TELE-VIRTUAL REALITY

A STUDY ON THE VIRTUAL SOCIALLY DISTANCED TV EXPERIENCE

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OVERVIEW

1 RESEARCH QUESTION

2 METHODS

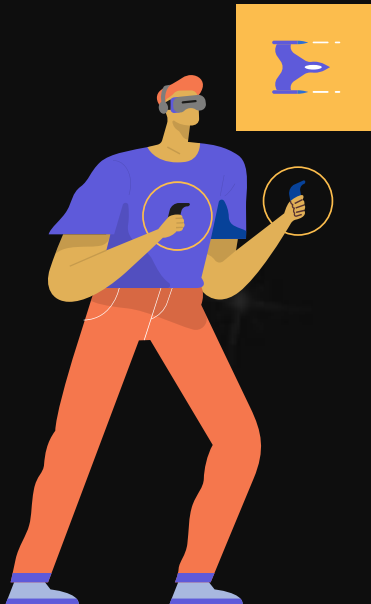**3** RECRUITMENT

4 DATA ANALYSIS & VISUALISATION

5 IMPROVEMENTS

1. RESEARCH QUESTION

What is the preferred experience for watching TV socially using VR?

(focusing on long distance relations)

TRADITIONAL METHODS

Streaming services or watching the show together and **pressing start at the same time,** while **video chatting** or **voice chatting** on a separate device.

VR METHODS

Putting on a **virtual reality headset** and being **immersed** in a "virtual movie theatre" setting.

2. METHODS

CREATIVE BRAINSTORM

Aim is to find innovative ideas, but participants had a **difficult time visualising the experience.** We opted out of this method.

FOCUS GROUP

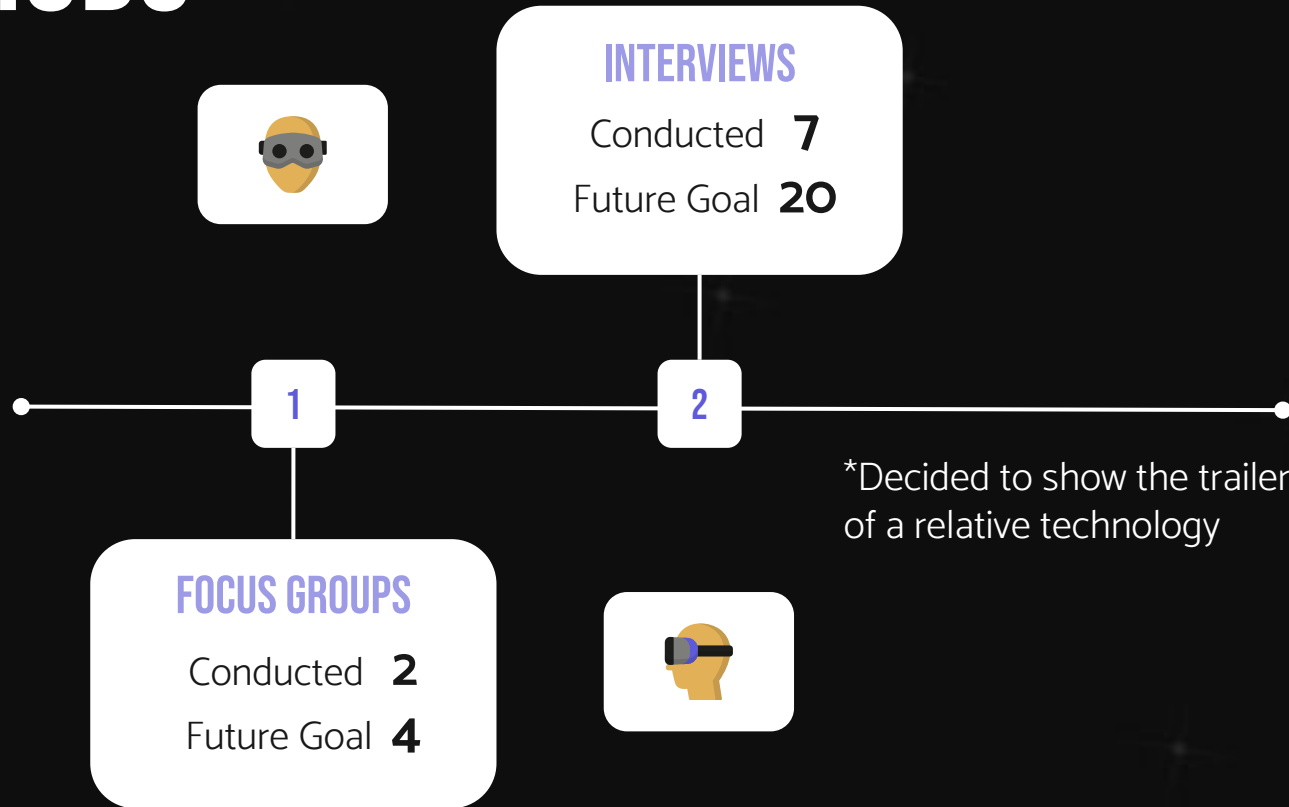Benefit of **gathering ideas** while also being able to **explain the study further** to participants.

