

# Notes

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# 30-08-2022

## What do I bring to the team?

- I love brainstorming and sparring over said brainstorm. I think brainstorming by myself isn't great, but building on things together is fabulous.
- Debating; I often find myself in the role of pseudo-product owner. I question decisions we are making as a group and try to get us thinking out of the box - if something can be done better, we should do so.
- Delivering good work is important, but enough is enough.

## Things I need to learn:

- Focus. Sometimes I get carried away in a long tangent of thoughts, or even in an idea itself. I usually have to ask for someone to help me because I can't see the forest for the trees.
- Finding the balance between emotions and logic. Sometimes I find myself in need of pure logic and practical solutions. In such moments I could be considered inconsiderate of other people's emotions.

## What does everybody have to deliver?

Marloes

### Business Innovation

How can companies work in the metaverse, do research / brainstorm

Write down the problem again and make a concept & test if it works, how much it costs to make it, if there are weaknesses, if it will work out

Finished product → Plan for a finished product.

Interests:

Lauren

### UX Design

Many product are a fully working prototype that will go to a developer.

Interests: How can businesses incorporate the metaverse in their commercial plans?

Stela

### Software Engineering

Finished with a product that is actually working, prototyping is done in a broad way but not in-depth. Maybe these are things that we are learning, should be a working, finished product.

Interests:

- Trying to see how we can incorporate their marketing into the metaverse and how effective it can be.

## Important Stuff

- We can think about advertising in the metaverse in the same way we had to make the switch between radio and TV
- Tim is at the office on Monday & Thursday, and is always off on Fridays. He works from home Tuesday & Wednesday.
- Use MapIQ for flex places, but you're fine to sit in the Labs place.
- 2 or 3 weeks from now there are client events.
- About 12 people in the office tomorrow → Second floor brainstorm room

# 31-08-2022

Meet at 13:00 to discuss the topics we will pick for the brainstorm.  
Meeting with Tim starts at 14:00.

## Programm

Today:

- Welcome to Labs

Tomorrow:

- Expectations setting workshop
  - Setting up our expectations for each other.
- Situation & Complication workshop.
  - Diving into trends and your specific topics to give your projects a kick-start
- Meet Luiza who will share her experiences with you (Former student of Labs) via a presentation.

Friday:

- Work on your project → Researching. Maybe my laptop will be in.
- WPP certificates → How to behave in the workplace

Next Week;

- Insights discovery basics workshop - EHV
  - Work up your communication skills and understand each other and yourself.
- Scrum workshop
  - Get to know it
- PlanetM festival
  - Party all night long
- Work on project



## THE LABS PROJECT FRAMEWORK

### 1. RESEARCH

~WEEK 0-3



- Desk research
- Workshops
- Interviews

#### GOAL END OF PHASE 1

Have a storyline on 'why' we are doing this project

### 2. CONCEPT

~WEEK 4-6



- Concepting
- Brainstorming
- Feasibility studies
- Interviewing experts

#### GOAL END OF PHASE 2

Have a feasible concept in place that inspires

### 3. PROTOTYPE

~WEEK 7-17



- Designing
- Developing
- (user) Testing
- Presenting

#### GOAL END OF PHASE 3

Have a POC / MVP / Prototype

### 4. SHOWCASE

~WEEK 17-19



- Schoolwork
- Presenting
- Showcasing
- PR

#### GOAL END OF PHASE 4

Share learnings

### 5. FINALIZE

~WEEK 20



- Project hand-over
- Hiring
- Labs Alumni

#### GOAL END OF PHASE 5

Successful take-over

## 01-09-2022

- Start the morning with an introduction
- Play a couple of games to get to know each other
- Lunchbreak
- Write down what you expect from Greenhouse
- Write down what Greenhouse can expect from you

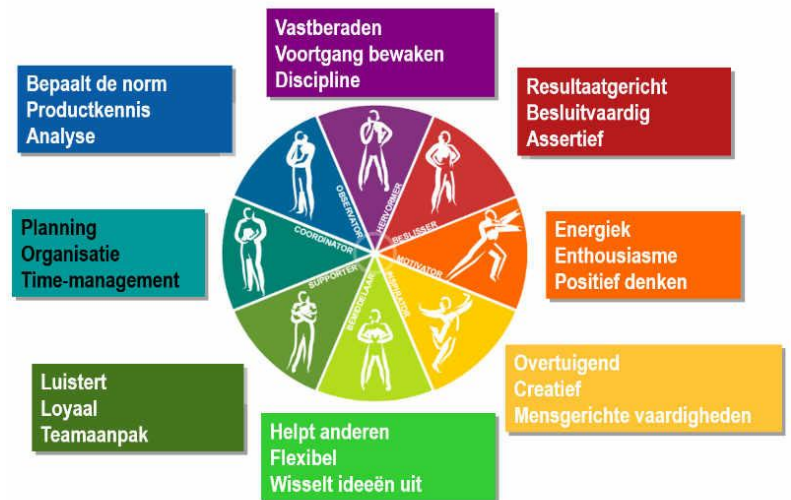
What do I bring to Labs?

