



VR Events: Do's and Don'ts for Making Great First Impressions

Melissa Swanepoel
COO @ FarBridge, Inc.

Patrick Curry
CEO @ FarBridge, Inc.



Introductions



Melissa Swanepoel



Patrick Curry

FARBIDGE



MASTERWORKS

JOURNEY THROUGH HISTORY

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My Virtual Armenia



USAID
FROM THE AMERICAN PEOPLE



Smithsonian
Institution



My Armenia
CULTURAL HERITAGE
TOURISM PROGRAM

FARBRIDGE

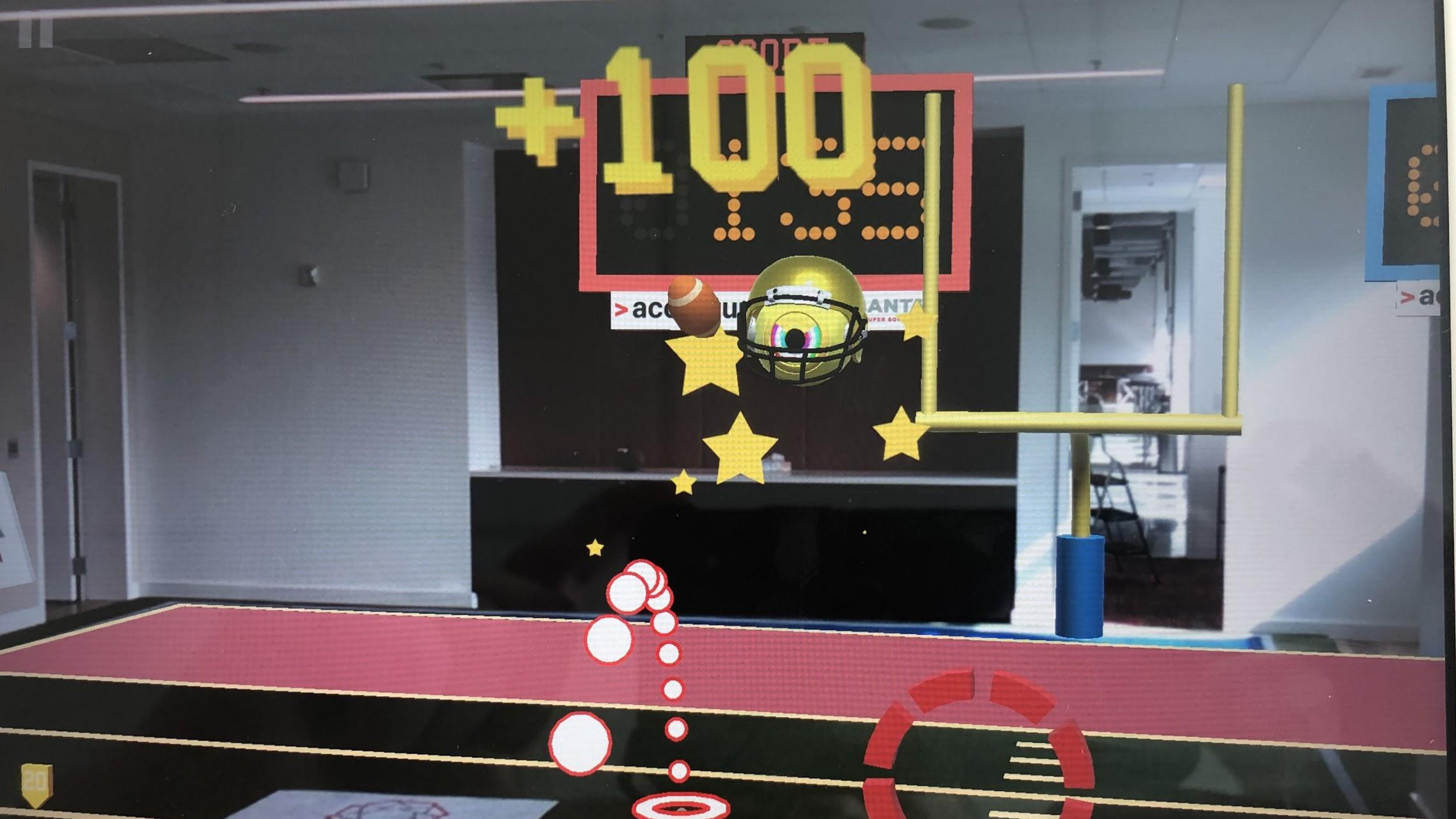


CYARK

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SCORE
+100

> acc up ANTA
SUPER BOY

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MARK YOUR CALENDARS
FOR THE NEXT

