

# USER STORIES / REQUIREMENTS

## STEPPING STONES

### USER STORIES + REQUIREMENTS

As a user of the internet I would like my advertisement to not be so intrusive.

- Advertisements need to be integrated into the user's environment in an unobstructive way. They cannot hinder the user in any way, or distract them overly much from the task that they might be trying to accomplish.
- Advertisements should entice people to engage without being loud, bright or bold.

As a Greenhouse employee I would like to be able to showcase our clients the future of advertisement so that they can be ready for this transition when the time comes.

- A comprehensive overview of the current state of 'the metaverse' must be present.
- Good examples of advertisements must be handed out.
- A scenario sketch of the future must be present to set the context.

As a Greenhouse employee I want an environment suitable for the next generation of take-over advertisement so that our clients can see the full potential of this new technology.

- An extensive report on the various metaverse environments that are currently available.

As a user tired of boring advertisements, I would like brands to engage with me on a deeper level.

- Experiences and interactions must be meaningful.
- Users must be able to create their own story in some way.
- Experiences must be accessible, allowing users to engage at any level they feel comfortable
- Experiences must be entertaining or gripping, capturing the users attention and providing them a sense of comfort or distraction from the outer world.

As a Greenhouse employee, I want to help my clients create engaging experiences, so that they can build up a meaningful connection with their audience and find success.

- Training for employees - give them the tools so that they may bring this knowledge to clients.

As a Greenhouse employee I would like to be able to create advertisements that are both interactive and not distractive or intrusive so that the viewers are engaging with the brand more than before.

- Provide examples of interesting advertisement opportunities, showcasing the various new creative outlets for advertisers.

As a Greenhouse Client Lead, I want a full overview of the pro's and con's of metaversal experiences, so that I can weigh up my options.

- Provide research that looks at both the successes and failures of the metaverse.

As a company interested in the metaverse, I would like to be able to engage my customers to build up a community.

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#### Must Have

- Advertisements need to be integrated into the user's environment in an unobstructive way. They cannot hinder the user in any way, or distract them overly much from the task that they might be trying to accomplish.
- Advertisements should entice people to engage without being loud, bright or bold.
- Good examples of future advertisements must be handed out.
- Experiences must be entertaining or gripping, capturing the users attention and providing them a sense of comfort or distraction from the outer world.
- Training for employees - give them the tools so that they may bring this knowledge to clients.
- Provide examples of interesting advertisement opportunities, showcasing the various new creative outlets for advertisers.

#### Should Have

- An extensive report on the various metaverse environments that are currently available.
- Experiences and interactions must be meaningful ☑ they could simply be entertaining too
- Users must be able to create their own story in some way.
- Provide research that looks at both the successes and failures of the metaverse.
- Experiences must be accessible, and allow users to engage at any level they feel comfortable.

#### Could Have

- A comprehensive overview of the current state of 'the metaverse' must be present.

#### Won't Have

- A scenario sketch of the future must be present to set the context.