



Project Name

Imagine Discuss.io... in VR!

Overview

- Discuss.io provides on-demand qualitative consumer depth interviews and focus groups using webcams. We connect marketers, researchers, and brands to millions of consumers in 33 countries. Anybody from the intern to the boss can connect with consumers around the globe right from their laptop.
- Discuss.io enables you to connect to consumers directly. Direct access means that authentic, quality insights are accessible to researchers in just a few clicks via our fast, transparent, and democratic research platform.
- In this project, students should imagine what our platform would look like in VR. From the imagined interface to potential technologies to use, the possibilities are endless!

Requirements

Usage of Virtual, Mixed, or Augmented Reality technologies to enable market research anywhere in the world (this can include 360 cameras, HMDs, Hololens, Google Cardboard, etc.)

- Solution must enable two parties to interact with one another between two real-world spaces, preferably across the internet
- Our platform is used for market research. This means that any solution must provide some portion of our current offerings – including, but not limited to, 1-on-1 interviews and/or focus groups.
- Interface should be accessible and easy to use. Our users have been using out-of-date conference platforms for years and are not the most tech-savvy in the world.

Schedule

Week 2 - 4: Define the problem statement and propose first ideas

- Research our current platform. Figure out what we're good at and what we could do better. Be critical. Imagine how new technologies, like virtual/mixed/augmented reality can be used to enable better communication between businesses and their consumers. Brainstorm, storyboard, create mockups and imagine HOW, WHERE and WHEN your solution will be used... don't focus too much on the interface just yet.

Week 5: Work session 1 to receive feedback

- This work session is mainly to get feedbacks about the initial ideas. We will not critique

on the visual language of the deliverables but more on the core ideas of the membership system(s) you design.

Week 6: Run iterations based on feedback

- Create mockups based on your design and test them. Ask potential users of the platform how they feel about your solution. Show and tell. Iterate, iterate, iterate.

Week 7: Work session 2 to receive feedback

- At this work session, we will critique on not only the overall feasibility and effectiveness of your solution, but also the visual language of the final deliverables.

Week 8: Final Presentation

- Present!

Specifics about deliverable for Work Session 1

We would like to see at least 3 initial ideas. Each idea will be explained in a letter size paper with graphics and texts. There should be at least on storyboard or verbal description of your solutions contexts of use. The deliverable should be submit-able in a digital form, preferably a google doc or pdf.

Specifics about deliverable for Work Session 2

This should be 1 or 2 final directions of your VR/MR/AR solutions with clear improvements on the initial ideas with feedbacks and iterations. Show us the process and include any results from the user research you did (we LOVE qualitative research). We would like to be able to interact with your prototype in a digital form, if possible. If not, a video of your solution is preferred so that we can see your “prototype” in action.

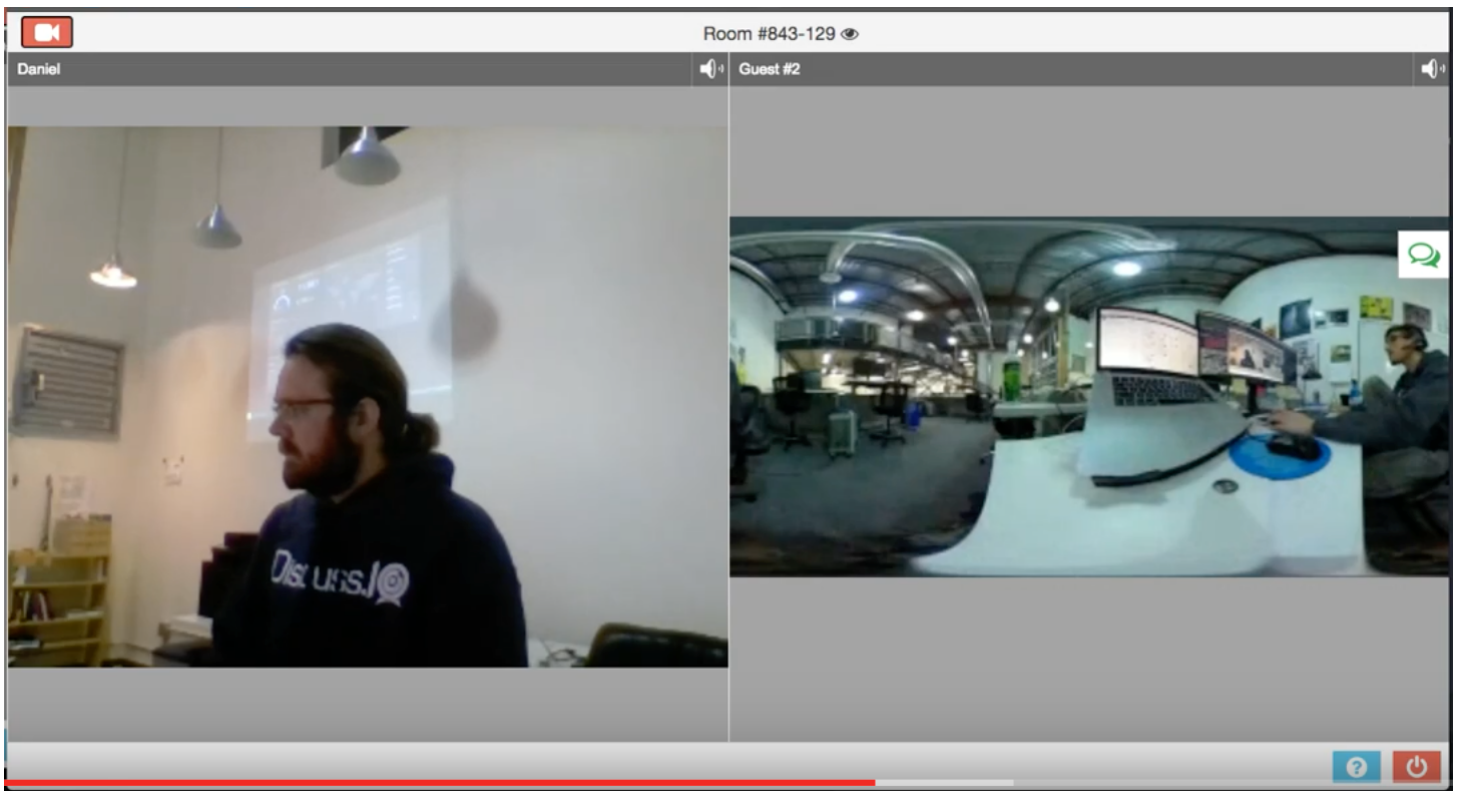
Specifics about final deliverable

Just like the deliverable form Work Session 2, your final deliverable should be interactive in some way. There is no need to actually build the system – just a simple simulation “what it would be like” if your system existed.

Additional information

Market research is a big world and can get confusing at time with all of the buzzwords and research methodologies. For this reason, we recommend taking a look at our blog post “Feature Series: Video Conferencing”, where we explain how IDIs and Focus Groups enable businesses to understand their customers: <https://www.discuss.io/blog/feature-series-video-conferencing/>

For a look at how a VR-related product is currently being used in our platform, see the following screenshot:



This shows two participants, one with a 360 camera and the other with a normal webcam. With a 360 degree view, the moderator can get a look at the participant's environment without having to adjust the camera's position.

Disclaimer

This project will likely be built in house at Discuss.io. Therefore, Discuss.io will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.