5 QUICK FACTS & THOUGHTS
IN NO PARTICULAR ORDER ABOUT
THE WILD WEST OF
VIRTUAL REALITY IN GAME DESIGN!

OR:

HOW I LEARNED TO STOP WORRYING & LOVE
VIRTUAL REALITY

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How I Learned to Stop Worrying and Love Virtual Reality

- Proud owner of DK2 (clearly not a true believer)

- Studying usability in VR for a year.

- Sharing 1:1 discussions with frontrunners in VR

- VR design prototyping at LKF Labs

1.
VR IS <u>revolutionary</u>.

➔   New way to Create and Consume content.

➔   Untapped industry with 2016E = 1MM Users.

➔   50 HMD's on the market right now. Mobile is a gateway.

2.
VR IS <u>unsure</u>.

➜ Relies on support of Early Adopters.
◆ Young Adults!

➜ Mass Consumer ignorant of potential.
◆ Primary concerns over cost / equipment.

Expensive → 68 %

Bulky Headsets → 41 %

Limited Usage → 37 %

No Difference → 26 %

Reasons why I won't buy a HMD...

	1.5m	2m	2.5m	3m	3.5m	4m
2m	81%	65%				
2.5m	62%	52%	28%			
3m	33%	30%	20%	9%		
3.5m	14%	13%	10%	6%	2%	
4m	5%	5%	4%	3%	1%	0.4%

Users "Room-Scale" Dimensions

3.
VR IS uncomfortable.

→ Never EVER:
  ◆ ...manipulate scales, movement, and motion.

→ Accommodate players
  ◆ Always keep rendered controls / hands in the scenes.
  ◆ Don't force to act out uncomfortable scenarios.

4.
VR IS constrained.

➔ Traditional concepts can't adapt (right now)
◆ UI / Modelling don't transfer from "2D" well.
◆ VR is "volumetric"

➔ Users are lazy / afraid - let them be!
◆ Accessibility is the keystone again.

5.
VR IS <u>emotional</u>.

➜ Embrace the new methods of untethered controls.
◆ More direct manipulation - previously interactions "2D".

➜ Emote other players around you AND yourself.
◆ Players read other's movements - powerful

Summary.
VR IS _____.

1. Revolutionary - a new market to make a name!
2. Unsure - not profitable for a while...damn.
3. Uncomfortable - which is the biggest issue.
4. Constrained - but these have opportunities.
5. Emotional - New ways of expressing.