

GREENHOUSE

Coach | Tim Deynen

AMBER MEIJERS

TESTREPORT

29-08-2022 - 03-02-2022 v 3.1

CONTENTS

*	4	INTRODUCTION
*	5	VANHAREN DEMONSTRATION
*	7	(M)ADNIGHT
*	8	CRAFT DAY SITTARD
*	9	METaverse DEEPDIVE

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.

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.

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.

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.

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.

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.

INTRODUCTION

The following document details the most valuable instances of testing that I have performed during my internship. Smaller tests were performed with the target audience throughout the entirety of the project, but not all of these tests proved to produce valuable information and as such, they were left out of this document. Though different tests were performed, each test is set up in the same fashion; setting a goal, performing the test, obtaining results and reaching a conclusion. These conclusions would in turn lead to adjustments in the project.

VANHAREN DEMONSTRATION

DATE: 06/10/2022

GOAL

At the time that this demonstration was announced, our group had very little in terms of viable proof of concepts yet. It was still early in the project and I initially did not see the point of working towards this demo. After a bit of consideration, I began to see the value of this day; we would get into contact with real clients and gain insight into their thought patterns. For this demonstration, we were provided with an older vanHaren project done by a group from the prior semester, and my Software teammate had prepared a proof of concept in Unity as well. I was given the opportunity to host the event and fulfilled this task by giving a presentation about the metaverse, leading our test subjects through the demonstrations and guiding their creative thought process afterwards.

Demo 1 was a simple shoe store where users could pick shoes up off the shelves and try them on by dropping them near their avatar's feet area. They could then look at said shoes in a mirror.

Demo 2 (provided by last year's students) encompassed a very large area with a shoe store and an outside area with a labyrinth and garden.

TECHNIQUE

We performed a usability test on both demos with a group of 15 employees of the Dutch shoe store vanHaren. These employees belonged to a variety of marketing departments and were sent over as representatives to gain insights into the Metaverse and what it could mean for a company like vanHaren. Because this was still an official demonstration provided by Greenhouse, I wove the usability test questions into the conversation I was having with test subjects.

Scenario's Demonstration 1

S1

You are shopping in a virtual vanHaren shoe store and you are looking for the perfect pair of shoes to go with your avatar. How would you go about finding the right pair for you?

S2

Now that you have a pair of shoes, how would you see if they look good on your avatar?

Scenario Demonstration 2

VanHaren has announced a competition that is to take place on the grounds of their virtual store - the first user to find the golden shoe wins a big prize. Do you think you're up for that challenge?

CONCLUSION

While we did not obtain a lot of conclusive information about the type of solution we should steer towards, a few things immediately became evident. Firstly, despite the fact that VR has been around for a solid decade, many of the people we were testing with had never tried on VR glasses before, and some struggled to comprehend the limits of what they could and could not do.

Secondly, the second demo proved to have far too large of a scale. VR technology is still finicky at times, and technical difficulties with casting (projecting what the users see onto another screen so we can view what they are doing) made it harder for us to get a grasp of what the users were doing. Over half of the users would end up getting lost outside of the boundaries or in the labyrinth (the latter of which was a very disorienting experience as it is hard to tell what your relative position is in virtual reality), or would fall off things because they used the teleport function. While those users were certainly entertained, there was little value to be gained there as no meaningful interaction could be had in such a confusing environment.

As a result of these two tests, we have decided that if we are proceeding with VR development, the space and interactions should be limited, or perhaps scale with the user's competency at using VR technology.



(M)ADNIGHT

DATE: 14/10/2022

GOAL

We were given the assignment to prepare a short demo of roughly 1-2 minutes for an event called MadNight in Amsterdam, with a 'mad scientist' theme. With this prompt, I decided that it would be best to try and test what sort of interactions we could use to encourage users to explore a small environment.

The demo built for this event was built by myself and a teammate in Meta Horizons, based on a concept I drafted for it. This demo would see users in the garage of the animated TV show Rick and Morty, where we would encourage them to go through the show's signature portal to find our missing Morty. Users would be given a gun to fight off bad guys and find Morty at the end of the experience.

TECHNIQUE

For this demonstration, I prepared a usability test woven into the script. Myself and my teammates would dress up in lab coats and draw onlookers in with a simple prompt: "Help us save Morty! Quick, I'm pretty sure he disappeared through a portal!". The thought I put behind this experience was that it could be a teaser clip for a new season of the show. By placing users in a situation such as this one, we are giving them a glimpse into something exciting to come.

CONCLUSION

This event was honestly not exactly what we had prepared for. MadNight was marketed to us as an open house experience for advertisers to go visit other companies and see what they are up to, but in reality it was more of a drinking and networking party. We still managed to draw in at least 15 people of various ages to try our experience, but it became increasingly harder to do so as the evening went on. As this demo took place no more than a week after the first demo, we also had not managed to iron out the casting problem yet, which cropped up several times once more. Besides this, we did manage to get some interesting results:

Most users enjoyed engaging with this experience, and many were excited to learn that they would be engaging with a show they already knew. After the experience, we handed out cards with an AR filter that would allow the users to take pictures with the show's characters, which many happily did. It is evident that brand recognition works both ways in this experience - our experience is more relatable when the people already are familiar with the world that has been built up, and we are simultaneously creating the opportunity to keep enhancing an existing connection by putting a meaningful interaction in place.

