PROJECTMETAVERSE

V1.0 | M8AB | Greenhouse Labs

AMBER MEIJERS

GREENHOUSE LABS RETAIL SURVEY

Greenhouse Labs

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INTRODUCTION

One hundred years ago we were paying for everything we purchased with coins or paper slips, and now we order everything on the internet or use our phones to pay for things in the store.

In this survey, we are hoping to gain a better understanding of the way people within Greenhouse purchase things on- or offline, and how they feel about such experiences. This will give us a better insight into the way they experience commerce right now, and will allow us to tailor our experience better. Furthermore, we test their knowledge and opinion on the metaverse, granting us an insight into their understanding of the future of the internet.

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.
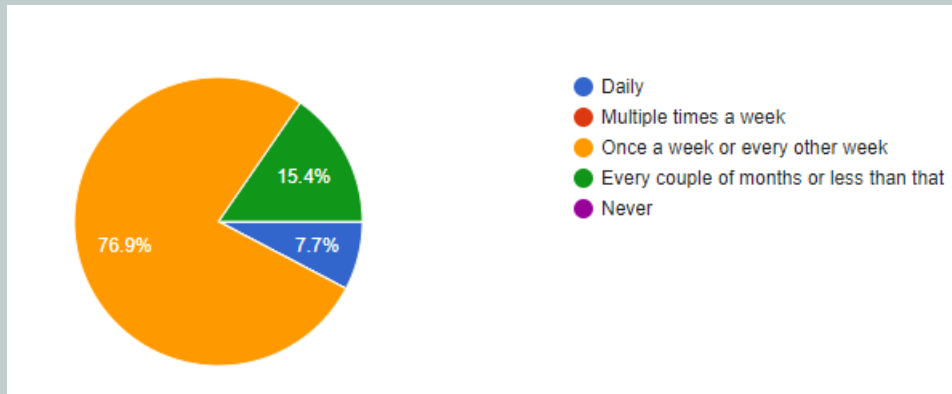
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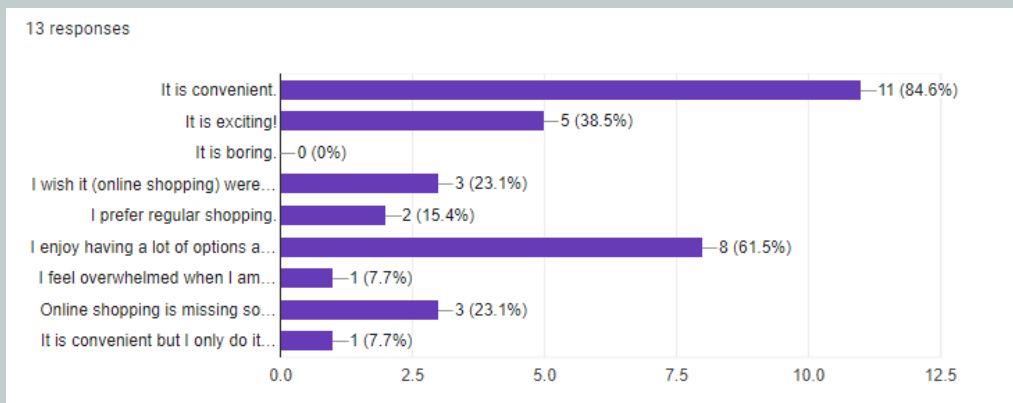# SURVEY RESULTS

FIELD RESEARCH

INTRODUCTION

Job title

The first question is a quick introduction to the person filling out the survey, but also tells us what kind of fields we will be working with. Combined with questions about the metaverse, we might find that we can narrow a target audience down further to a specific branch.

How often do you shop online?

Which of these options describes your relationship with shopping? Multiple options were possible

Furthermore, we questioned if there were any things that they dislike about online shopping. To this, many named problems such as being forced to rely on the pictures that a vendor provides to tell scale or how a product looks. Those questioned also complained of being unable to tell if something fits and did not like the idea of having to send things back constantly. They also want to know how the material feels or how a product works, but this is often not described in a shop.

THE FUTURE OF...

Retail

The next question pertained to the way the questioned people believe shopping will develop in the future. This gave us some interesting insights, including:

- Shopping will (and must) become an experience again. Shops won't hold actual stock anymore but are there to provide an experience and convince the customer of their product, which will then be shipped to their home.

- Shopping will become more interactive, like in the metaverse.

- You can use a virtual world to see if everything fits alright.