- Prepared! I always have a supply of pens and pencils on hand.
- Enthusiasm - I like to keep the mood light and the spirits high.
- I have worked in several groups of different branches of education (Software, Technology, Media, Business) and I have also coached a group of ROC Graphic Design students in the past semester. I can empathize with software or business students as I have a little experience with what they have to deliver.
- I'm a media designer with Transmedia Storytelling experience. Storytelling, coing, content creation, concepting, UX & UI are things I am familiar with.

05-09-2022

In de ochtend hebben wij een Discovery workshop gedaan. Het lijkt erop dat ik het hoogst score op Rood en Groen. Ik zie mijzelf ook als iemand die vastberaden en resultaatgericht is, maar ook van een teamaanpak houdt. Als negatieve trekken zie ik ook terughoudendheid en hoge standaarden voor mijzelf en anderen terug.

In de middag hebben we een Situation Complication opgezet.



## 06-09-2022

### Agenda

- Research the Metaverse until lunch break
- Start situation complication analysis / discussion in the afternoon

After spending most of the morning researching, we organized a meeting after noon to discuss our findings. Topics such as “What is the metaverse?”, “What are the problems with commerce?” and metaverse & commerce trends passed by. I have gained a greater understanding of the place of cryptocurrency in the future of the internet as well.

## 07-09-2022

### Agenda

- Research Metaverse & Commerce Trends
- Discuss Situation Complication

## 12-09-2022

### **Sprint Review 1**

#### Agenda

- 11:00 Sprint Review
- Discuss the contents of the review
- Planning stuff
- Fill in backlog

We've started the morning with one last review of our presentation before the sprint review at 11:00.

In the afternoon, we put together a product backlog - this includes choosing some research like a competitive analysis and a benchmark to get a good feeling for the current market.

## 15-09-2022

### Agenda

- Daan from team Metaverse is coming over today around lunch. What questions should we ask him?
- Dedicate about 5 minutes of your next sprint review to the ad night - what could we present there? Think about the target audience.

- Tim would love to give us tickets for the full Dutch Design week → maybe we can go together some night.

### Questions for Daan

Daan will tell us about the project he has done, and what he is working on now.

1. There is so much information and there is also a huge variety in subjects. How did you end up settling on one for your project?
2. What are you currently working on?
3. Do you think we'll see a web 2.5? How have you personally seen this?
- 4.

### Discussed subjects

- Discussed how large the metaverse is and that it is a little overwhelming
- Mention in the sprint review that we want to work with haptic feedback gloves → Manus VR. A friend of Alex is the owner of that.
- Sensiks sensory cubes

# 19-09-2022

### Sprint Review

During our sprint review, we have answered questions about the metaverse and what is and isn't 'metaverse'. In reality, there is no real metaverse yet - we simply do not have the technology to make it happen right now. What we *do* see is that many companies are trying to experiment with the boundaries of what could be a part of the metaverse.

We have also presented our ideas for AdNight and Koen expressed an interest in my 3D house tour idea. We have fleshed it out a little bit further by including an Ikea room makeover, but also adding a social aspect where people can share 'pinterest board'-like snapshots of their created house. Furthermore, people could have the same house in the metaverse and meet their neighbours there.



## 22-09-2022

Today is the big day of our brainstorm session. Today's question is:

"How can companies and brands use the metaverse for commercial and marketing-related purposes to remain relevant in the near future?"

We've spent roughly two hours going over different brainstorming techniques, diverging and converging, doing an energizer to stimulate our brains and by the end of it, we believe we have a pretty solid idea to present on Monday .

## 26-09-2022

### **Sprint Review 3**

We could showcase that it is possible to connect two platforms with the same profile. Don't have to deliver a huge thing but rather a fleshed out concept. Show us what the metaverse is, that you can go from one virtual world to the other. If our goal was to show people what the metaverse is, making such a connection between two different worlds can go a long way in explaining the metaverse.

