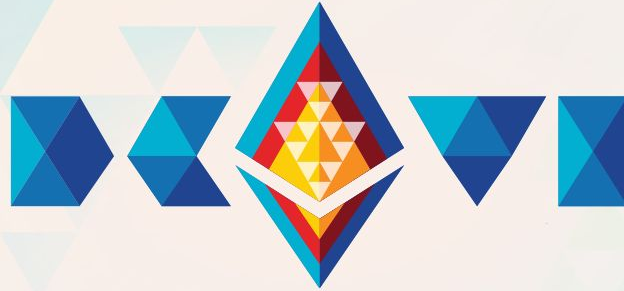




@G_Rak



Going on Safari

Researching Users in the Metaverse

Georgia Rakusen



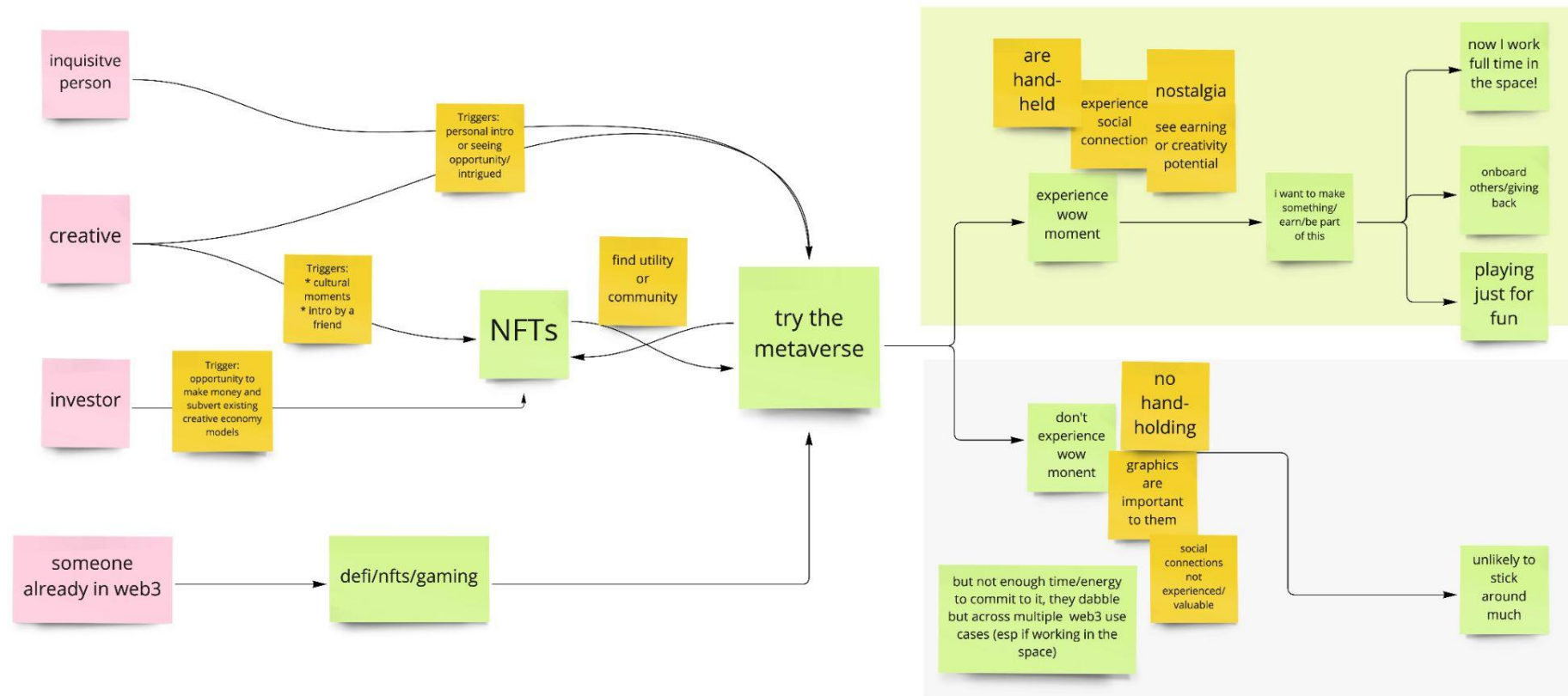
Backstory

Protocol Labs commissioned a user research study to:

- Uncover the **characteristics of early metaverse users**
- Identify the **meaningful experiences and user pains**
- Surface **opportunities for platform improvements**
- Deep dive on the themes of **identity, ownership and portability**

Full report to be published soon!™

Metaverse early adopter user journey



*“To me, the metaverse is the ultimate social platform. **It reminds me of AOL chat in the 90s.** But now you have visuals and tokens attached to it. **It’s an improvement on life.**”*

Learning:

Metaverse early adopters might not be gamers anymore, but nostalgia for gaming (and the early internet) plays a big role in their expectations and reactions.



Learning:

Social connections make the metaverse meaningful, but hand-holding is essential for a positive first experience.

“I’ve spawned a lot of meaningful relationships in the metaverse. It holds tremendous value to me. It’s stuff I wouldn’t be doing in real life that I’ve always longed to do. It’s hard to go out there and make friends... in my job, nobody shared the same interests as me. The metaverse is an easy way to focus in on a group that has similar interests, and then continue those relationships - even outside of the metaverse.”

"I could see my art virtually on the gallery walls. It looked stunning. This would cost \$10,000 to display in a gallery in real life, and here I am doing it for free. A collector had questions and everyone in the space could read my answer. I only had to answer one question once; at gallery shows I have to answer the same question 70 times and still make it seem like it was the first time the question was asked. That for me was like the golden "wow" moment."

Learning:

The path from "explorer" to "full time creator in the metaverse" is short.



Going on Safari

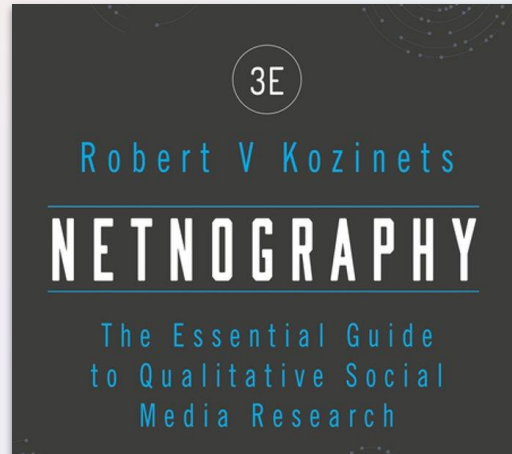
Using Netnography in the metaverse

Netnography

- Qualitative social media research
- An adaptation of ethnography.
- Focussed on human experiences and cultural understanding.
- Informed by the self awareness of the researcher.
 - “Action research”.

It involves:

- Observing what people do online.
- Collection of data.
- Immersion and reflection.
- Interpretation.



Getting started

- Set up a public notion page.
- Updated my Twitter profile.
- Began on social media.
- Then created an avatar and went exploring.





W N E

Butterfly Prawn Farming Game

S

Butterfly Prawn Farming Game

119, -12

Level 1

Exp 10

MR

DANS LE ME

Auto OFF

Bonuses

None

Gold Apple Count

0

QR CODE

Javier#0cpc

up to curators on how similar they are but there is already some that are kinda the same

was figuring to code them somehow on my build

: like we have auto dance floor

Announcements

25/9/2022 – The Apple Harvest event has just started!

1. Plant **Peppers** to receive **Oleoresin**.
2. Craft **Pepper Spray** with **Oleoresin**.
3. Use **Pepper Spray** on Apple Tree.
4. Pick up your apples!
5. Exchange **Apple Cores** for **Apple-related Wearables**!