VR Austin

JULY 9, 2019
@ THE NORTH DOOR
7-10 PM

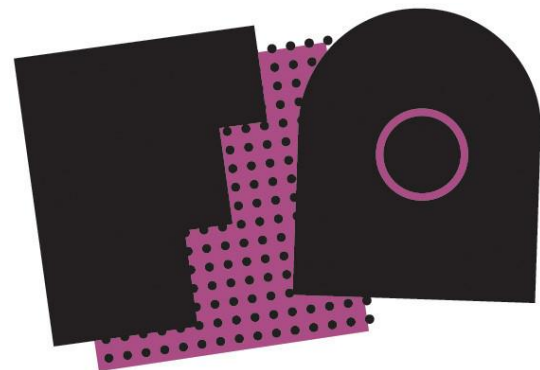


Our Event Experience

VR *AUSTIN* Jam



Smithsonian
FOLKLIFE
FESTIVAL



FANTASTIC
ARCADE

SXSW



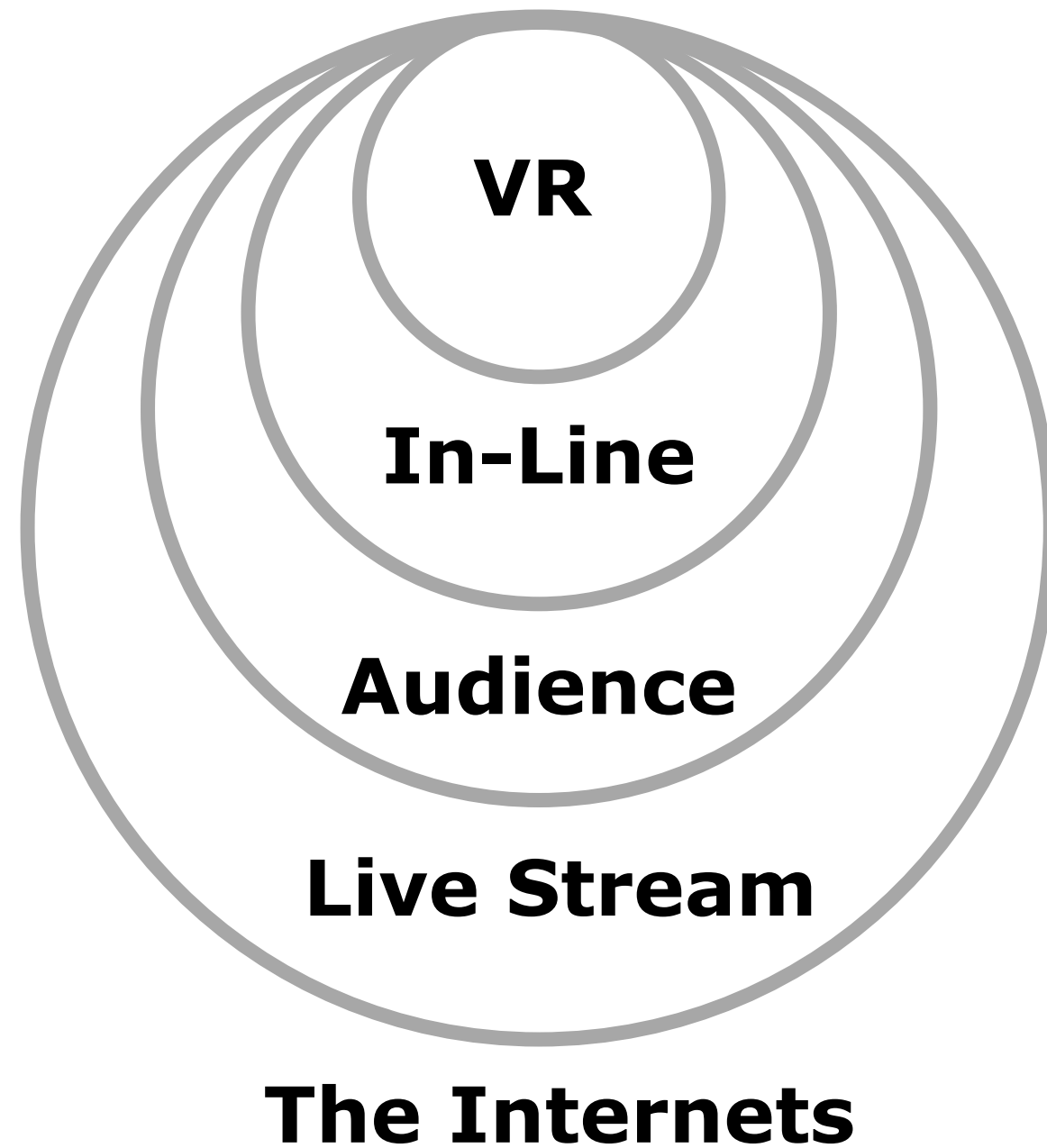
FACEBOOK
DEVELOPER
CONFERENCE

VR is Best In-Person

- People want to try VR!
- VR is still too expensive.
- Controlled environment makes for great 1st try.
- Social setting is ideal for sharing stories, photos, memories.



Multiple Audiences to Consider



Three Things to Design

1. Virtual Reality Software
In the headset...
2. Physical Space Setup
In the headset and out...
3. Emotional Experience
Out of the headset!



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VIRTUAL DESIGN

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Everyone is New to VR



- We have to design for the broadest audience possible.
- Ease-of-use and accessibility more important than ever before.
- Make it easy to have fun.
- Make it look fun -- and easy for a novice to show off.

Keep it Short and Sweet



- Less than 10 minutes.
- The more physical the VR, the shorter the ideal sesh.
- Look to Beat Saber -- most songs under three minutes!
- A short experience keeps the line moving.
- Bad experiences happen.

Design for Inclusivity

- Ambidextrous controls.
- Consider players of multiple heights and sizes.
- Standing and seated play.
- Swipe-to-turn as alternative to room-scale.



Design for Inclusivity: Part 2



- Reach-assist pays dividends!
- Makes movement less fiddly.
- Less bending down to pick stuff up off the floor.
- Still very intuitive for players.
- Use an in-universe conceit: robot arms, The Force, etc.

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PHYSICAL DESIGN

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VR's Unique Space Needs

Nice to Have:

10x10' per player

Bare Minimum:

5x6' per player

4 players in a single
20x6' tracked space





Tracking Setup

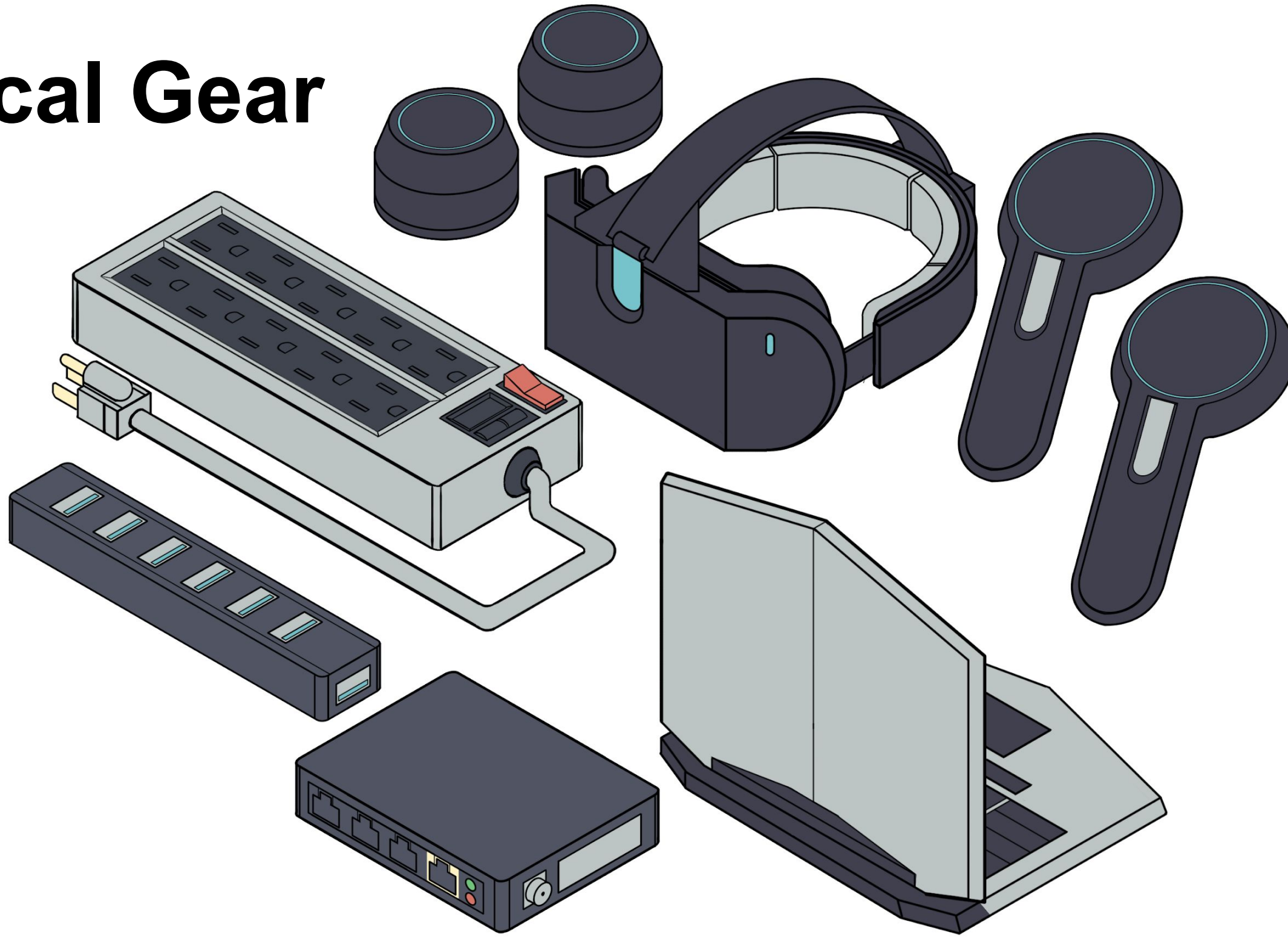
- Every venue has very different tracking considerations.
- Windows, reflective surfaces, time-of-day can all mess you up.
- Other competing VR/AR devices or a Roomba will also getcha.
- Arrive early and be flexible.