Alex:

The flea market really touches upon the current hype around 3D scanning items, especially if you can scan your headphones and other people can pick them up.

Tim

Maybe to help you with the purpose, many of our colleagues are unfamiliar with the metaverse - they don't know what to do with it. Focussing on our colleagues, bringing this to them - an addition to the Remember December advent of Greenhouse. Let our colleagues experience the metaverse, brands can be involved. Show them the commercial opportunities and how can they benefit from this as well? How do we ensure that they come back as well? This gives us the opportunity to create multiple experiences to our liking.

We could include the stuff for AdNight with vanHaren into this concept too.

We're going to attend Craft Days on 13th and 18th of October and we could conduct some interviews or send out questionnaires to get information about them and what they already know about the metaverse (what are their needs?).

Tim is very curious how this will go down - We get the chance to test many different smaller commercial experiences.

VanHaren context -

In the Isat semester the group organised a couple of client sessions. Either Tim or the team present some things about the metaverse. An introduction session to the metaverse, then the next step is to let them experience the first things in horizon worlds, one of them was custom made for vanHaren. We should guide them through the steps.

It will be a cool opportunity for us to show the metaverse to them.

- We should check the VR goggles to see which one holds the Horizon Worlds world for vanHaren. Check in with Daan if you can't find it.
- We want to try and see if we can create an experience in Unity ourselves, but we have the existing world in our back pocket just in case.
- On Thursday we will give an update on our plans for vanharen.
- We can use the same presentation as Stela & Tim will use later today.
- Alex will visit the office on Wednesday to show his face.

## 29-09-2022

- Now that everybody is back from being sick, we can power onwards with the project.

## 03-10-2022

### **Sprint Review**

Alex:

- It would be cool if they could walk upside down on the world
- We've made some AR applications (scanning shoes) for vanHaren, or customising some existing worlds to become more appropriate for them.
- Cut-out boards but for legs with feet. Mirrors with feet?
- Content Mapping with vanHaren → We need to sketch out a context and help them along. They have trouble imagining even the most basic things.
  - Look into positioning, challenges, their target group, etc.
- Shopping in the metaverse should look different than IRL, it should be about experiences with the brands
- Shoes over a clothes' line, like locks on a bridge → shoes with a story?

One-on-one with Tim

- What are my goals for this internship?

- What do I want to learn?

## 05-10-2022

### **Brainstorm**

Today's brainstorm has the subject: How can we get people engaged in a meta commerce experience, so they understand its importance?

Why? We currently have a nice idea about the surprise universe, but we have no idea of how to fill it in. We want to ask questions to the people of vanHaren to get to know our target audience better.

Brain Dump, Image Search,  
Six thinking heads - have to look at the problem with different perspectives.

## 06-10-2022

### **Call with Tim**

- Today's agenda includes the meeting / Context Mapping with vanHaren. Tim will not be present today.
- Rob the future client lead of vanHaren will attend, and Brigette (current lead who is leaving at the end of the month) is attending too.

### **Presentation**

- 12 people
- Give a brief introduction about Labs
- The presentation is about the metaverse and the opportunities it offers us.
- Presentation (30mins) → Experience in the metaverse (45mins) → Brainstorm (remaining time)
- Brainstorm is in 3 groups. We need specific questions to give each group. Think about a challenge for each of them, they will have to work together and present their concept back to them.
- During the brainstorm, Brigitte and Rob will walk around and try to facilitate between the groups.

## 07-10-2022

### AdNight Ideas

- A maze where you have to find three objects, if you find them all you get a sticker with a QR code that will give you access to a Rick & Morty AR lens.
- My idea: Morty is lost and the user has to enter the Rick & Morty portal using its portal gun.

## 12-10-2022

### Agenda

- After several days of sickness I have returned to work. I will be working on my Unreal Engine training today.
- Next week the 18th, we will attend craft day to do a focus group and interviews with clients and colleagues. Client leads and Media planners are most important to us → social media specialists.
- Tomorrow (13-10) we will prepare and practice the presentation.

## 17-10-2022

### Sprint review

- The proof of concept is nice, but how can we adapt this to be more interesting for clients?
- Take our research about commerce into consideration when creating the experience.
- Alex gave us compliments on the models and the way we dressed up our experience.

### Dutch Design Week

- I don't believe it is a good fit for our team at all.

