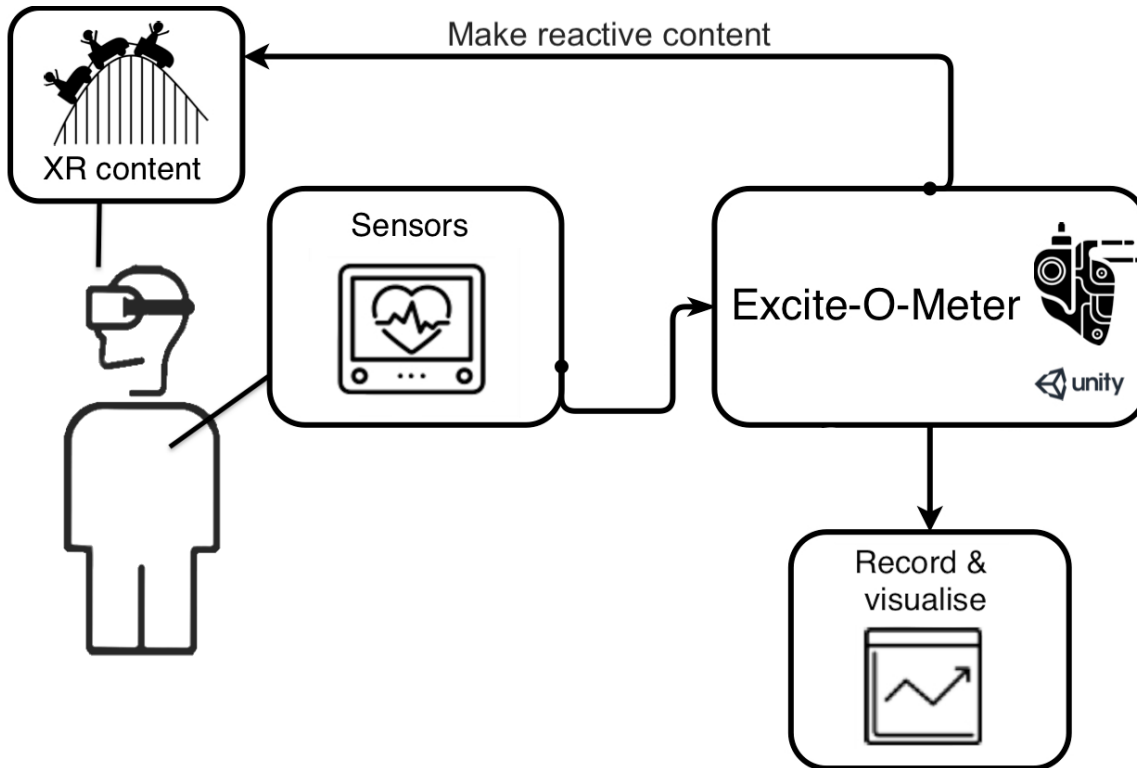


Excite-O-Meter



With the Excite-O-Meter Unity plugin you no longer have to guess how your user reacts to elements of your XR application. **We make it easy to integrate heart rate data into the development of your XR application in order to improve the quality of the experience.** The Excite-O-Meter uses scientifically validated measures of heart rate data to determine how excited and engaged your user is at any given time. This makes the Excite-O-Meter a powerful tool to develop XR content for example for healthcare, gaming, and market research.

Some **examples of use cases:**

- **Developers** can use excitement data to inform the design of XR applications or create applications that adapt to the user's level of excitement.
- **Market and UX researchers** can gain insight into how someone responds to XR experiences or products presented in XR.
- **Clinicians** can enhance their diagnostic or therapeutic sessions with time-locked, scientifically validated knowledge about the patient's level of distress or engagement.

Our aim is to create a tool that is easy to use by XR developers with different backgrounds for a wide variety of projects. Your comments and suggestions are crucial to us during the development of this plugin. We would be really grateful if you could take 5 minutes to fill in this survey!

Please get in touch with us if you have any more questions or ideas at [exciteometer\(at\)gmail.com](mailto:exciteometer(at)gmail.com).

Thank you for your input!

Privacy policy:

Your survey results will be anonymous: no personally identifying information (including IP address) will be recorded or stored. Please do not enter any personally identifying information into the free-response text fields.

There are 11 questions in this survey.

Primary questions

I am a:

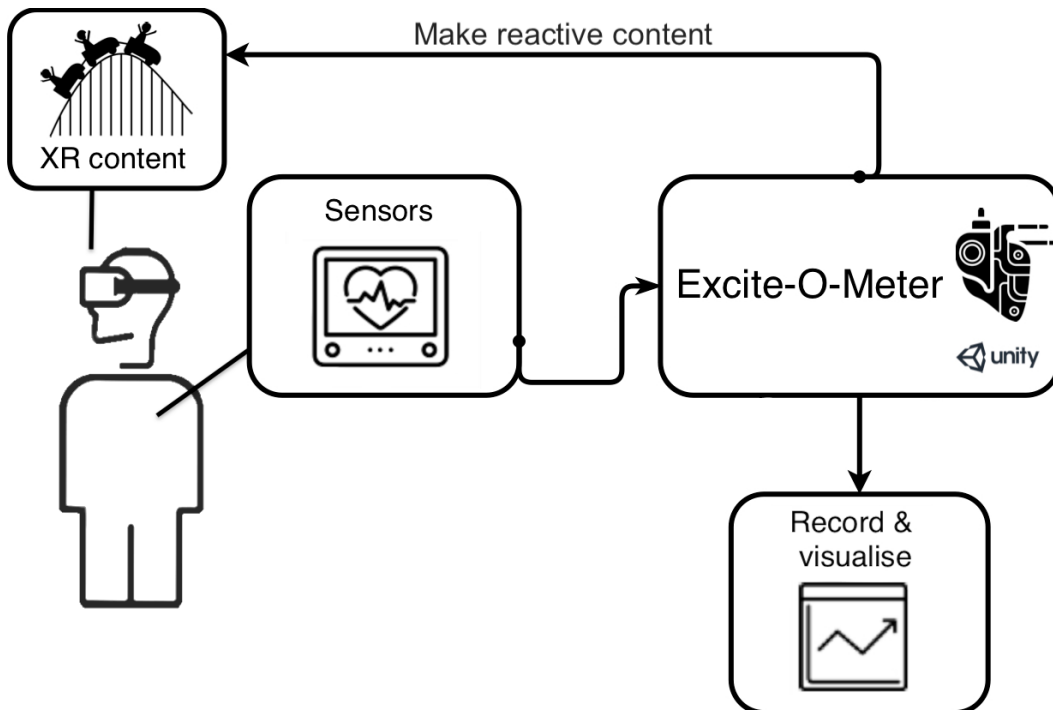
❗ Check all that apply

Please choose **all** that apply:

- ☐ Unity developer (any level)
- ☐ therapist or clinician
- ☐ researcher
- ☐ involved with marketing or product testing

☐ Other:

Would you be interested in using the Excite-O-Meter?
(Here is the description again)



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*

Please choose **only one** of the following:

- ☐ Yes
- ☐ No

Which features are you most interested in using? *

❗ Check all that apply

Please choose **all** that apply:

- ☐ To make reactive Unity software
- ☐ To observe my user's reactions while they use my product
- ☐ To analyze my user's reactions after they have used my product
- ☐ To improve upon the measurement tools I already use
- ☐ Other:

Last page

How do you currently measure the experience of the user of your product?

*

❗ Check all that apply

Please choose **all** that apply:

- ☐ Record video of user or record user's screen
- ☐ Analyse user behavior (controller responses; head, hand, or eye movements)
- ☐ Asking the user (questionnaires or letting the user "think out loud")
- ☐ Physiological responses (heart rate, electrodermal activity, etc.)
- ☐ Brain measurements (e.g., EEG, MEG, fNIRS)
- ☐ I do not measure user experience
- ☐ Other:

Which hardware and software do you use for this?

Only answer this question if the following conditions are met:

----- Scenario 1 -----

Answer was at question '4 [Q04HowMeasure]' (How do you currently measure the experience of the user of your product?)

----- or Scenario 2 -----

Answer was at question '4 [Q04HowMeasure]' (How do you currently measure the experience of the user of your product?)

What is your proficiency with Unity? *

❗ Choose one of the following answers

Please choose **only one** of the following:

- ☐ Expert professional (e.g., Lead Developer)
- ☐ Intermediate professional
- ☐ Beginner or hobbyist
- ☐ None

What kinds of applications are you involved with creating or testing?

*

❗ Check all that apply

Please choose **all** that apply:

- ☐ Action/adventure games
- ☐ Puzzle games
- ☐ Cognitive enhancement
- ☐ Exergames (games for fitness, dance or other movement)
- ☐ Training
- ☐ Virtual tourism
- ☐ Clinical applications (physical, psychological, neurological, etc.)
- ☐ Experimental design (e.g., neuroscience research)
- ☐ 360 video/cinematography
- ☐ Architecture/interior design
- ☐ Adult entertainment
- ☐ None/only do hardware

☐ Other:

For which industry do you design training applications in VR?

Only answer this question if the following conditions are met:

Answer was at question '7 [Q06ApplicationTypes]' (What kinds of applications are you involved with creating or testing?)

Please write your answer here:

How often do you (or your company) pay for tools/plugins for Unity?

*

❗ Choose one of the following answers

Please choose **only one** of the following:

- ☐ Three or more times per year
- ☐ One or two times per year
- ☐ Less than once per year
- ☐ Never

How much would you be willing to pay for one Excite-O-Meter license?

*

❗ Choose one of the following answers

Please choose **only one** of the following:

- ☐ € 100 - 300
- ☐ € 51 - 100
- ☐ € 31 - 50
- ☐ € 26 - 30
- ☐ € 11 - 25
- ☐ € 1 - 10

What is the number one thing you want us to consider while developing this plugin?

Please write your answer here:

Thank you for taking the time to complete our survey!

Please get in touch with us if you have any more questions or ideas at [exciteometer\(at\)gmail.com](mailto:exciteometer(at)gmail.com).

Submit your survey.

Thank you for completing this survey.