* The highest Gold Apple collectors also wins special prizes!





< #nearby

×

Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

guess I know what you're doing
@imaresearcher XD

You: trying to be totally transparent!!!

:D

:)

9/25/2022 5:31:38 PM

You: i'm here to learn about people and cultures in the metaverse by being a part of it :)

: dinner will be rather simple this time around @

: immersive research is the best kind

: cool! and welcome to dcl and the TRU band room then - great to have you!

You: pleasure to be here. i'm having a lot of





VOICE CHAT
Nobody is talking





< #nearby

×

Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

in companies

You: my metaverse research will be a public report though at some point

: Hey !

awesome. let me know if anyone building in DCL-- whether that's building experiences, community, etc.

: hey there =D

You: yes 100% thanks.

: Heyyy !

You: gonna present some of my learnings at devcon in a few weeks time

: Awesome!





VOICE CHAT
Nobody is talking





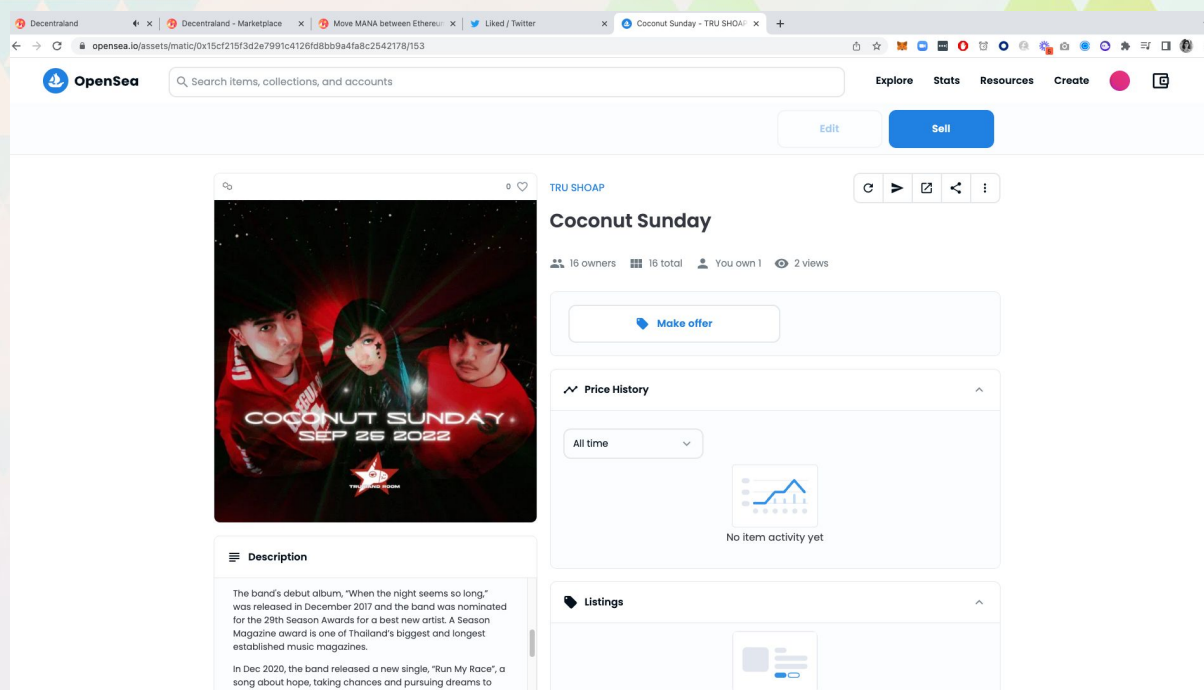
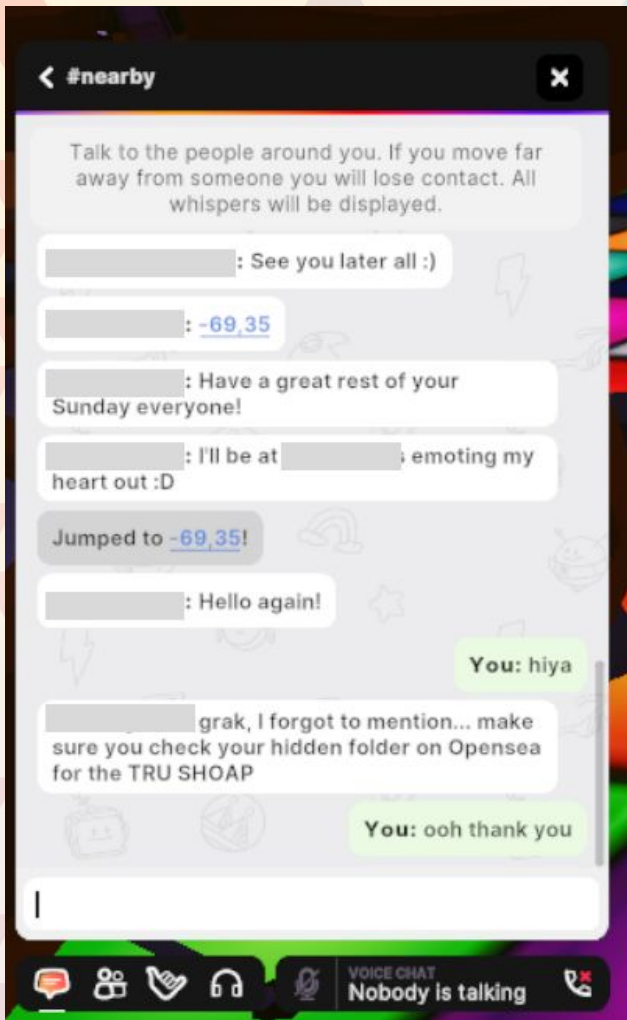
Georgia Rakusen (researching in the Metaverse) 🦋

