

GREENHOUSE

Coach | Tim Deynen

AMBER MEIJERS

CONCEPTBOOK

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INTRODUCTION

Greenhouse Labs decided to choose the metaverse as one of several research topics for this semester. As a topic, it has been present in the media for nearly two years now, famously exploding with Facebook's name change to 'Meta'. While much of that hype has since died down, a surprising amount of companies are still silently trying to put feelers out there, attempting to get a grasp on the internet of the future. Upon completion of my research into the topic, I swiftly landed upon my target audience - Greenhouse Employees. In the following document I have detailed my concept statement.

As a part of this concept, I have also come up with a possible concept for a form that commerce may take in a virtual environment such as the Metaverse. This nested concept will henceforth be referred to as the 'experience concept'.

This experience is only one of many possible applications - should the metaverse live up to its true potential, VR is not the only technology that will be used to reach it. Mobile phones with Augmented Reality, computers or glasses and lenses with MX or Mixed Reality are all possible applications, which each come with their own plethora of opportunities. One of my discarded concepts involved an AR filter using a Pixel (a location marker used in Snapchat, which allows creators to make a filter that only works in a specific place) that transformed the office into a fantastical location full of easter eggs. This and many other ideas would end up being abandoned in favour of a concept that I believed to be the most impressive application of the technology - Virtual Reality, though I do believe this should be mentioned as there should be no mistake about the nature of the metaverse and how we will be able to connect to it.

CONCEPT STATEMENT

INTRODUCTION

While our technology advances at increasingly faster rates and younger generations spend increasingly long times making connections online, it is no surprise that we find ourselves looking forward and wondering what our virtual landscape will look like in 5 or 10 years. Some would claim that the be-all-end-all is 'the metaverse'; a series of interconnected virtual platforms that users can seamlessly travel between, while others loudly proclaim this to be false, citing the negative connotations word 'metaverse' has collected around itself.

Whether our future truly holds a 'metaverse' as Mark Zuckerberg proclaimed it or not, one thing is clear - changes will come, and some will reach us sooner rather than later. By exploring these and many other new techniques now, and with an open mind, Greenhouse creates its own opportunities. Unfortunately, negative statements and experiences surround the topic of the Metaverse with Greenhouse employees, limiting their willingness to engage with these new technologies.

CONCEPT

An all-in experience or 'Deep Dive' about the topic of the metaverse. Employees are encouraged to listen, learn and engage with new techniques, but also to make the topic their own and think about new ideas.

The experience concept is a potential form of advertisement in a virtual environment such as the Metaverse. It can be found on the home menu of the Oculus Quest as a non-intrusive 3D environment - users can choose to engage with this experience if they please.

**AN ALL-IN EXPERIENCE THAT CONVINCES GREENHOUSE
EMPLOYEES OF THE VALUE OF THE METAVERSE, AND TURNS
SCEPTICS INTO AMBASSADORS.**

**AN ADVERTISING EXPERIENCE THAT
USERS WANT TO ENGAGE WITH.**

CONCEPT STATEMENTS

CONCEPT STATEMENT

CONCEPT DESCRIPTION

This solution aims to target all of Greenhouse's core values - Innovation, Dedication & Fun by engaging their employees in a session full of facts, fun and creativity. By kicking off with an interactive quiz, we clear the air of misconceptions and simultaneously paint a scenario to place examples into. These examples are supported by imagery intended to stimulate a discussion about the topic of commerce in the metaverse. The intention is that this Deep Dive is repeated every year, and that is updated accordingly to reflect the latest changes in technology, software and developments in regards to the metaverse (or similar environments).

CUSTOMER NEEDS

Greenhouse employees are strong advocates for both creativity and data-driven decision making. They pride themselves in their creative outlets, but have a need for facts and logic to back up their decisions. Technologies that sound too futuristic and poorly-represented in the media scare them away. It is important to address the concerns of employees, and instead instil them with a sense of confidence; the essence of this concept is not intended to sway them to the metaverse, but to open up the discussion on changing the way advertising is performed today.