mirage

MEMORANDUM

TO: All Mirage
FROM: Business & Strategy
DATE: March 1st, 2018
RE: Our Team is Growing!

Team,

How far we've come in just a few short weeks! We went from several rounds of brainstorming, to validating our initial hypotheses, to creating our first functional prototypes. Innovating in the VR space is no small feat. Everybody wants to be the first, and we're no exception.

That said, it's time we brought in some help. From the beginnings of Mirage, we've all had to wear different hats for different needs. However, it's clear that our collective skill set lends itself much more to product development and engineering than any other discipline. We as developers often like to think that we're the entire ecosystem, but that's ultimately not the case. While our team features some of the best product and engineering talent for the job, none of it matters if our best effort is not something usable and adoptable by real users. So to help close the loop between us and users of our technology, we're looking to bring on a *Head User Researcher* to lay the foundations for more informed and user-centric product cycles moving forward.

As our product and engineering teams continue to push the boundaries on the input technologies of VR, our new Head User Researcher will be responsible for 1) exploring and validating the best use cases to showcase our tech and 2) defining best practice and key metrics for ongoing user research efforts. This initial hire will be especially critical for our future, as they will define our specific brand and style of user research for an and all future researchers on the team.

These are exciting times, but as with all things VR, there's always an extra wrinkle. As we've discovered, prototyping and user testing in VR presents quite a few challenges not present in more traditional software products. The types of interactions VR affords go far beyond those of web or mobile applications, and we need someone who is comfortable working with products and prototypes that live beyond a flat screen. This is to say -- let's be creative and open-minded! Our perfect match might not be a traditional software researcher, and that's okay, expected even.

That's all for now! As always, all our doors are open to everyone.