

User Survey and Analysis

User Survey :

I have conducted a preliminary survey to know about the potential target audience's sentiment towards VR-based education using Microsoft Forms.

Link to the survey : <https://forms.office.com/r/4qksPKBtVH>

The prime purpose of the survey is to know familiarity of audience on Virtual/Augmented Reality and whether they are willing to use Metaverse if released to the public.

Analysis :

Summary of the survey is in the below link

<https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=DEKSawk0hbt9cvSKFWCHcrIGFhO3Vmy3&id=vDsaA3zPK06W7IZ1VVQKHACZKzEVIRtNjziwPPreLqpUMjQxN1hDTkQ3QURTTIIPQTFaOE42WkFDNC4u>

Although only few have taken up the survey (survey is still active), most of the elementary school students participated and most of them don't have any prior experience of using VR Headsets. But majority of them have shown interest in using this technology as part of their education.

One of the participant who had some experience about this technology and has some idea about the organizations who have implemented VR-based classroom environments has said that making the availability of VR-head sets and knowledge about it more widespread and streamlined is important for this product's market to get going.

Talking about the comfort-ness and effectiveness of using this technology (last questions in survey), participants think they will be more effective in understanding complex concepts but comfort of using might be lower.

Findings and Suggestions

Although I have started research on Elementary students of USA and conducted survey on students studying in India, it doesn't change the crux of the results obtained. There is high market for normal VR Headsets in USA (around 13% of American households are known to have atleast 1 VR Headset) but when coming to education aspect, it might be tough in the initial stages of product launch. Measures must be taken in spreading knowledge about business model and clear instructions for teachers in institutions which start to implement Metaverse's VR-based education.

Coming to the competition around it, there is good market for Edtechs and Online Education in USA. Only way to come close in beating them would be to make VR model more student-centric for enhanced learning and make the Virtual Reality more interactive. It might not be easy at the moment, it should still undergo significant change, like the change in AI world brought by Chat-GPT.

All in all there is good market for Metaverse to target and students are also showing good interest towards VR-tech. Success of product will depend on how aggrandized and requited it is from the other existing technology.