THE VERGE: A NEW YEAR'S EVE LOBBY CONCEPT

NOVA XR MEDIA PRESENTATION

TEAM

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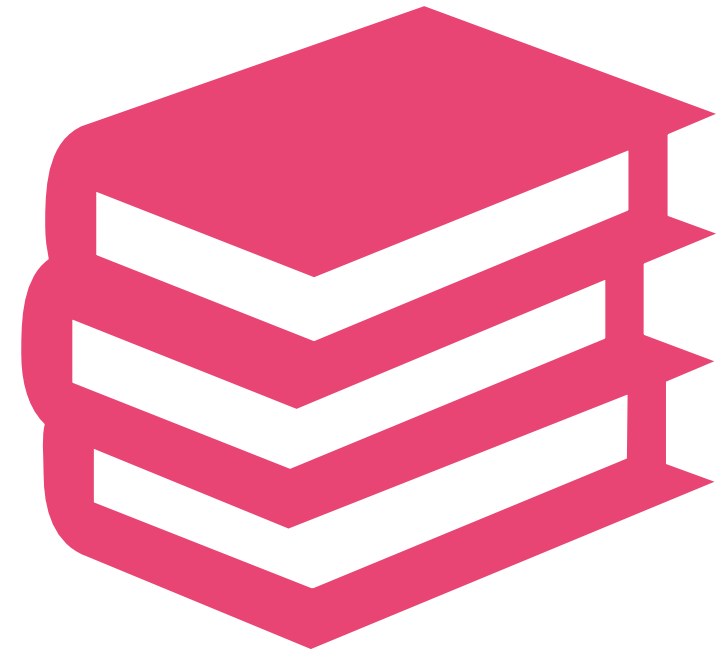Yuhao Chen

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INTRODUCTION

WHAT'S THIS DOCUMENT?

This document expresses the potential of virtual reality as a tool to enhance New Year's live stream experience. It is written by the Nebula XR team within NOVA XR Media in pursuit to accomplish this experience between December 2020 - January 2021. All ideas expressed within are confidential to the parties.

WHY DOES THE READER CARE?

2017–2020 NYE Averaged 30 million viewers on major American networks during New Year's Eve

2018 NYE Times Square Ball Drop: More than 10 million viewers livestreamed via Facebook

2018 NYE A 47% increase than from 2017 NYE

Future NYE Markets for gaming, live event broadcasting & VR industries are exponentially growing in revenue

Future NYE Exponentially growth = a higher demand for VR experiences

EXECUTIVE SUMMARY

What is the fun factor?

- We will build an immersive haptic (auditory, tactile, and many others) New Year's live stream experience through VR.

- We will improve higher fidelity that is currently not accessible or affordable.

- One would feel high fidelity when interacting with the game that you are able to move and pick objects up and down.

How do we know this is going to be fun?

- Each customer or individual would have a satisfying game-feel experience where the game challenges you in order to view the worldwide VR livestream experience.

What is the UX outcome?

- The User will spawn in a blank, matrix-esque environment, and build the world around them through their actions, puzzles and explorations.

**How does the user engage the world?**

- By lifting objects, slicing them, firing a projectile.

- They will consume with their eyes, ears and body movements

How does this technically happen?

- Through systems developed in Unreal 4 Game engine that calculate movement, location, collision and many more.