### This Year / Next Year

- At NextM is all about the future - this event is mainly about clients. This is the biggest innovation event.
- Tyny is all about the short term. The target audience is our target audience → we're trying to make commercial opportunities more tangible.

### Craft Day

- Tim will begin with presenting a little about Labs
- Then Marloes & I will do a presentation about the metaverse
- Demoing the stuff after

## 19-10-2022

- I've moved the notes from today's meeting with Alex to the [Expert Interview](#) document.

## 20-10-2022

Discussion with Tim about yesterday's interviews

- There is a huge opportunity in creating multiple worlds because you can show that it is an actual series of different worlds that are connected in a way.
- Should we start with a new experience for This Year / Next Year? → We are open in choosing what we want to show at the event. We can recycle it or change it to the TYNV style. We could also use it as an opportunity to move to a new style.  
The event is about innovation but it focuses mainly on the here and now, and the next year.
- Tim likes the idea of the advent calendar still; that they open the advent and it's a surprise branded experience. It might be a good idea to choose three days.
- We can also choose another brand that isn't currently a client of Greenhouse, so long as we justify our choice.
- Tim will set up a **meeting with Marcom**.
- Give a debriefing of our plans in the next sprint review.

## 26-10-2022

### Notes

Today is my first day back from my extended weekend away with my parents. A lot of tasks have to be picked up.

- We have a meeting with Alex in the morning to discuss our concept and brainstorm about interesting ideas for the implementation of it.
- After lunch, we're visiting Dutch Design Week.

### Concepting with Alex

Our idea is to work with the menu of the Oculus Quest and do a 'takeover' → doing a non-intrusive advertisement of a company in the main menu of the oculus.

- The idea is to do a similar experience to the Rings of Power home screen in Oculus, but improve on it.
- First we draw people in → when they interact, we give them more information about the advertiser.
- Think about what people want right now. What will lead to a good conversion rate? What is a good conversion rate for our experience?

- For This Year Next Year we have decided to do two things -
  - Stand on top of a windmill experience
  - Get inside of a car experience → the car could be a self-driving car which makes the experience not require as much engagement
    - The brand of the car is important for TYN
    - Maybe Maiko can do something in or near the car?
  - “We thought it should be any kind of car. The fact that it is autonomous is important.” → we need to write up an elevator pitch about what they are about to experience.
- Alex is unsure of whether or not actual clients will visit.
- We need to think about the way we are going to get people to do things
  - Writing things or doing a voiceover can be intrusive and also cost too much of the visitor’s attention span
  - Using visuals to get people to do something will be far more customer-friendly.
    - We could have the sound of the car driving up and then light footsteps appear on the ground that lead to the open car doors.
- Think about the invasion of people’s personal space →
  - Admit the fact that this experience could be seen as intrusive. How can we justify this? How can we make it not-intrusive?
  - Maybe you have a home environment and then outside of the house behind a door you can go into this experience.
- How can we explain the metaverse to our colleagues? Do we have to spell it out or do we leave certain parts out?
  - It is easier to follow the story when we do it in person than if we did it in a video.
  - Have a mock-up or demo play in the background.
    - Have the elevator pitch layer over the video → use oneliners
  - Think about whether people want to have fun or if we want to have a real conversation with them.

31-10-2022

### Sprint Review

- Car Experience - another car comes around when the first one leaves. Stela wants to make it so that once the car door opens, you can click on the car to get inside of it. We have a small screen in the car where you can display information about the PON car.
  - We could make a choice whether you want to drive or not, and you can look around. Pressing a button.
  - The experience should be short, we shouldn’t aim to explain the entire car. By letting the people go into the car, we are already getting them engaged and involved in the experience.

- The background is very distracting. Why am I in Detroit when the car is so modern and sleek? → abstract shapes and an infinite horizon, making the experience more futuristic.
    - Maybe the screen in the car should have a different perspective of the car, like a bird's eye view. Perhaps they can switch to that view by clicking on the screen.
  - Windmill experience - we still have to think about how we can implement the moving between the grass and the windmill.
    - Koen believes that Eneco needs a realistic video to truly get to the effect of 'awe' that we wish to inspire.
    - The challenge is to make a small, but really good experience.
      - Look into Eneco - what makes Eneco, Eneco? Are they a fun brand? Perhaps a bird flies by or you can chat with a random guy. They organise the national championship of riding your bike against the wind.
      - Who do we want to address? → Is it an experience for now or the future?
      - Even without saying that it is Audio City, it would already be interesting to be in a place where you can see all of these different cars, or perhaps even invite the cars closer to you by pressing a button.
    - We discussed this morning on how to put the branding in there.
      - A small logo on the windmills should be enough.
    - There is a lot going on in the experience; trees, lakes, mountains, a shed, etc. That is a lot of stuff going on and it clutters the screen up.
      - Another example of a takeover would be 'different wind speeds and how much electricity is being generated.' as a slider bar in the menu.
  - First Target Audience → then medium → then message. We must define a good briefing first. A *why* and for *who* we are making this, before we actually start making something.
  - Persona
    -
  - Empathy Map
    -

