



# Designing Content for VR Arcades: Lessons Learned

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# Agenda

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Also, real quick -- “LBE” stands for  
“Location-Based Entertainment”

## Business Lessons Learned

- Different types of LBEs
- Licensing & Payment
- Content & Marketing

## Product Lessons Learned

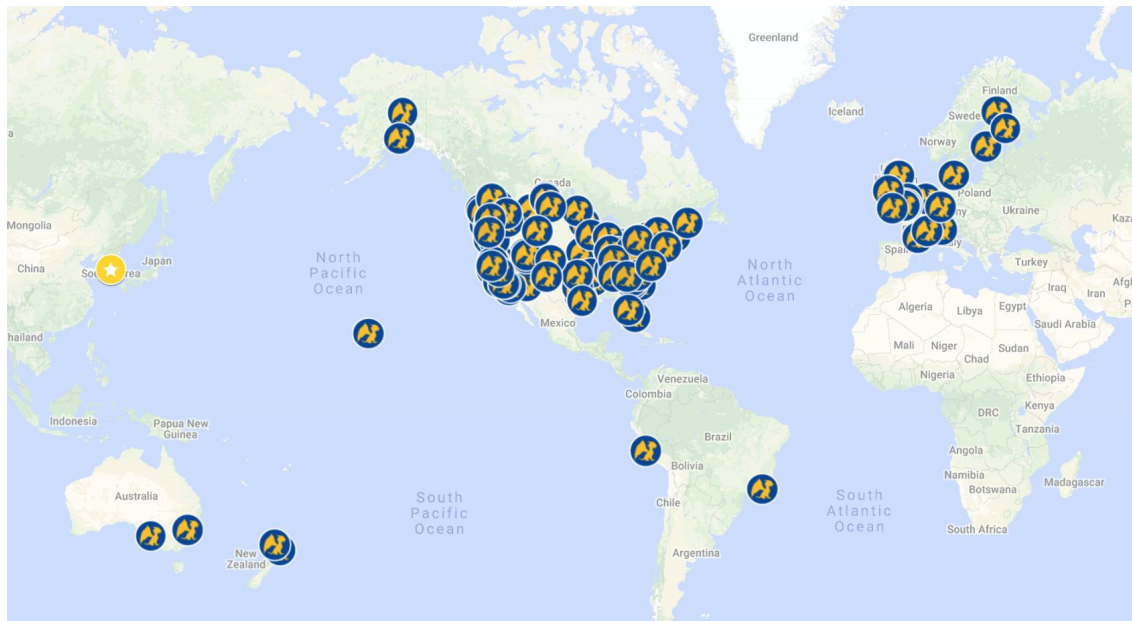
- VR arcade users
- Usability testing
- UX/UI considerations

## Data & Current Trends

# What are Beast Pets?



# Where can I play Beast Pets?



[locations.beastpets.com](https://locations.beastpets.com)

# Why put content in arcades?

Reach “try-before-buy”  
audiences

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Create fun  
group experience

Shorter experience  
than home VR

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Reach audiences of  
all ages and  
demographics

# Business Lessons Learned

# What type of LBEs are right for me?

1



**Theme  
Parks**

Largest Scale & Most Exclusive

2



**Warehouse  
& Arena-Scale**

3



**"Exclusive"**

4



**Family  
Entertainment  
Center**

Smallest Scale & Least Exclusive

5



**Standalone**

# How can I find VR arcades?



**Facebook Groups**

**VR Arcade - Community**



**springboard**VR

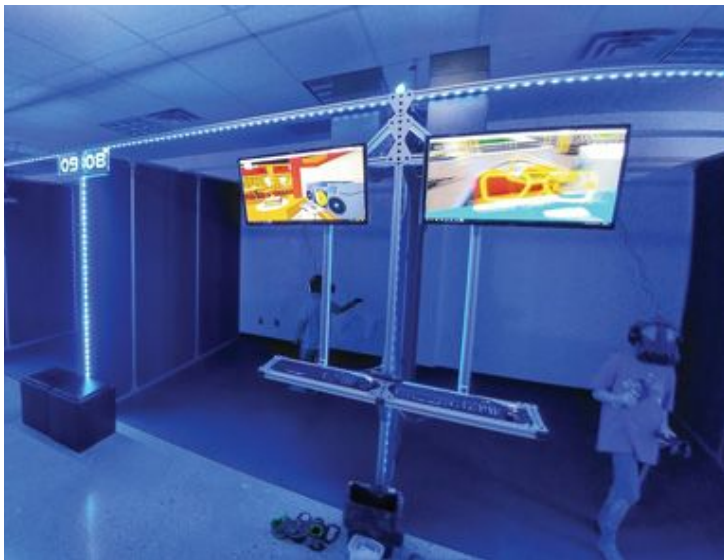
**Distributors**



**Databases**



# How do I license content to arcades?



## License Types:

- Flat Fees
- Revenue Share
- Monthly (Per Location)
- **Monthly (Per Station)\***
- **Per-Minute-Played\***