Finally, there were a couple of interactions that proved to be too difficult for every user to understand or get right. We definitely have to make this experience easier to understand.



CRAFT DAY SITTARD

DATE: 18/10/2022

CONCLUSION

FOOTAGE - [HTTPS://YOUTU.BE/NR915KOTMH8](https://youtu.be/NR915KOTMH8)

This testing would end up rather short and only involved 3 test subjects from our target audience. On this day we were experimenting with the first iteration of our takeover advertisement with a self-driving car. The experience itself was set in a rural area while the car was super futuristic, which confused some of the users we questioned. On top of this, all three had trouble understanding that they could interact with the car in the first place, as it was simply standing next to them when the experience began.

If we are to continue with this type of experience, it needs to be clear that users can interact with the most important objects in the environment. Without being intrusive, we should invite them to engage - either by having the car driving up towards them or by having the car door swing open right next to them.



METaverse DEEP DIVE

DATE: 05/01/2023

GOAL

The Metaverse Deep Dive is my final product for this semester - it is an all-in experience condenses the research I have conducted and aims to inspire listeners about the future of the internet while simultaneously debunking false information about 'the metaverse'. The aim of today's test is to iron out the last kinks in my story and its accompanying materials. Any excess feedback will be documented in my recommendations for the continuation of this project. The people present today are all members of our target audience and include both people who are already familiar with VR technologies and people who have never tried it before. The goal of usability testing the VR demonstration is to see whether or not people are able to complete it without outside help.

TECHNIQUES

Five Second Test

I performed a non-standard five second test on the video I've put together for the experience. I gave users one run-through of the video and questioned them about the things that they remembered best from the video. For the purpose of this test, I have also asked two separate subjects who saw the video one week ago what they remembered.

People who saw the video just moments before asking this question

1. I saw a real hand in a virtual environment. There was a lot of sound - especially in the Jurassic Park scene, that stood out to me. I turned around in the arch and then I got munched by a dinosaur. Then I was approaching a cabin and there was a hand reaching out and I touched a lantern and then I saw a title appearing. Then I was also looking at a little cafe and I saw the Eiffel tower.
2. I remember there was a bathroom scene and there were some bubbles but I don't know why? I did see shampoo - andrelon? I think that was it. The dinosaur scene stood out to me with the sounds all around me. I also liked the lantern that lit up at the end.
3. Test subject three essentially repeated the entire video back scene-by-scene.

People who watched the video one week prior to asking this question

1. Dinosaur, there was a dinosaur in the background - dinosaur noises were happening. I remember at the end that there was a bunch of writing for a book(?) that appeared on the wall and I was very excited about that. The idea about having a visual book like a movie, but it is interactable like I can determine what the focal point is.. That is super cool.
2. I remember that we were in a modern city block? Or a city on the sidewalk. I think there was a product placement for a beverage - what I remember most vividly going through the arch in the forest with the sounds and turning around.
3. The house - touching the lantern. There was also a cat with weird eyes. Stepping through the doorway and the dinosaur noises that happened when I did so.

Usability Testing

For the purpose of this test, four test subjects were given the oculus headset (two experienced and two inexperienced) and after briefly touching upon the way the controllers worked, we simply asked them to listen and watch. The tutorial then played out for them.

- User 1 (inexperienced) - Stood in the same place the entire time, but did move their head around. Attempted to interact with some objects in the scenes at several points. When prompted, they immediately interacted with the car and looked around. Excitedly asked us out loud if there was anything else they could do.
- User 2 (inexperienced) - Initially stood still like #1, but began to turn around 360 degrees after a little while. Also had no problems with following the gentle instructions given in the tutorial. Eventually pressed the 'stop' button on the car and took off the headset after waiting for a few more moments.
- User 3 (experienced) - Went through the experience with little problems. Walked around within the boundaries of all scenes, exploring around corners where possible. Actively sought out more interaction with the environment. Questioned out loud if they could steer the self-driving car at all.
- User 4 (experienced) - Went through a process much similar to user #3, without questioning if they could steer the car. Did attempt to go for a second ride after being teleported out of the car, before asking if the experience was over.

CONCLUSION

AFTERMOVIE - https://youtu.be/_DY_LS6GRW4

The VR experience must have a clear end point - users need to know that they have either explored everything there is to explore, gathered everything there was to gather or spent enough time to have seen it all as to avoid confusion. A message that resounds with "you have reached the end of this tutorial, but feel free to stick around and look for a while longer." should resolve the confusion about the end of the experience. I am also of the belief that adding in some nice easter eggs for more inquisitive users may satisfy the needs of users with more experience who are exploring the boundaries of the scenes.