#### This Year Next Year

- Only two people can attend to pitch our idea. We'll have to cut the pitch and one of the two experiences.
- Three timeslots → people walk in 12:45 - 14:00 (not many people here) → big break of 40 minutes → at the end there are drinks where you have some time as well.
- Let us know what you need → definitely need a TV.

# 02-11-2022

## 1 op 1 met Tim

Ik mag Tim altijd aan de mouw trekken en de vrijheid nemen om naar huis te gaan of even weg te lopen.

- Vanmiddag customer journey.
- User Stories sorting voor MoSCoW is naar volgende week verplaatst.
- Iedereen kan zijn eigen weg op gaan naarmate het project.
- Ik kan mijn **leeswijzer** doorsturen naar Tim en aangeven wanneer ik die feedback wil hebben.
- Mocht ik er niet doorheen komen bij David, dan kan Tim ook nog even een berichtje sturen.
- Feedback vragen aan Laur over dingen en of hij er doorheen komt qua documentatie.
- Ik was blij met Tim's feedback over de inhoud van het project → documentatie en onderzoek naar de doelgroep is belangrijk. *Waarom* maken we de keuzes die we moeten maken? Ik kan Tim vragen om tips op dit gebied.
- Coaches hebben het liefste dat ze even op hun plek worden gezet → wij hebben het onderzoek gedaan en wij moeten vasthouden aan onze ideeën als dit goede ideeën zijn.
- **Ik zou graag een POC in Unity maken deze maand. → hoe wil ik dit doen? Moet ik mijn eigen pad bewandelen of kan ik dit in de groep doen? Onderbouw mijn keuzes.**



## Customer Journey

### First customer journey:

GroupM employees → how they feel about the metaverse → they get used to our app → how does this change their view?

End user → show the journey of the end user to the GroupM employees so that they get a better view

- Heard about the Metaverse → social media, news, conference
- Scrolling on linkedin and seeing a metaverse project
- Hears bad news about the Metaverse → negative emotions, growing a negative attitude towards the metaverse because of poor numbers
- Meta gives a presentation about the metaverse →
  
- Greenhouse organises a Craft day about innovative topics such as the metaverse → We tell them about the value of the metaverse
  
- Asking questions about the Metaverse
- Participate in VR Demo → See the value of the technology
- Attend events where they participate in metaverse experience (advertisements in the metaverse) → see the value of business opportunities
  
- All-in experience that shows them the full value of the metaverse → **customer journey of the end-user will be added here as an example**
  
- Undergoing training
- Concept ideas for own clients
- Showcase workshop → share work with other Client Leads → feedback (:
  
- Periodic refreshing of knowledge and trends
  
- Make proposal to clients
- Implement project
- Analyse data → results

# 07-11-2022

## Sprint Review

- This Year Next Year was better than Adnight - we had more opportunities to speak to people than last time, and gain relevant insights.
  - A girl from Friesland Campina was very excited about our ideas, and her boss was very interested in the Metaverse → maybe Campina is a nice client of the home takeover.
    - Examples they gave → you stand in the meadow with all of the cows, you see how the milk is processed.
  - Overall, many people thought it was interesting and important. A guy from KFC was like 'metaverse is in the future, but not now.' → because they have a physical product, they would prefer to wait for everyone else to move over.
    - You cannot buy ad space there yet, and there aren't many people in the metaverse so it isn't a viable option for companies → but we can grant them the opportunity to be the first of their company or sector to get on the metaverse.
  - How do we make the experience more appealing? →
    - Make great mock-ups that we film and show videos?
    - Most people are here to network, so how do we attract them?
    - Infomercial? Explain what is going on.
- Create an aftervideo for This Year / Next Year that explains the value of the product + some videos of people using the product.
  - Make it more beautiful than it actually was with some fake footage.
- I personally don't mind which companies we pick, so long as we can build a case for the things that are in this.
- Full experience → first show the old way and then put this away and show our new experience.
- Listen to Dale Immerman's podcast before you go to the interview with him.
  - Dale is bigger on the side of AR than VR.
  - He knows the advertising industry very well.
  - The best outcome is that it is shit → we can improve on our product this way.
- On Thursday there is a Fontys ICT career day here in Eindhoven from 13:00 to 17:00.
- Tim can create an opportunity for us to showcase our project on a Craft Day for Creative Craft.