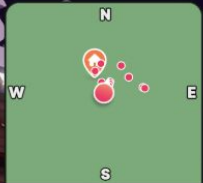
@G_Rak

...

Fun first time at TRU venue in [@decentraland](#). Thanks [@teenybod](#) and [@CoconutSunday](#) for a fun time. Check out the newbie at the front of the stage in the after-work drinks gear, I clearly need to up my outfit/wearables game lol. [#Metaverse](#)







Genesis Plaza
1, -1

Decentraland BETA

Events

LIVE NOW

2049

LIVE NOW

LIVE NOW

LIVE NOW

LIVE NOW

Crowd

23

27

58

WOWPERMINE

Trending Stories



DIVING
ALLOWED





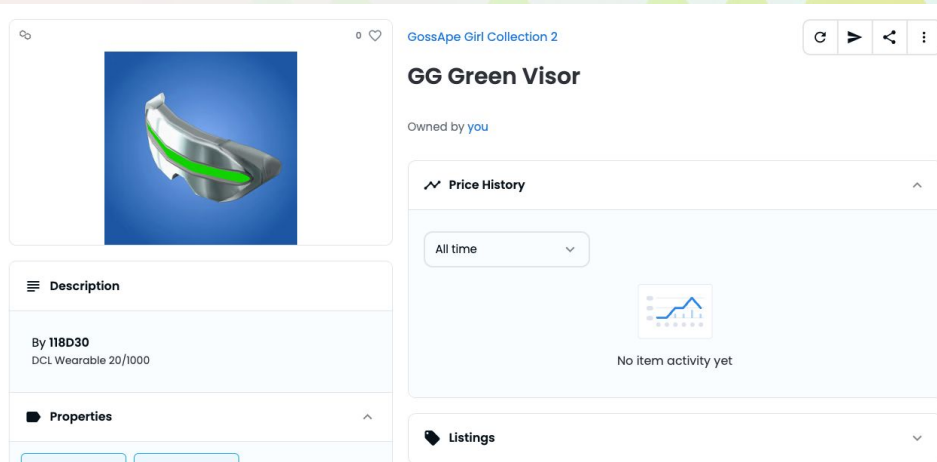


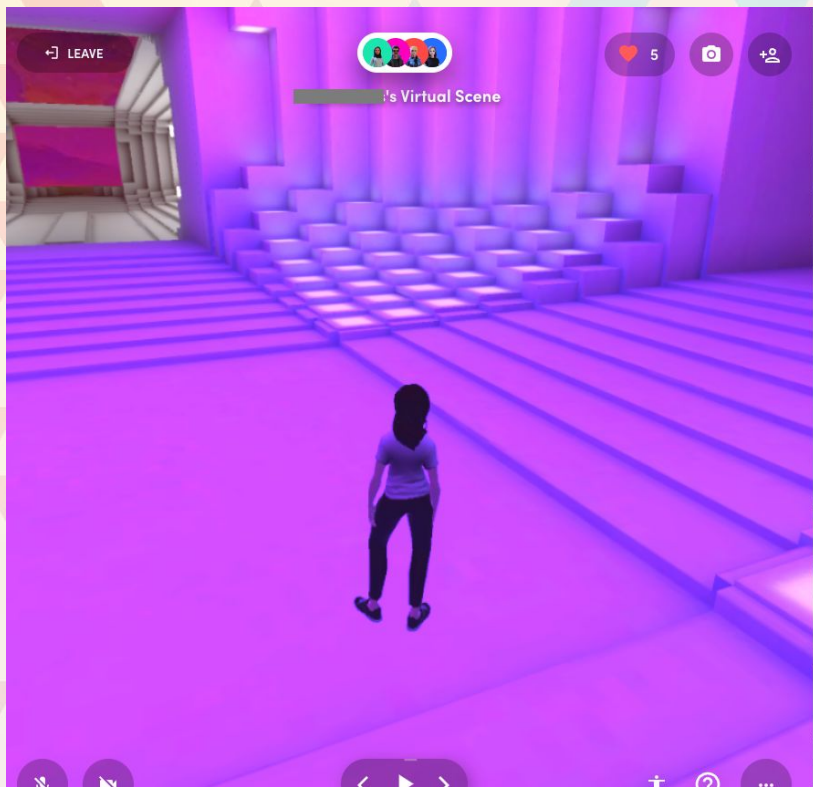
WELCOME TO TRY V.
GIVE PERKS FOR
NFT HOLDERS
? YOU MUST
TRY NFT IN
WALLET.

es! great to have you here

think the screen not properly
to with how fast you run into

VOICE CHAT







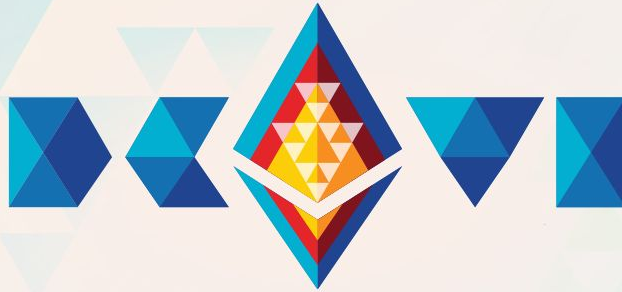
Going on Safari

Reflections

Reflections

- Discussion online is greater(?) than actual platform participation, but we should view social media as an extension of the metaverse.
- Netnography in the metaverse is a crash course in web3 culture.
- It's an excellent method for generating good research questions.
- It produces very deep empathy with users, and remember it's about people not just products.
- Metaverse platforms should consider doing similar research to help build more meaningful experiences..

If you're a metaverse
user, please share
your experiences



Georgia Rakusen

Lead Researcher, The User Research DAO

georgia.rakusen@gmail.com



@G_Rak