DESIGN/ DEVELOPMENT

It's the eve of the New Year, and you find yourself on the verge of new ground bustling with eagerness, hope, and humanity. As you nurse your hopes for the incoming year, take stock of last year's adventures, celebrate your achievements, and pause for reflection, you embody what it means to be a human at the turn of a new calendar year. Move through the Reprisal, the Aventure, the Harvest, and the End and cross the final bridge into the Verge, a surreal timescape island hosting a series of glowing portals. Walk through and witness your fellow man as they live through the Verges of their own New Year in unique parts of the world, to feel the humanity inherent of a turning year.
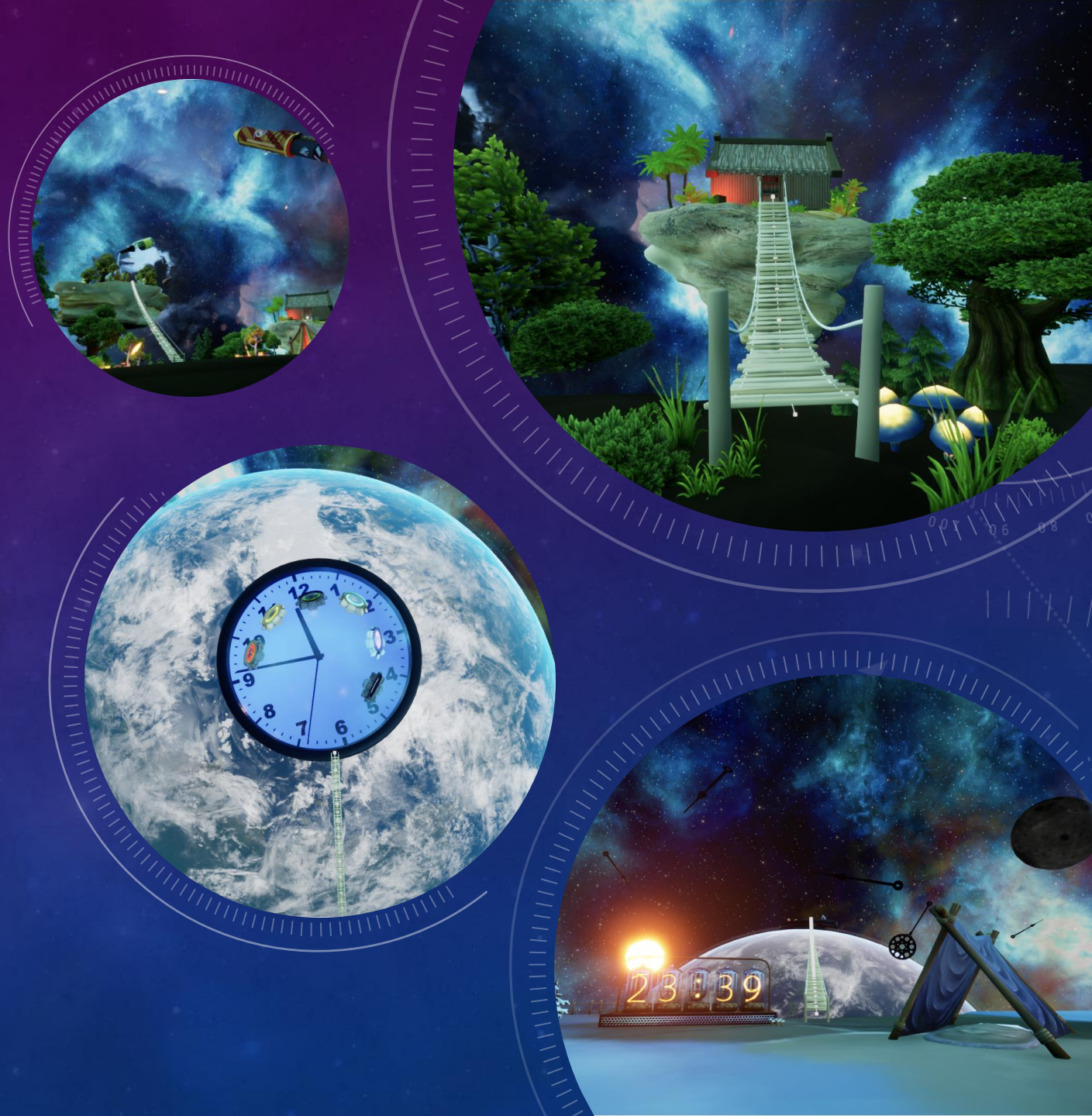
STRATEGY

RESEARCH

- Recent Accomplishments

  - Research on sonic haptics, game feel and psychology of NYE and global celebrations, and games to improve the experience and have clear direction on design methods.