# 11-11-2022

## Feedback voor Carmen:

David:

ik ga straks met veel aandacht met je afstuderen luisteren. komt te veel informatie op me af. je laat best veel zien in de slides maar heel kort. je praat echt als een expert. maar iets meer tijd om mee te komen in je afstuderen. begin met iets meer over het bedrijf te vertellen. wat voor producten leveren ze. je laat ook best veel onderdelen zien. de customer journey versimpelen.

Hanneke:

tot nu toe zit je prima op schema dat gaat goed kwa voortgang voldoende. je schetst een probleem dat mensen niet goed kunnen inschatten wat voor hen de beste oplossing is. Je focus moet veel meer op het stuk daarvoor liggen veel meer: hoe ga ik mensen het concept data en automation meer uitleggen en ze helpen met de selectie. als ik kijk naar je journey.

- Veel meer een hulpmiddel voor het selecteren van een dienst dan het uitwerken van een dienst.
- Misschien kunnen mensen van tevoren al een quiz doen.
- Je zit bij online marketing verdiep je ook in online marketing proces. Je kan mensen meer overtuigen met de marketing kennis.

## Aliyah:

project gaat over verbeteren van UI

- Goed inzicht dat UI verbeteren alleen een pleister is.

David:

mooie presentatie. overzichtelijk fijn. wat me opviel is dat je bedrijf product door elkaar heen gooit zet die verder uit elkaar eerst bedrijf dan product vervolgens kwam je ook voor de opdracht.

Ik vroeg me af: wat ga je precies oplossen wat is je onderzoeksvraag?

je hebt het ook over 4 user stories: waarom die 4?

- je die in het begin geeft dan kan je goed uitlichten waarom die 4 user stories hebt gekozen.. Dat zou ik in de eindpresentatie veranderen. Het is goed dat je echt contact met de klant hebt dat je ook *fly on the wall* gaat doen. ben heel benieuwd naar fase 3, clickable prototype ga je iets in xd of figma maken?

Wat word het eindproduct?

a: de clickable prototypes en van elementen POC's maken om te kijken of het ook te realiseren is in React. ze gaan overstappen naar react dus tijdens het proces kijken of dat mogelijk is.

Hanneke:

- Frustraties en doelen zijn het meest belangrijk die andere delen van persona is ook handig dus daar zou ik naar kijken en niet te veel naar andere dingen.

**Janneke:**

Het kiem project. ook mensen buiten fontys aanwezig. paramedisch, leermeesters zorggroep, nll autisme vereniging.

Doel: tool of dienst te ontwikkelen zodat mensen met autisme gecoacht kunnen worden maken gebruik van de huid weerstand analyse.

- Misschien is het een idee om te overleggen hoeveel data nodig is om een analyse met voorspellingen te kunnen maken → misschien ook al in welke vorm

Hanneke:

volgens mij complimenten; heel leuk uitdagend project, prima bezig gaat goed. Valt me op dat je maar dit is altijd met lectoraat er zijn veel deel projecten en onderzoeken. Ik denk dat jij wel weet waar je scope is maar voor ons is het niet helemaal duidelijk een soort venn diagram.

Kijk wat je kan doen op gebied van dataveiligheid en privacy. Nu zit er nog een ID achter. een andere groep is nog aan het kijken hoe ze het kunnen maken voor andere mensen.

David:

je hebt het over als je iets opmerkt ga dan een video kijken. Die stress komt automatisch zou je niet automatisch een release kunnen maken?

**Amber:**

Hanneke:

- Word je ingedrukt een demo? ja

Waarom heb je ervoor gekozen voor greenhouse medewerkers te overtuigen en niet de klanten?

→ Ten eerste werken wij niet direct voor klanten. Daarnaast willen wij van onze Client Leads ambassadeurs maken voor ons concept; als zij niet achter de technologie staan, dan krijgen wij klanten ook niet overstag.

