PROJECT METAVERSE

V1.0 | M8AB | Greenhouse Labs

AMBER MEIJERS

EXPERT INTERVIEW

Greenhouse Labs

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CONTENTS

INTRODUCTION

An expert can point us in the right direction when navigating a new field of expertise. Within Greenhouse, we have several experts on the Metaverse. An added benefit of these experts is that they are also familiar with the other employees and their way of thinking. Using this method, we could learn more about what our colleagues value in new techniques.

For this interview, we have invited Alex and Koen from Greenhouse. Alex is the lead of 3D Design & Augmented Reality, and has worked as a Labs coach for several years. Koen is a creative lead - he oversees larger digital projects.

DEFINITIONS

Metaverse

A version of the internet that consists of virtual spaces where people can interact with one another, wherein all spaces are connected with one another, allowing seamless transition from one into the other using the same profile.

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Web3.0

The next iteration of the internet that comes after the internet we know today. Many people believe that this iteration will be decentralized.

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Blockchain Technology

A blockchain is a type of database wherein transactions of all types are stored. Once both parties approve of a transaction, it is turned into blocks of information which is verified by an independent third party - a process called mining.

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Decentralization

The act of moving the activities of an organization away from a central authority or group of authorities. In the context of web3.0, you will often see this word relate to Cryptocurrency and how it moves the power away from banks.

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Smart Contract

A coded agreement that is automatically put into motion when a certain condition is met. You can think of Marktplaats' 'Gelijk Oversteken' feature, but without the involvement of a third party. It is another example of decentralization.

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Meta Horizons

Facebook or 'Meta's' new 3D virtual platform. Users can meet each other here and play or hang out together. it is similar to platforms such as Microsoft Mesh and games such as Roblox.

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INTERVIEW ALEX & KOEN

FIELD RESEARCH

METAVERSE

What isn't a part of the Metaverse, in your opinion?

K - I believe that you shouldn't consider every 3D game to be a part of the Metaverse. By stretching the definition of the metaverse out too far, you muddy its definition.

What do you believe the added value of the metaverse in marketing and advertising could be?

A - You become the main character of the experience. Rather than simply consuming, you become the driving force and that makes an impact on people.

A - I also believe that 'cookies' will become scarier - with new technologies like the new Meta Quest, companies can actually read our facial expressions and emotions, as well as track our eyes. They will know what we are into on a deeply personal level.

K - All platforms will be combined into one. On paper, we will be able to speak to all of the human senses at once; this makes it so that messages stick better. They have more impact.
Doing a small task in an advertisement makes it so people are more likely to remember something as well.

K - You should have a look into what people are doing in VR chat right now in terms of commerce.

What do you think about the social aspect of the metaverse?

A - I believe that the social aspect will be the driving force of the metaverse. People need to be connected. If you're just chatting in a text chat, you're not really together. Being able to see someone brings that togetherness; and that is very important for the experience.

A - Web3 will allow us to have the metaverse, and while the social aspect is the driving force behind the metaverse, it is not the most important thing about Web3. Web3 could work without a social aspect, but it wouldn't be a complete experience I believe.

A - I would like to recommend you to make a distinction between experiences that should and shouldn't be social. For example, a bike meet would require more people to be there, but just looking at a motorbike can be done by yourself and might even be better alone.

K - The social aspect is the most important part of the metaverse. Gaming became huge when you could start to communicate with one another. Furthermore, 70% of communication is through body language, making face-tracking an important aspect of the future of social experiences online. One-on-one physical communication should be #1, and virtual meetings should come second place to that.

K - Body language can be used by salesmen to gain an understanding into people who they are trying to sell something to, imagine that we could make a virtual salesman who can see what people are interested in?

How can we make the people of Greenhouse excited for the metaverse?

A - Greenhouse is full of 'blue' people as we call them in Birkman colours - they value long term planning, thinking about solutions and they value hard numbers and evidence when it comes to new ideas. They want to know whether something will do well.