- Current Accomplishments

  - Assessing current game strategies to go to market, how they differentiate from competitors, Black Swan events from the past to consider

- Future Accomplishments

  - How are businesses/companies recovering after COVID, audience purchasing power, how will our experience support inclusion

BUILD

- Recent Accomplishments

  - We deployed the environment and systems in VR, to demo and test their usefulness for feedback and direction.

- Current Accomplishments

  - We are merging the PC proof of systems with the VR proof of environment and will debug, so the next iteration has both major components of form and function in the prototype.

- Future Accomplishments

  - As the level has more or less been finalized, the next step is to refine it to smooth out the experience and bring in more interactivity. The next immediate plan is to plan with the team what events we wish to bake into the experience.

WEBSITE

- Recent Accomplishments

  - We published a page with the team information and assessed what more we want to add for public consumption. We also assess our SEO. We did this ensure we are making it visible, attractive engaging, and information.

- Current Accomplishments

  - Adding more keywords, adding client facing information such as team responsibilities, additional pages for more information, etc. We are doing this so we have a draft of what content will be published. We also managed to improve to SEO close to 80%.

- Future Accomplishments

  - Improve SEO to 90% by adding more backlinks to page, regularly upkeep existing content, identifying opportunity & attaching trailer and documents. This will all be needed to add attractivity to client. We will continue to publish new pages and updating them. Also need to pick another format/page to Clone, must reevaluate design + priorities.

MEASURE
OF SUCCESS
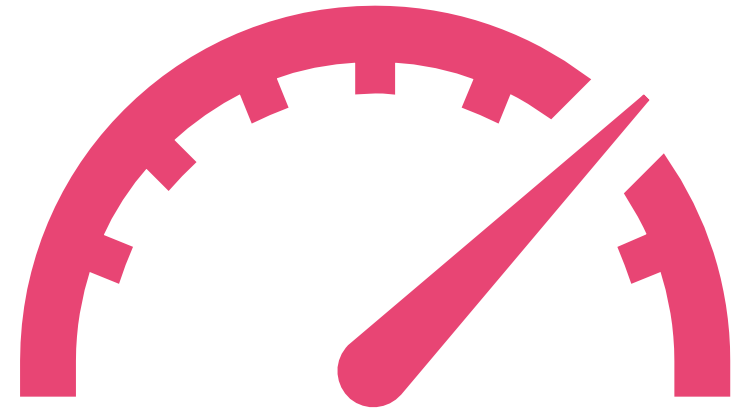
QUALITATIVE

Qualitative Key Performance Indicator (KPI): process or business decision

How do customers or individuals describe the NYE livestream experience?

What kind of interactive games do customers respond well to?

QUANTITATIVE

Purchases of flight tickets

Clickthrough rate on websites

Measure partnerships investment using Return on Investment (ROI) performance measure

Interactivity through likes, shares, comments and clicks

Total viewers of the livestream

Keep an eye on audience growth rate

Time spent on the games (important for consumer attention)

Number of times an object has been picked up

Discrete KPI: ratings, complaints

Continuous KPI:

Quantitative Indicators: discrete and continuous (over a time)

Qualitative Indicators: survey data

Leading Indicators: customer service (support), number of interactive games

Lagging Indicators: total number of glitches, amount of cookies used, smoothness in a game (freezing or any other incidents)

Input Indicators: staff time, equipment's used to develop, budget allocated

Process Indicators: new implementation time (whether it is customer complaints or customer experience)

Output Indicators: clickthrough rates, profits, purchases of flight tickets, partnerships ROI, viewership

Practical Indicators: exploring competitors process and experience (live stream companies)

Directional Indicators: evaluating the time of day engagement, which partnerships live stream experience has better viewership, where are the industries moving to

Actionable Indicators: commitment and follow through in said changes or processes within specified time frames

Financial Indicators: asset turnover ratio, net profit, etc.