- Je oplossing vind ik heel charmant. Ik kan me voorstellen dat je vanuit de medewerkers die zijn nogal sceptisch misschien ben je dat al aan het doen. Wat is het eerste vooroordeel wat je weg wil halen? Probeer daar ook een advies mee te geven van hoe doe je dat.
- Een paar adviezen die je niet in je prototype kan zetten maar welke voordelen je wel kan wegnemen.

Alexander:

heel vet project

Hoe zie je bij greenhouse tegen het kritiek?

A: Ik was er zelf erg sceptisch over, maar nu we echt onderzoek hebben gedaan naar de metaverse denk ik dat het een technologie is die nu echt nog niet kan. Meta heeft er veel geld in

gestopt en mensen kijken ze nu constant op de vingers, terwijl dit niet een investering is dit binnen een jaar of twee uitbetaald gaat worden.

→ De XR, AR technologie zit er al bij, maar het verbinden van alles moet nog komen.

Waarom moet het een metaverse product zijn? Want eigenlijk zit de drempel dan best wel hoog?

- Binnen het bedrijf hebben we de VR bril en we gebruiken ze wel vaker. Daar komt bovenop dat de applicatie van VR of XR nu het meest futuristisch is, en ook de grootste immersie verzorgd. → Deze dingen wel meenemen in je advies en reflectie bewust. zorg dat je dit antwoord ook vastgesteld hebt in een document.

**Kenza:**

David:

De powerpoint past niet helemaal bij je onderwerp. zou ik meer bij je onderwerp trekken → in het begin zie je de vitaliteitsgroep gooi die er ook in het logo er ook in.

Leuk project, wat ik graag terug zou willen zien is waarom deze tool het nu gaat oplossen, je hebt veel onderzoek gedaan naar andere tools.

Hoe krijg je de coaches zo ver om je tool te gebruiken wat is de motivatie om naar jou tool over te stappen? Wordt het de standaard binnen het bedrijf, er werken veel freelancers die hebben een methoden zijn het gewend is lastig om naar die tool te gebruiken?

k: wel de bedoeling om die tool bij de vaste workflow van het bedrijf te zetten. misschien een soort template systeem maken waar vaste onderdelen zitten die nodig zijn vanuit de vitaliteit groep zodat het hoofdkantoor wel de nodige input heeft maar zodat coaches het toch nog kunnen aanpassen zodat het past bij ze.

David:

Heuristics van nielson zijn bekend. maar kijk hoe je de klanten er mee interacteren → Dat je ze echt meeneemt in het proces ik denk dat dat een meerwaarde zal worden.

Hoe ga je hem bouwen?

moet nog naar gaan kijken. moet zowel software op een computer zijn als een app. vanuit de cliënt moet het een app worden op de telefoon. ook op desktop. uit de interviews moet het een app worden mensen willen geen laptop erbij pakken.

//werk aan je leeswijzer

//we geven nog feedback.

# 14-11-2022

## Sprint Review

- We can add the Eneco experience into the video
  - Remember that people need to understand what is happening.
  - Tim really likes the buildup
- Where is the Eneco experience in the customer journey? It fits right before the all-in experience, where we are already having employees consider things but we haven't added any information or explanations.
- Koen thinks that the social factor is not the most important thing to add into the experience
  - It should be small and immersive, maybe adding a small 'liking/disliking' option
  - Think about the words that differentiate the metaverse and ensure that you don't put too many things in there
  - Tim agrees, and believes that it isn't as important to add the social factor unless you're creating an experience for a social aspect
  - The essence is buying the ad space and doing something with it.
  - Look at the customer journey of the customer → maybe we can add another experience after this initial experience → maybe a cookie has been placed and that cookie says 'this person interacted with the experience for 20 seconds', maybe this is a lead → have another interactive experience for that person in a social hub like VR chat or something
    - Think about the way advertisements will look like later
- For the all-in experience, we need to look at creating an ideal situation mock-up. A lot of people struggle to imagine how things will look. How do things look now, what does it look like 'naked' (wireframes) and how will it look in the future? This whole experience should suck people into the future.
  - We should have both a video and a tutorial → not everyone is willing to enter VR
- Where is the real value in creating more demos?
  - A video will inspire colleagues and clients all over the world
- There might be an opportunity for a session with the Creative Craft →
  - Tim messaged Marcom to talk about Remember December → no news yet
  - Creative Craft are already invited for a meeting on the **29th of November** → A lot of people from the design team will have a Creative Check-up → here they come together to talk about client cases and innovations
- Thursday we have the half-year meeting at 13:00 we have a 2 hour meeting with all of the Labs in EMA and all of the groups are going to present who we are, this is why we're here and why it is relevant, the most important things from our research, this is the latest prototype and this is where we're going to go.