- Shopping will become more sustainable, there will be less fast fashion and less online shopping. Demand in local shops will grow.

- Shopping will shift to the online spectrum more and more. Augmented and virtual reality will increasingly be applied to get a better view of the products before you buy them.

The Metaverse

All 13 people who have filled out the survey knew about the metaverse, but 3 admitted that they don't actually know what it means. When questioned if they could give their own definition, some people took a rather hostile stance;

> Metaverse: First Meta, a cheap trick for facebook to try and deflect away from their really awful reputation. Metaverse is an interactive virtual reality space that facebook is trying to sell as the next virtual social space.
> It is basically completely closed and owned by Facebook, and let's hope it dies a sad and pathetic death. In its place let's hope an open, and open sourced version of an online interactive immersive way of experiencing the internet is set up and created.
> Otherwise, if the metaverse in the future of the internet, the internet is basically dead.
> The internet is built underneath through the use of open protocols. For the next phase of the internet to happen, a new set of open protocols need to be created, which can be adopted by anyone wanting to take part.
> Think cyberspace ala William Gibson (Neuromancer, Mona Lisa Overdrive etc.)

> Dreaming in windows 98 graphics and companies trying to sell you stuff while the world is on fire. But I was around when Second Live made this promise and the world told us this was the future.

Perhaps our colleagues do know about the metaverse, but don't see the practical possibilities or they too have been misled by the multitude of information sources to believe that Meta is the only company that is trying to work on the metaverse. Maybe we have to shift our scope to include an explanation of the metaverse itself.

SURVEY RESULTS

FIELD RESEARCH

Shopping in the Metaverse

With our definition of the metaverse in mind, do you have any other ideas about how shopping might be conducted in the future? Would you perhaps like to see more interactivity or do you believe that everything will become even more streamlined? We would love to hear your thoughts!

- I think that shopping will indeed be geared towards making it an experience. I would like to see more interactivity with certain products, which a lot of shops could make use of. For example home improvement stores like GAMMA could use the interactivity to explain and teach the customers about the different products they offer like tools, paints and flooring and how to use, install and maintain them.

- The idea of streamlining sounds very nice, but I have to say I am concerned about the privacy and security issues arising from having 'one account for everything'. There need to be clear rules and options for users that don't want to engage in data collection, or there should at least be a clear explanation how the data of the users will be used. Furthermore there should be a very solid, multifactor security system protecting the log-in information of its users.

- I guess online shopping could feel more like going to the real store, with 'real' people as store employees for instance.

- Advice based on your avatar.

- I think the metaverse will know you so well that you won't need to 'shop' anymore but you will just receive products that meet your taste & needs, and then you can decide if you want to keep them or not.

- I think it would be very beneficial. You might be able to virtually try on the outfit, with your body structure etc. Also your personal taste preferences will be more frequently shown. The risk is that it becomes more difficult to look outside of your own bubble.

Finally, we asked a couple of questions about a company event that takes place every year called 'Remember December'. During this month, a variety of fun events are planned for employees that range from an ice skating rink in the canteen to a personal shopper who does your Christmas shopping for you. 60% of the colleagues who answered our survey confirmed that they would not mind trying a Reme mber December experience that is partially or completely online.

CONCLUSION

It is evident that our colleagues are already somewhat familiar with the metaverse, but some have formed strong opinions about it that are based on conflicting information. If we want to educate the people of Greenhouse, we will have to show them the value of the metaverse and how it will allow us to create more engaging experiences. They evidently already see that the future will be more personalized and experience-based, but don't see or understand that a metaverse-solution can be far more immersive than the advertisements we see today, nor that they themselves could make these experiences.

CONCLUSION

Many companies are currently making their move on the metaverse, and while there are similarities to be found, one can also find unique differences between them. From the two-decade old Second Life to in-progress Meta Horizon Worlds, examples of good, bad and best practices for building and maintaining a metaverse space can be seen throughout.

Evident by the lack of success in getting their user base to go beyond account creation and into playing, creating a large scale application that requires high system specifications was not the right angle for Second Life.On top of this, its lack of accessibility outside of these requirements (such as the absence of mobile options) ensured that little people actually made it into the experience itself.

In more recent virtual worlds, one can often access the experience through their browser.

many employ NFTs to sell items and property which users get to keep forever. The usage of exceedingly high monetary investments in platforms such as De-centraland and the Sandbox is what keeps many who are interested in gaming from involving themselves into these platforms as well.

So this question remains to me: is it possible to create an experience that ticks all of the boxes?