PRECISELY

PRODUCTION PIPELINE
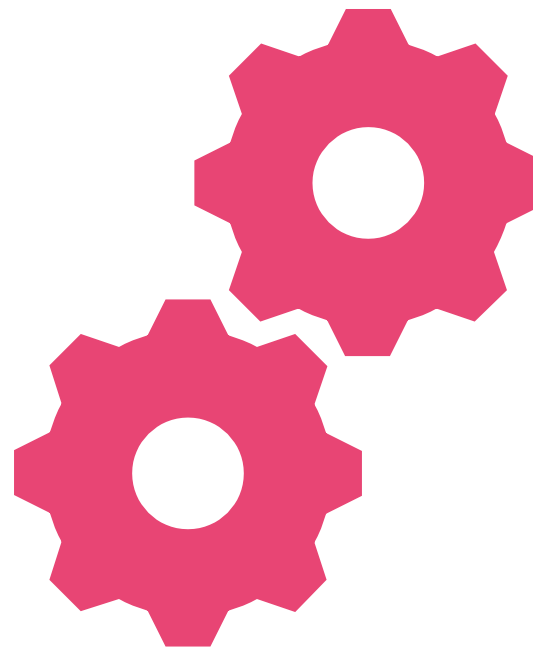
Phase	Deliverables	Due Date
Design	Aesthetics and World Design	July 13
Development	Player functionalities and event triggers	July 13
Deployment	Executable Game File for desktop & Oculus	July 13

DEVELOPMENT

| 2021 | 2022 | 2023 | 2024 |

2021
- Deploy the VR experience at selected live stream location, persuading viewers to interact with games and educate worldwide New Year's tradition.
- Compile data for analytics as well as improve strategies for better clickthrough rate.

2022
- Modify the VR software that will outreach to a wider audience showcasing the liveliness of each of the designates New Year locations.
- Partner with gaming, broadcasting media and video stream companies.

2023
- Release a New Year's VR livestream experience across high viewing countries as well as integrate interactive games that will allow individuals to learn each countries values and traditions (historical, symbolisms and others).

2024
- Build an Extended Reality video stream arm. By this time, Extended Reality will likely have matured to be feasibly applied. Addition to the primary site, we will outreach and partner with many industries so it will provide convenience and immersion to more than billions of people in our society.