We need to have a story that surrounds the client and show them the added value of the brand. We need evidence that people will recognise and remember the brand better after this experience.

Brand recognition is an important part of the customer journey. People want to engage with the brand instead of just watching youtube videos. We need to find where our experience fits into that customer journey. When you sit down to think about the customer journey, think about all of the different entry points. There are many different interesting points for this project, and I believe that a variety of concepts could tie into those different points.

A - What I believe that you can do is tell them the 'why' before the experience and then have a talk afterwards about what they think and if they can see the opportunities. If we have the ability to provide them numbers that showcase how this experience can lead to more conversions (such as, for example, the increase in VR glasses sales over the years), we are catering to their needs. We also need to know when our concept will be viable. In a month? Two years? Ten years? They need a future vision that they can provide to clients.

K - It is also important that we make the game or experience unmistakable ours; employees will understand that we have made this as students. They will then come to the realisation that they themselves can do something like this too, and that it isn't just some crazy far-fetched future technology that only people who study rocket science can do.

METAVERSE

How do you feel about the digital advertising that we see today? What would you like to see differently?

A - I hate advertisements, I purchase a premium account for Spotify in India for 1 euro a month. I don't like advertising that isn't smart and become annoyed by advertisements that disturb me. If there are advertisements that I do like, I immediately want to buy something like it - for example, a drone because I saw a paid advertisement in a youtube video once.

A - I want to have influence over the advertisement, and I don't want the experience to be intrusive or manipulative. I want to tell them (the advertisers) that I need new shoes, not for the advertisers to tell him that he needs them.

A - It is our intention at Greenhouse to make content that matters and shows our creativity.

Should we focus on physical or digital sales?

A - Digital stuff makes more sense because you already have the connection, but it should link up to the real world. Buy a physical thing and get it in the digital world or vice versa for example; Buying a digital ticket for a physical experience makes sense, or when you get a bottle in the experience, you get a QR code to receive a free bottle in the real world.

A digital game can be bought and played immediately, and a physical object has an added layer where things need to arrive at home.

INTERVIEW ALEX & KOEN

FIELD RESEARCH

Ideas & Notes

Experience Ideas

Koen

- Go inside of a coffee machine to understand how it works.

- An experience where you are a coffee bean competing against other coffee beans

- Balancing coffee cups on a board

- One of you is a coffee bean and you have to run the other person through the process of brewing the coffee from the outside of the machine

- There is a huge hole in the wall, how do I fix that? (Gamma) ⍰ lol stuuk diploma

You should visit Nespresso's client lead and ask what the questions are that people have about Nespresso and how can we answer those? ⍰ BigIntel creates graphs of what people search for and why.

How would this experience (advertising, youtube) look in virtual reality? Is it just a computer screen?

What would it mean if companies could buy ad-space in the home area of the oculus. What if instead of being in your regular home you are instead standing on top of the Eneco windmill. You have a home environment every day with a couch. The advertising is not in-your-face but more subtle.

K - It is important to realise that parts of our project will not be possible just yet. The meta 3D face scanner is an example of a technology that doesn't work properly now but will in a couple of years. Applying that concept to our project is a good idea.

Alex

Arthur wants to do more 3D stuff. He was talking about a Raffle in December. The idea is that you can win an NFT. Maybe it would be nice to have a raffle experience in the advent calendar where you can win more entries into the raffle by doing something.

Tim

Tim can remember the Nespresso website that was all about sustainability. If you can make an interesting experience surrounding this, that would be cool. The campaign is called Master Origin.

CONCLUSION

While this entire interview was an enlightening experience full of great ideas, the most important takeaways are those we have learned about Greenhouse employees as seen from the perspective of other employees. It is important that we keep in mind that many of our colleagues are keen on seeing hard numbers and evidence that something can be a success. Our story needs to be straight to the point.

Furthermore, it is important to see which point in the customer journey we wish to touch upon; are we looking to engage people who are still choosing between many different companies, or are we going to sit further down the line where they have already chosen our company and are interested in learning more?