INTERVIEWS

Gather a **deeper understanding** of participants' thoughts, **without any outside influence.**
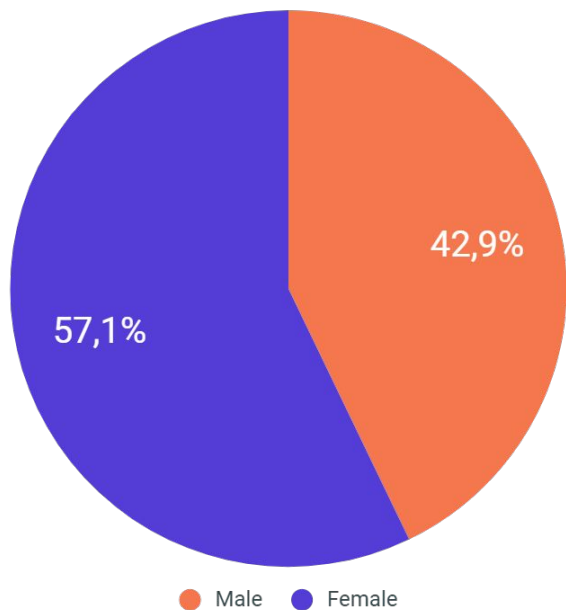
METHODS

INTERVIEWS

Conducted **7**

Future Goal **20**

1   **2**

*Decided to show the trailer
of a relative technology

FOCUS GROUPS

Conducted **2**

Future Goal **4**

3. SAMPLING & RECRUITMENT

FACE-TO-FACE RECRUITMENT WITH FRIENDS & FAMILY USING THE FOLLOWING STUDY AND SAMPLING METHODS:

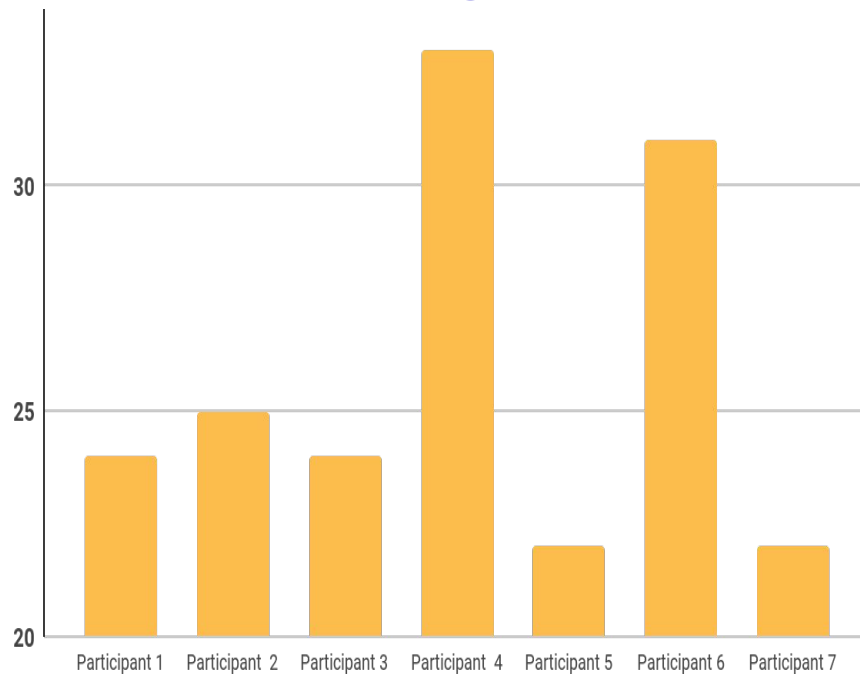| STUDY METHOD	SAMPLING METHOD	HOW	WHY
Focus Group	Convenience Sampling	Found the most **willing participants**, regardless of VR or LDR experience	To gather **ideas** and **impressions**
Interview	Purposive Sampling	**Targeting individuals** in a variety of long distance relations (friends, family, romantic partners)	To **dig deeper**, identify **pros and cons** of existing tech, and to focus on **participants who understand** the feeling of missing someone