CURRENT EVENT

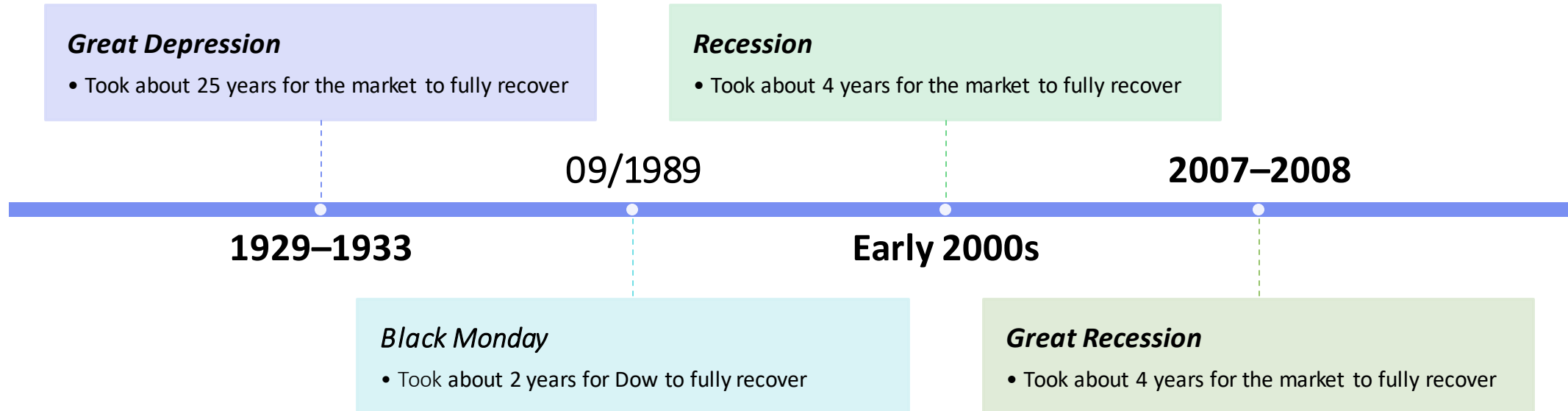# COVID-19: BLACK SWAN EVENT

| Rare event | Severe consequences | Accompanied by "hindsight bias" | Widespread effect | Unpredictability | Catastrophic damage to economy |

HISTORIC INFORMATION

Great Depression
- Took about 25 years for the market to fully recover

Recession
- Took about 4 years for the market to fully recover

09/1989

2007–2008

1929–1933

Early 2000s

Black Monday
- Took about 2 years for Dow to fully recover

Great Recession
- Took about 4 years for the market to fully recover

WHAT CAN WE DO?

1

Map out supply chain and risks

- Quantify the amount of supplied parts per supplier and alternatives

2

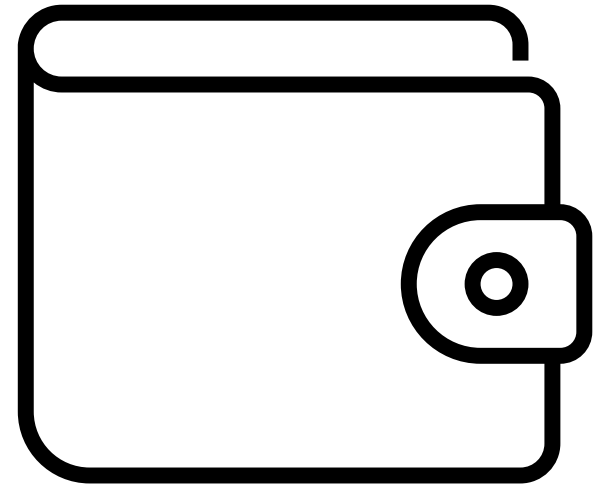## Implement a business continuity plan
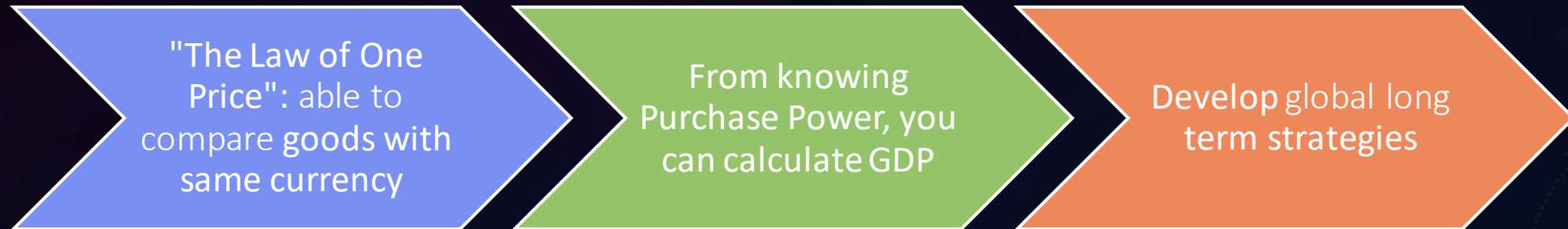
- Analysis, design, test & execution of plan

3

Implement a communication plan

- Identify, plan content & strategize with stakeholders

AUDIENCE PURCHASE POWER

WHY IS IT IMPORTANT?