Design for Spectating

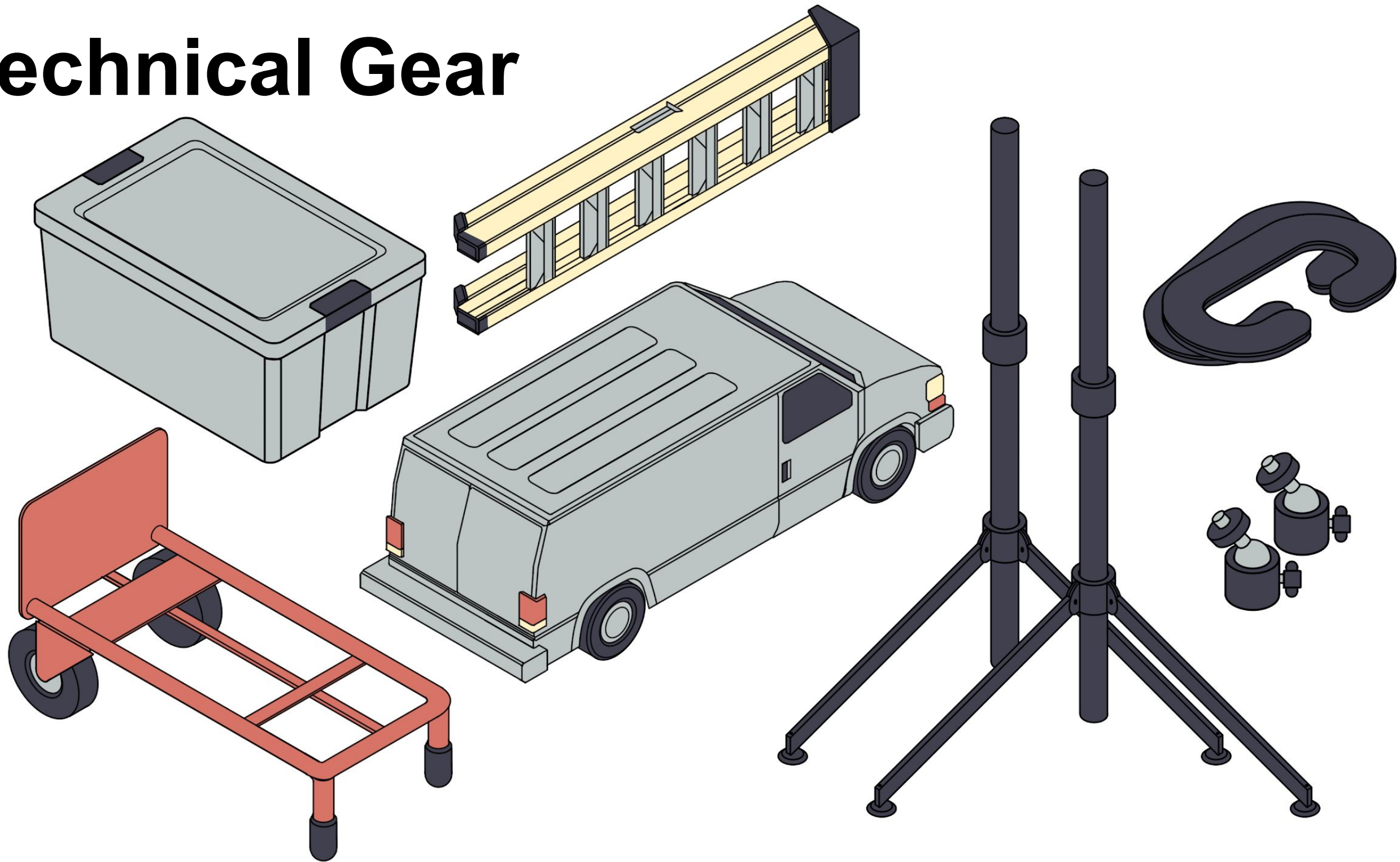
- Show off what's happening in VR for everyone else.
- The larger the TVs and projector screens, the better.
- Reserve room for live and virtual camera operators.