RECRUITMENT

GENDER

- Male
- Female

42,9%
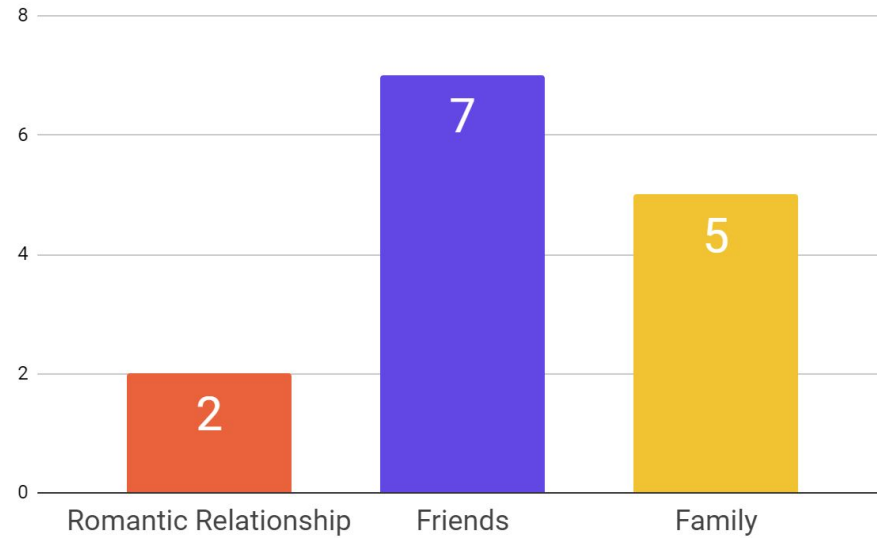
57,1%

AGE

30

25

20

Participant 1 · Participant 2 · Participant 3 · Participant 4 · Participant 5 · Participant 6 · Participant 7

4. DATA ANALYSIS & VISUALISATIONS

Straussian Grounded Theory

Open Coding:

Having a comfortable headset mouzmouz	Realistic characters mouzmouz	See the facial expressions of the other mouzmouz	Possibility for AR mouzmouz	Get motion sickness mouzmouz

Axial Coding:

Accessibility mouzmouz	Characters mouzmouz	Environment mouzmouz	Interaction mouzmouz	Audio mouzmouz