# 23-11-2022

## Tim 1-op-1

- Even aankloppen bij Koen of Tim als ik hulp nodig heb met **After Effects**.
- Ik heb mooie dingen gedaan en ik schrijf op een leuke manier (ik heb er echt 'talent' voor'), iets wat ik zeker al vaker heb gehoord.
- Tim zou graag iets zien in de Sprint Review.

# 28-11-2022

## Sprint Review

Depending on how many people you have, you might not have to use Kahoot at all when you have only a handful of people.

- Creative Craft --> might be 20 people, online meeting.
- If we want to organise it for Greenhouse there will be more people but it will be online, unless we combine it with remember december.

Our tutorial is currently being told from a consumer's perspective, but we can really double down on the advertiser's perspective:

- We use old types of advertisement in new media, we have found the right way of doing it in new media
- We might be able to increase the computing power of the experience to enhance the lighting and shading of the experience.
- Koen likes the demo but some of the writing could be enhanced. There needs to be more of an emphasis on takeover advertisement and bought adspace.
- Either double down on the AI narrative or we change the voice
  - Koen would prefer real voices, he thinks it distracts from the real point we're trying to make
  - We'll try a recording of a real voice (mine?)
- 

## Talk with Alex

- Quixel Bridge --> gratis voor Unreal Engine
  - Tutorials volgen voor Quixel
  - After Effects voor mijn Post-Effects tool
- Tutorials:
  - Blender Guru → blender
  - PWNisher → Create photorealistic 3D environments using Unreal Engine.
  - IanHubert → 60 second tutorials
- Transities -> later

- Red Giant Plugins → Even kijken of ik hier iets voor nodig eb
- Maxon ONE licentie op werk → kijken of ik kan inloggen op Alex's account
- Sketchfab → gratis modellen
- Als ik boundaries nodig hebben → we gaan een eiland maken in Unreal met Quixel
- assets en daar moet je het mee doen dan
- Pinterest eilanden opzoeken → is dat te vinden op quixel of sketchfab?

## 30-11-2022

### Talk with David

I discussed the concerns I had about the project and how to address them. My main concern is a lack of coding, and David said it is fine. A regular solution like a website isn't a good fit for the project I am working on, and as such the form will change.

On top of this, I am struggling with the contents of my reading guide and that the part about my concept is becoming too long. I might have to write "This is how it is now, but if you want to read how it came to this, here is a report of my process."

## 05-12-2022

### Sprint Review

We have some questions about our all-in-experience day.

- Will it be online? → Tim is trying to organise it in such a way that this day will be in-person. It might even grow a bit bigger than we had initially imagined. We're aiming for a physical meeting but some people might join online.
- We had mixed feelings about Kahoot because it 'might be too much to go on the website' → We don't believe it is going to be a problem, we believe the day will become bigger than initially anticipated anyway.
- What prize should we do? →
  - Maybe something we can give them in the metaverse?
  - Perhaps a 3D printer version of the car like a beer bottle?
- Tutorial → We have changed the voiceover
- I should give some examples of code or technical talk

Video

- Jurassic Park → example of a movie release screen.
- Nespresso → 'Presented by Nespresso'
- Friesland campina → Fill your own bottle with milk, make your own milk, "milk me"



- Andreon → Bubble popping in the home menu → pop a bubble to potentially win a prize
- Lipton → Presented by Lipton
- DR. Seuss inspired candy land for snickers. Customise your own snickers?
- Stephen King's Fairytale → see a shed in a normal backyard with a little sign, step through to get to the fairytale.



19-12-2022

## Sprint review

### Quiz

- We should explain why Roblocks is a part of the metaverse.
- Explain that VR companies & games are a part of our market cap calculation.
- Move the slide about the market cap behind the one about AR & VR.
- Embedded into the content / Immersive experience rather than "Homepage takeover".
- We should include some counterpoints → We'll end up on a 'everything is metaverse' course if we do this. → By saying "hey there are some bad ways to do this too".
- Put some information about branded experiences into the quiz.
- We should focus on the Creative aspect → "Which of the following users is already in the metaverse?"
- Make the story more consistent. If you are doing VR, why are you saying VR isn't the best or only solution? Why not use roblox then?

### Video

- I have all of the components together now, but I need to refine the video and put together a proper storyline