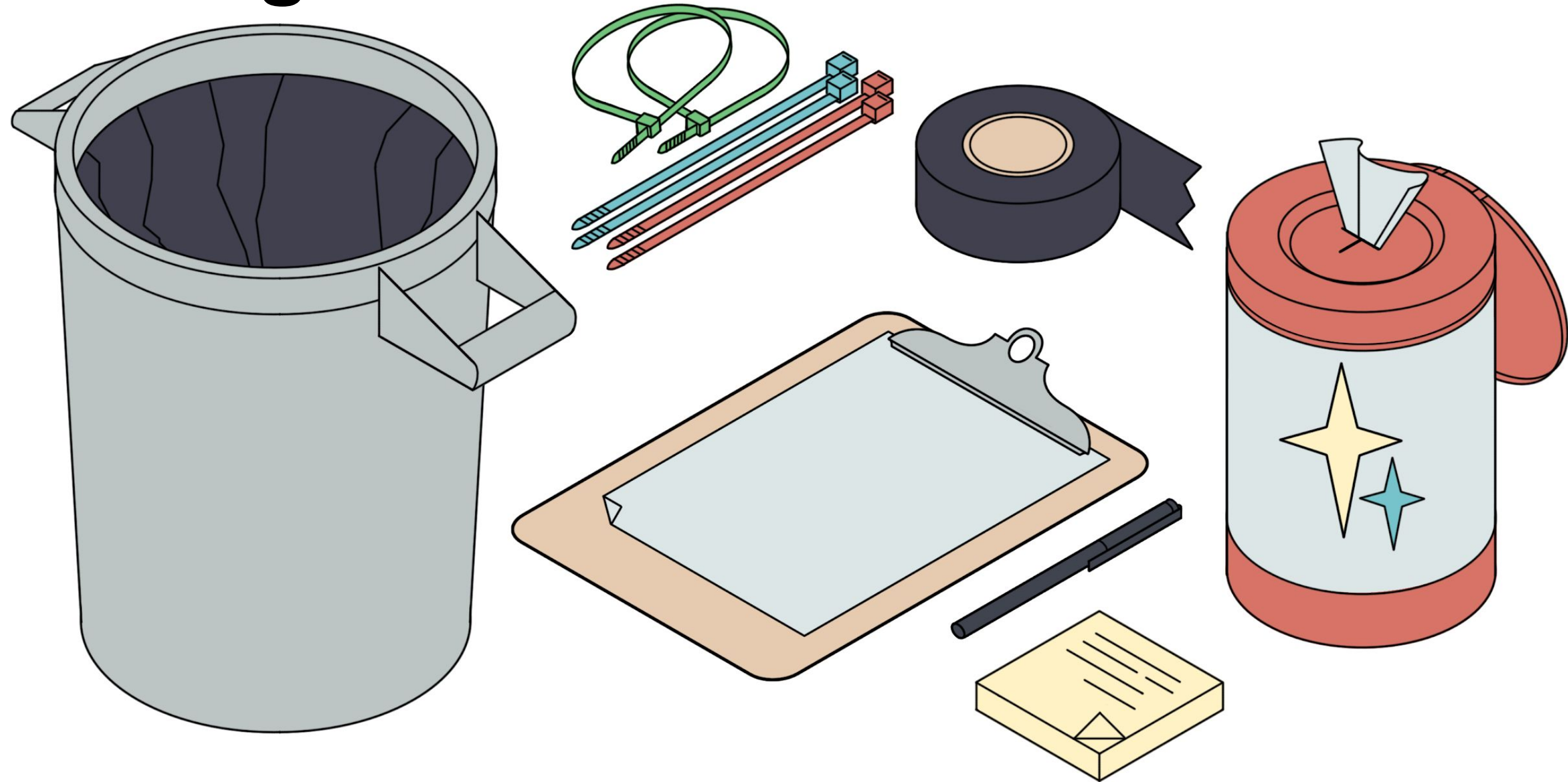
Technical Gear



Non-Technical Gear



Life-Saving Gear



Keep it Clean

- Swap and clean face masks after each session.
- Give face masks time to dry -- so have 2+ masks per headset.
- Wipe controllers and ear-phones between each use.
- Don't hide the cleaning process -- people need to see it happen.



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EMOTIONAL DESIGN

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Make the Line a Feature



- Lines grab attention.
- But use line time wisely!
- Let them watch and learn.
- Time to sign a waiver or a mailing list.
- “On deck” area lets players form teams or strategize.

Player Assistance via “Squires”

- We assign a “squire” to each player to help them into and out of VR.
- Squires have to be helpful, knowledgeable, and friendly.
- We try to take fear and potential embarrassment out of trying VR.



Take Care of Your Staff



- Recruit and pay rad people.
- Schedule overlap for breaks.
- Rotate roles: line duty, squire, spectator camera.
- Get insoles or standing pads.
- Lots of water bottles!
- Keep your staff informed and connected.

What's After the Demo?

- Give players a memento
- Photos and videos
- Social media hashtag
- High scores
- Mailing lists
- Follow-up interviews



Last But Not Least: Safety



- Code of Conduct
- Emergency contacts
- First Aid kits
- Make sure your staff knows how to report incidents

Key Takeaways

- If you make or sell VR, get good at events.
- You're not just designing for "the player" anymore.
- Be flexible and resourceful when on-site.
- Always bring your own gear, never trust the Internet!
- Clean your gear often and in front of the audience.
- Code of Conduct -- you need one.

THANK YOU! QUESTIONS?

FarBridge.com

@farbridgeco

@couldbecouldbe

@patrickmcurry

VRAustin.org

@vraustin

Next jam: Nov 15, 2019!





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