\*most common

# What are the benefits of licensing through a distribution platform?

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- Specialized marketplace
- Customer discovery
- Time-tracking, billing, payments
- Game-launching & station management (on arcade side)
- Bring arcades & devs into same ecosystem





Content chosen by distributors  $\neq$   
automatically licensed by arcades

# How do arcades pick content?

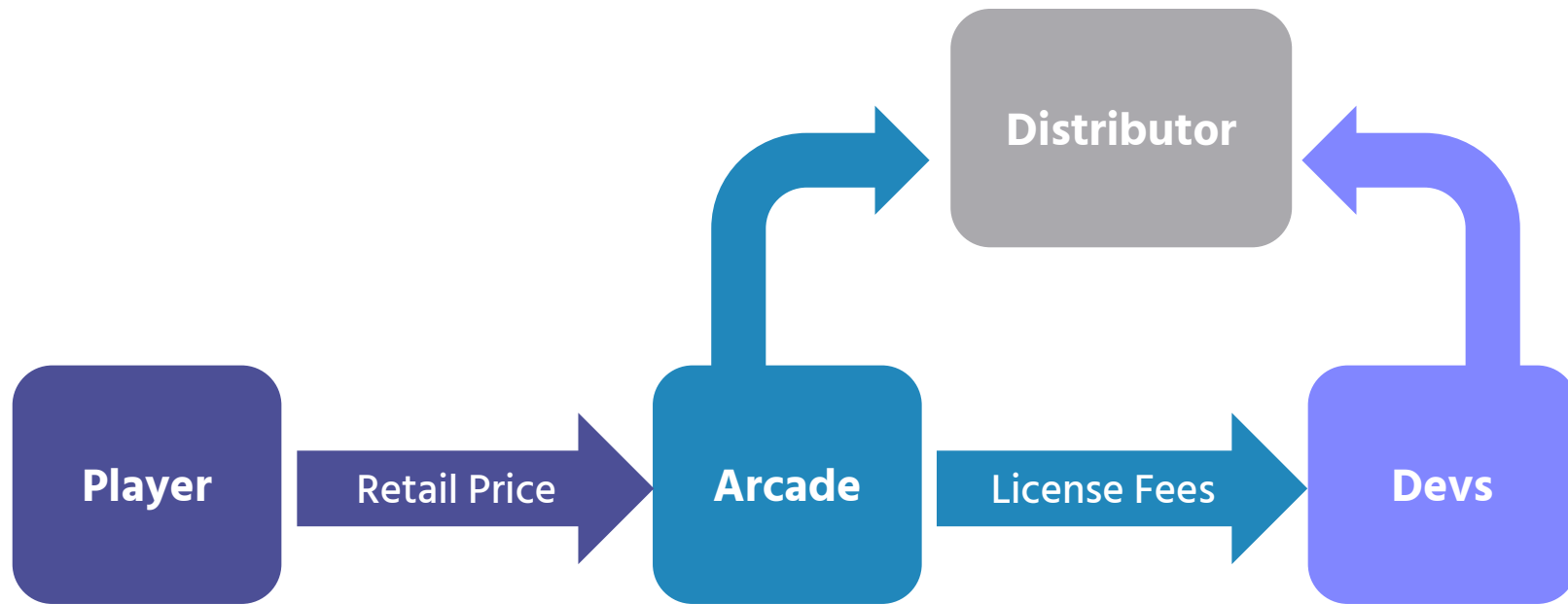


Image: SpringboardVR's menu launcher

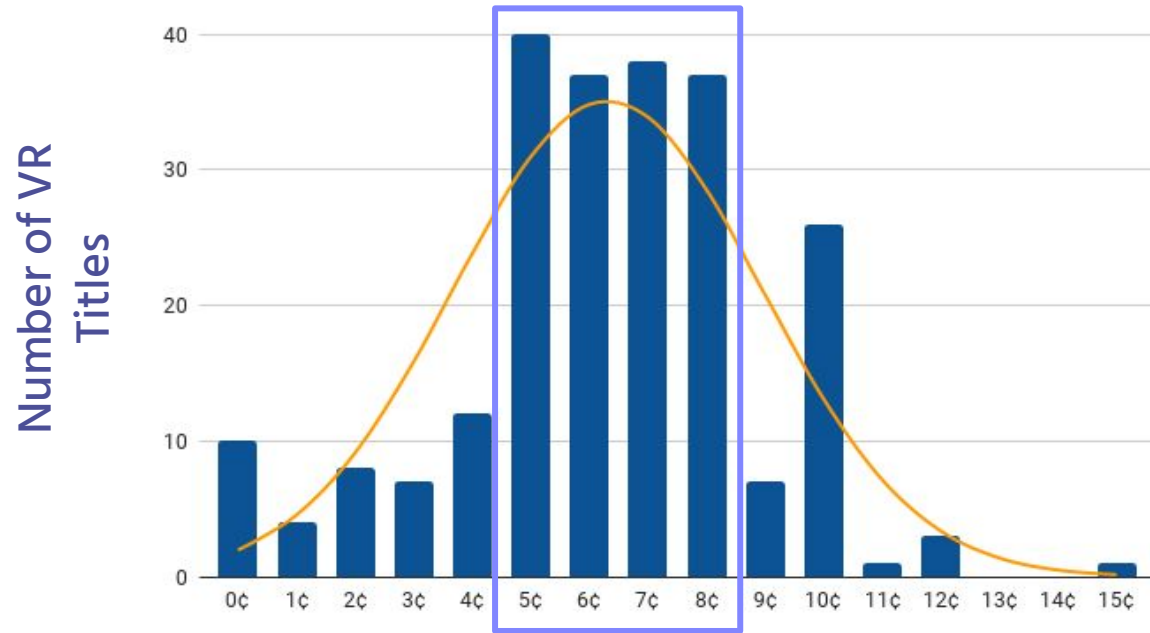
## Arcades Consider:

- Does the content fit their needs?
- Do they already have similar titles?
- Who's playing at these arcades?
- When and how are they playing?

# Who gets paid what?



# How do I set pricing?



## Per-Minute Arcade License Fees Snapshot

231 VR Titles  
September 2018

So, wait, who are my customers?

**You're a B2B2BC company**

**You have 2 types of customers:  
arcades *and* their players**

# How do I know if my game is performing well?

Implement analytics

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Distributor analytics & reports

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Arcade internal surveys

Arcade operator forums



# Product Design Lessons Learned

# Know your user.



Who we *think* the target user is



Who the target user *actually* is

# ~40%+

of VR arcade business comes from events such as kids birthday parties, or similar group functions (student groups, church groups, work outings, etc.)



Most LBE customers  
are new to VR

...and are introduced to the VR  
arcade by a previous VR arcade  
customer

# Designing for LBE audiences



## Incorporate:

### **Onboarding**

To make life easier for users & arcade staff

### **Calibration**

To accommodate diverse user base

# Conduct usability testing!

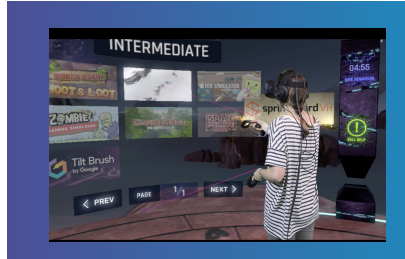


# How to usability test



## Determine feedback needed

What in particular do you want to learn from the playtest?