Selective Coding:
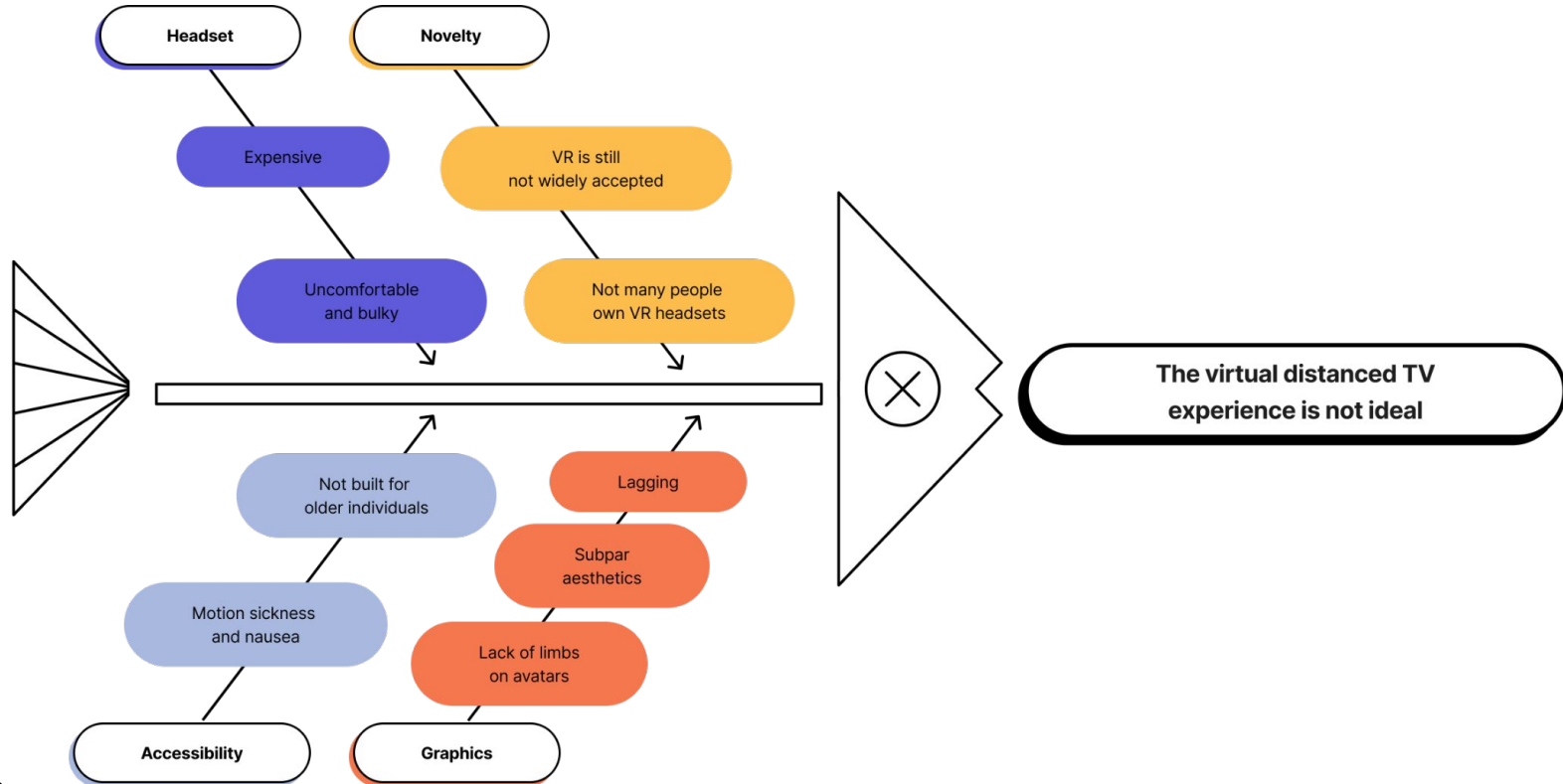- Ex. "Many people have concerns about the convenience of the headset"

VISUALISATIONS
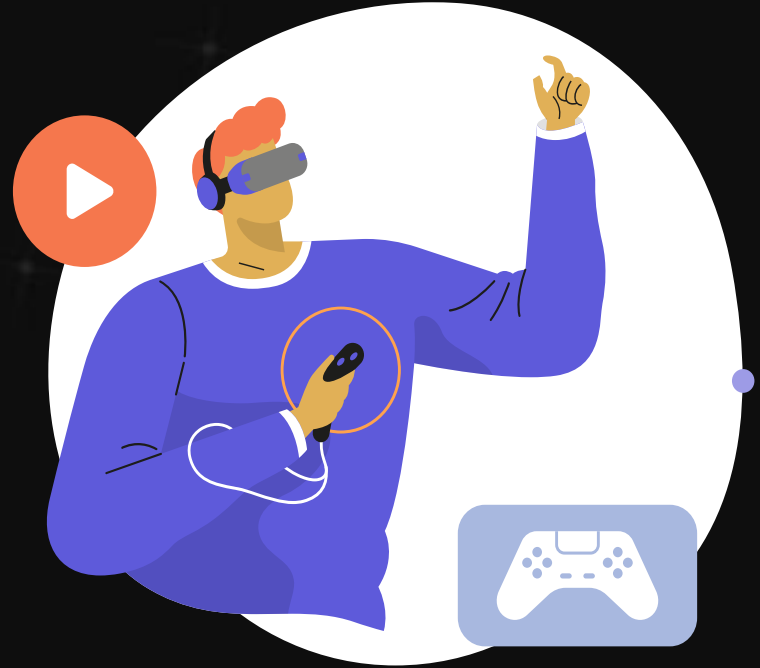
5. IMPROVEMENTS

Target more people **outside of IT**

Interview people in **older age groups**

Connect with more people who are currently in long distance **romantic relationships**

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