"The Law of One Price": able to compare goods with same currency

From knowing Purchase Power, you can calculate GDP

Develop global long term strategies

FORECAST OF PURCHASE POWER

Inflation: For games, pre- COVID-19, games such as NBA, raised ceiling from $60 to $70

Neutral: For games & VR, presently during COVID-19, boosted engagement

**Deflation:** less demand products due to unemployment because of COVID-19

Volatile: prices these days are very distorted because of COVID-19

PERMA MODEL

- meant to model a fulfilling life but is just as relevant to developing a fulfilling game/experience

- endearing and engaging the player

- allowing for interaction, a sense of meaning ("belonging to something bigger" is simple when celebrating something as universal as the passage of time,)

- sense of accomplishment

Positive Emotions

Engagement

Relationships

Meaning

Accomplishment
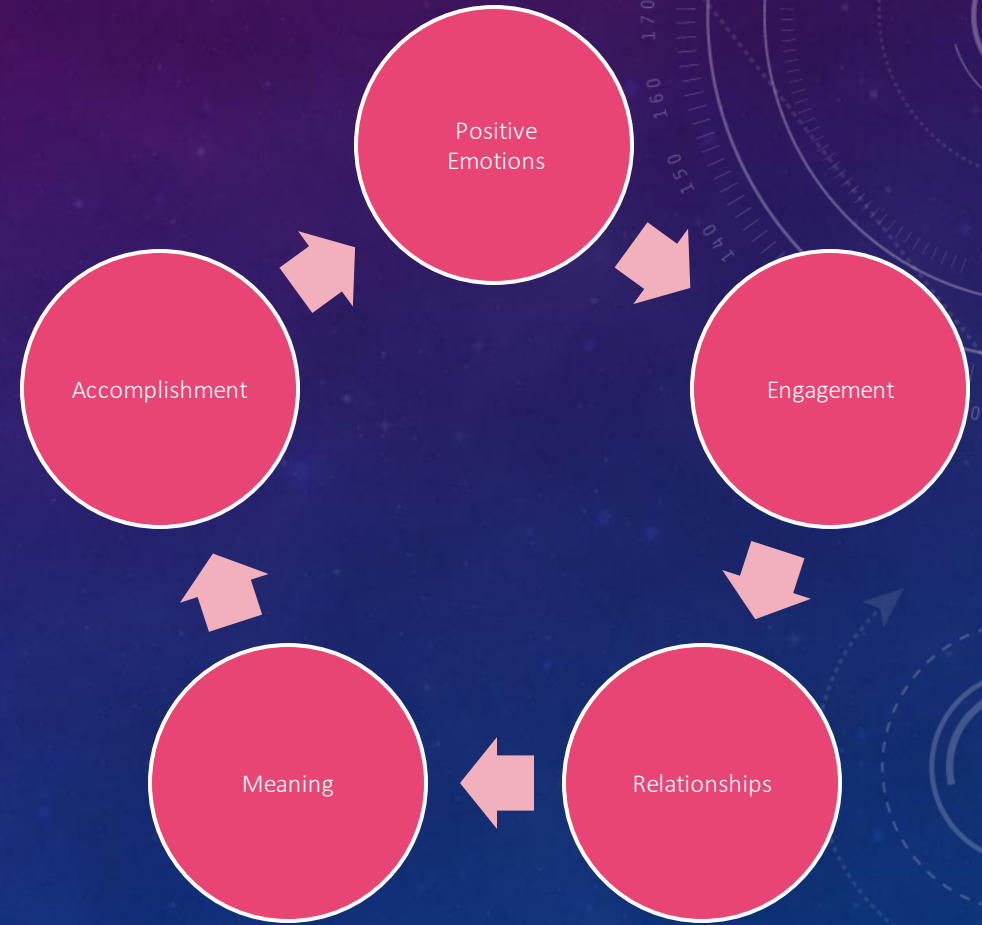
GAME PSYCHOLOGY

What is meant by voluntary, spontaneous, and rewarding play?
- Play that is distinct in form and timing
- Play that is repeated and commonplace
- Play that is initiated in the absence of severe stress

Categories of Play
- Imaginative and pretend play
- Storytelling play
- Creative play

Play Behavior
- Evolutionary
- Ubiquitous
- Adaptive

THANK YOU !

NEBULA XR TEAM