## Give user a specific task

A direct objective in playtesting helps narrow scope



## Test on VR n00bs

Remember, your target user doesn't have VR experience



## Talk to VR arcade owners

They are in direct communication with the consumers

# Why should we usability test?



What we thought the kid was seeing



What the kid was actually seeing

# UX Considerations: Locomotion

## Pro-Tips

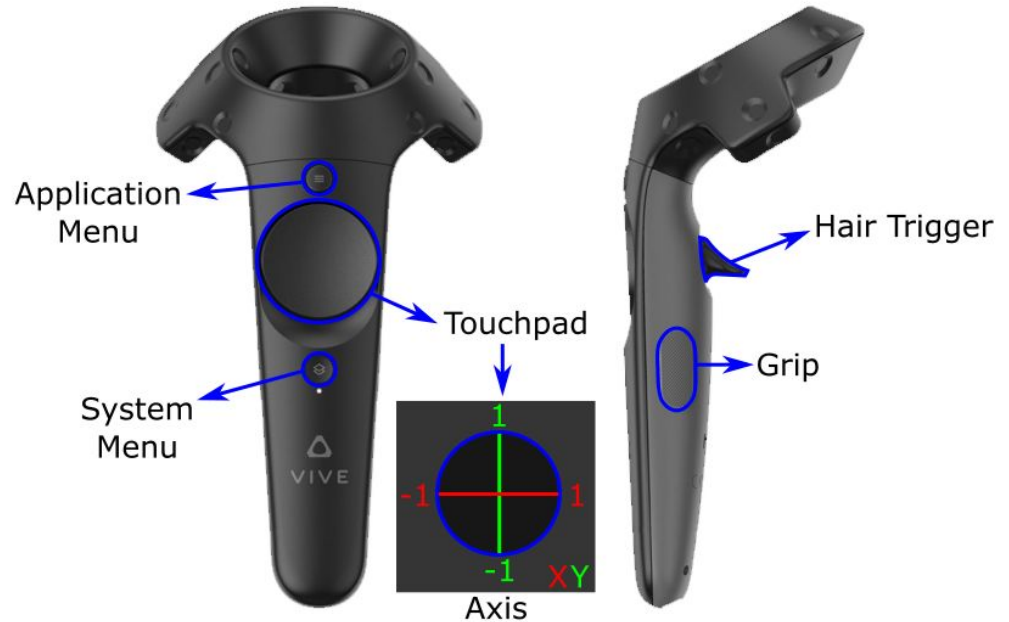
- Give users a way to navigate virtual area
- Stick to what works re: locomotion



# UX Considerations: Controllers

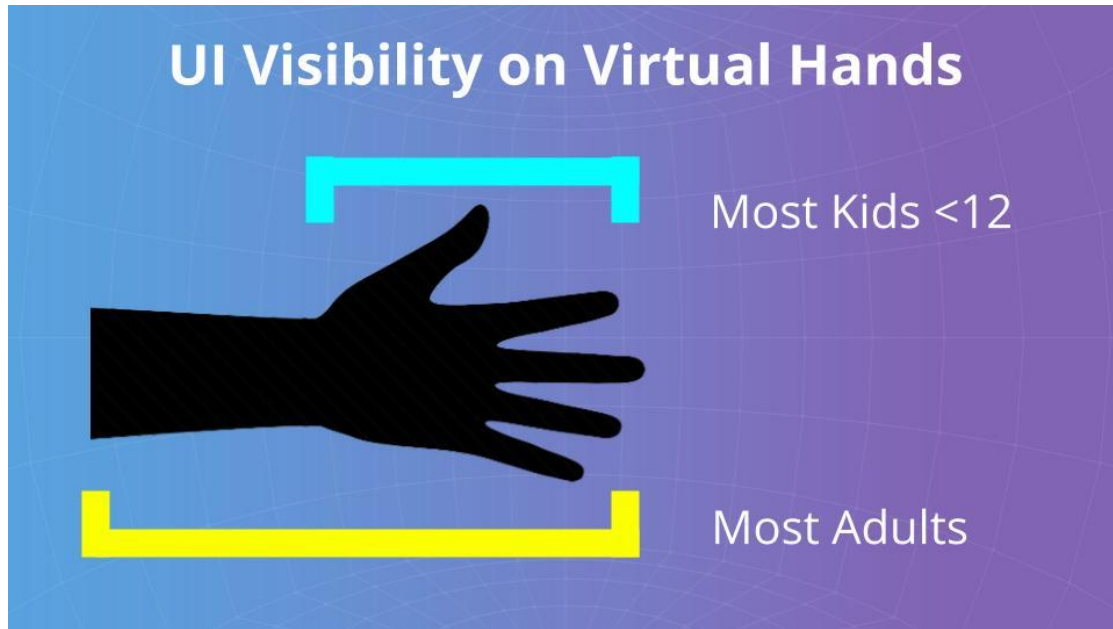
## Pro-Tips

- Avoid putting UI on forearms
- Avoid using side grips
- Use audio & haptic cues





# UI Considerations



## Pro-Tips

- Avoid putting UI on forearms
- Avoid using side grips
- Use audio & haptic cues

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# Subtlety Is Wasted On N00bs



Iteration 1

Iteration 2

Iteration 3

Iteration 4

Hint of Color



Can You See  
It NOW?

**Don't be subtle.**

# Data & Trends

# Data & Analytics

Track  
engagement &  
performance

Create  
segments &  
funnels



Image: Observer Analytics dashboard

# Current trends in LBE content

Discoverable  
sandboxes

Replayability

Multiplayer &  
tournament-  
friendliness

“Arcade  
Mode”



BEAT SABER



*Popular titles as of Oct. 2018*

***“THE* killer native  
location-based VR experience  
has yet to be invented.”**

- VR arcade distributors on why developers should build for LBEs



# Thank you!

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