at home)

After our pitch to the client, we decided to combine the 2nd and 3rd concept.
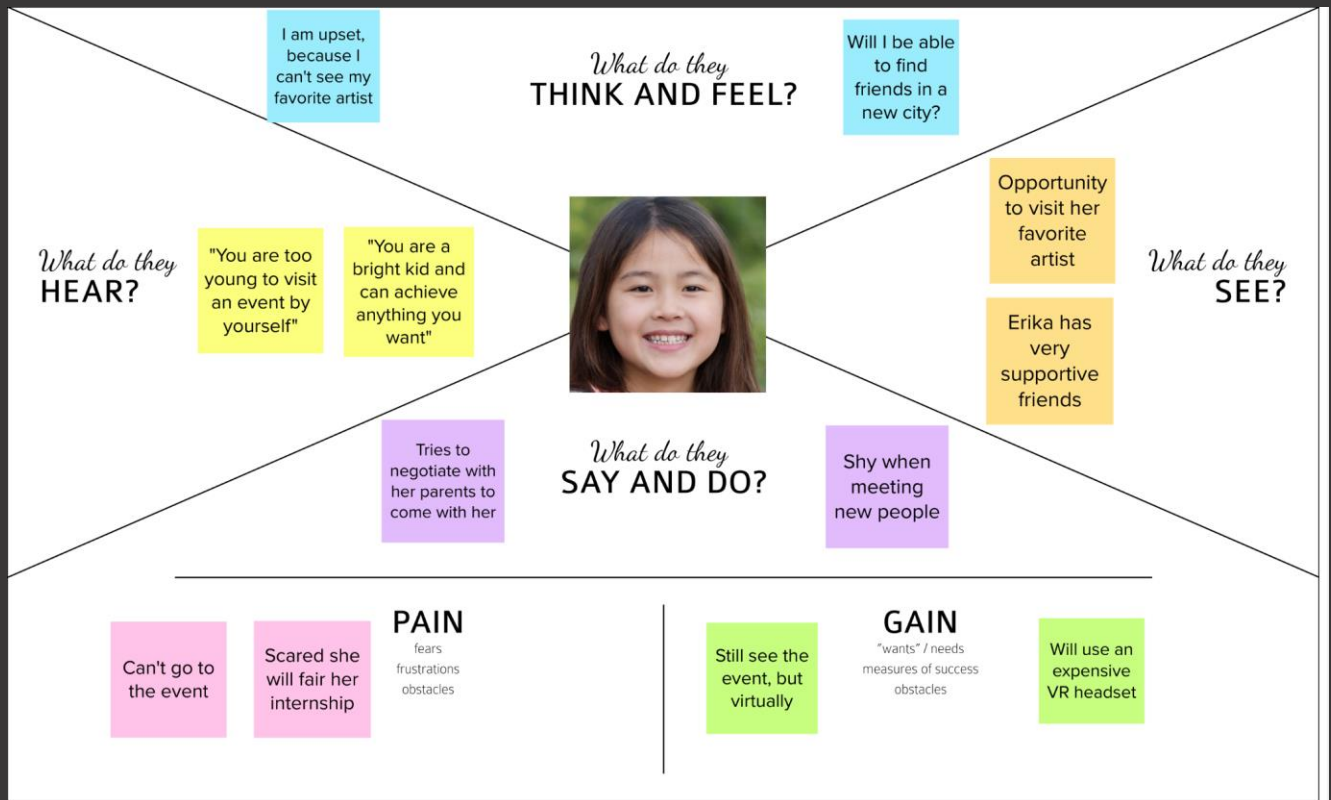
2. Updated Concept

After some brainstorming and discussions, we decided to drop the 3rd concept and implement the second one with Voting. Users are able to vote on lights colors and change them live during the event.

3. Persona

- 13 years old
- Enjoys creative games like Minecraft and Roblox
- Lives with her parents
- Too young for most festivals or might not be allowed by her parents
- Highly familiar with technology and apps

4. Empathy map

THINK AND FEEL?
- I am upset, because I can't see my favorite artist
- Will I be able to find friends in a new city?

HEAR?
- "You are too young to visit an event by yourself"
- "You are a bright kid and can achieve anything you want"

SEE?
- Opportunity to visit her favorite artist
- Erika has very supportive friends

SAY AND DO?
- Tries to negotiate with her parents to come with her
- Shy when meeting new people

PAIN
fears
frustrations
obstacles
- Can't go to the event
- Scared she will fair her internship

GAIN
"wants" / needs
measures of success
obstacles
- Still see the event, but virtually
- Will use an expensive VR headset

5. MoSCoW Analysis

Mo
1. Assign an artist to a project
2. Artist presets
3. Authorization - user or artist
4. Users able to vote
5. Map with different events

S
1. User Streaming
2. 360 camera pan view
3. Interactive map
4. Real time results

Co
1. Gamification for voting
2. Turning camera angle by movement

W
1. Chat system
2. VR Avatars
3. Live location
4. Account registration