



**emex**

EMERGING MEDIA EXPLORATION

**Where to start when creating VR content?  
Carita Forsgren 2019**

## 1. Get to know what's out there now

Some things become outdated quickly...

Questions: What VR equipment have you tried so far? Was it immersive?  
If not, why?



## 2. Who are the users?

- Find out their habits and needs
- Find out actual facts! (not just suppositions)
- Make different user scenarios
  
- Questions: Are my users already using VR? If not, how to reach them?  
How to make them WANT to use my vr app/game/tool/toy/simulation?
  
- What is your own attitude? Are you making VR for  
Users / players / collaborators / audiences / peers / community?

### 3. What is the genre?

-- If you know what it is going to be, do benchmarking:

What has been done already? How?

-- How is your idea different / better / more suited for VR or its users?

-- If it's not a game: is it still going to be INTERACTIVE?

If yes, how? -> What is possible to accomplish with the platforms & technology, and with the resources you have at hand?

## 4. Form Follows Function

Are you targeting for high-end or low-end VR platforms?

How the tech works - [video](#) (Udemy.com)

- VR hijacks the user's senses (or some of them), which makes physical comfort extra important in creating apps, games, etc.

#### 4. Form Follows Function

Are you targeting for high-end or low-end VR platforms?

**THE HIGH END (2017)**

-- HTC Vive, Oculus Rift, Playstation VR



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THE HIGH END (2017)

-- HTC Vive, Oculus Rift, Playstation VR

Plusses: not too much nausea, high interactivity, user can move about, good audio, not too uncomfortable, mostly fun to use, usage time long

Minuses: still induces nausea, hygiene issues with public use, costly, market still relatively small, still a bit uncomfortable



#### 4. Form Follows Function

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MEDIUM END

-- Gear VR, Google Daydream



## 4. Form Follows Function

Are you targeting for high-end or low-end VR platforms?

MEDIUM END

-- Gear VR, Google Daydream

Plusses: not too costly, pretty comfy,  
some interactivity, good marketplace

Minuses: nausea an issue, hygiene,  
not as much fun as the high-end sets



## 4. Form Follows Function

Are you targeting for high-end or low-end VR platforms?

LOW END

-- Google Cardboard and its foldable siblings



**HOMIDO**  
VIRTUAL  
REALITY  
HEADSET

All you need is a smartphone!

[CLICK HERE](#)



#### 4. Form Follows Function

Are you targeting for high-end or low-end VR platforms?

LOW END

-- Google Cardboard and its foldable siblings

Plusses: low cost, easy to obtain, easy to use

Minuses: bad audio, uncomfortable to wear, no interactivity, extremely bad for both the eyes and the whole human organism, relative usage length 15-20 s, often disposed after one use



## 5. What are your resources?

For a full VR (or AR) experience, you will need at least:

- Writer(s)
- Coder(s)
- Visualist(s) and/or camera person
- Audio designer
- Editor (the person who puts your experience together)
- UX designer
- Equipment: hardware and software
- Time for user testing

## 6. VR Tips / Do's & Don't's

- Don't make the user READ a lot!
- Don't hijack your user's head, unless there's a vehicle and it's not moving very fast (moving freely creates nausea)
- Avoid quick cuts and fast scene changes

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- The experience doesn't have to look realistic!
- Think visually and spatially! You have a 360° space to fill with content...

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- The experience doesn't have to look realistic!
- Think visually and spatially! You have a 360° space to fill with content...
- Having a narrator works pretty well
- Make a good structure and content that makes sense
- > VR as a gimmick wears off quickly, as people get used to it
- Don't forget audio!



# Erasmus+



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