

With the user interviews we were able to gather information and get a better understanding of users and their experiences with location-based entertainment and booking reservations online. Participants ages range from 25 through 32.

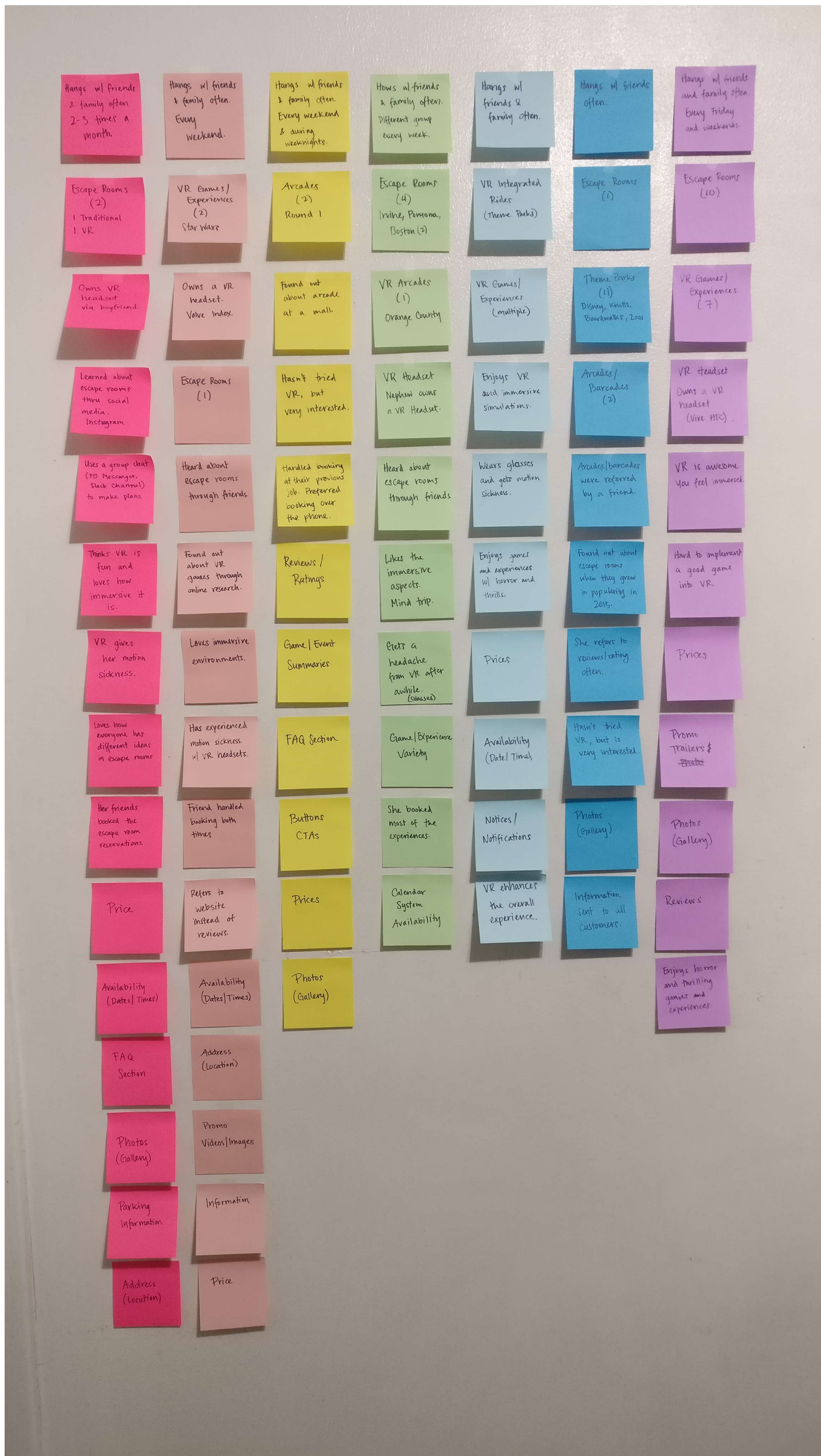
|               |   |
|---------------|---|
| Goals         | <b>All participants spend time with their friends and family often</b> <ul style="list-style-type: none"><li>- 7 out of 7 participants spend time with their friends and family often.</li></ul>  |
|               | <b>All participants have partook in some form of location-based entertainment</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants have partook in VR games/experiences.</li><li>- 5 out of 7 participants have partook in escape rooms.</li><li>- 2 out of 7 participants have partook in VR integrated rides at theme parks.</li><li>- 2 out of 7 participants have partook in arcades.</li></ul>  |
|               | <b>Most participants own a VR headset</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants own a VR headset.</li></ul>   |
|               | <b>Most participants enjoy immersive experiences</b> <ul style="list-style-type: none"><li>- 5 out of 7 participants enjoy immersive experiences.</li></ul>   |
|               | <b>Most participants learned or heard about these experiences through friends</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants learned or heard about these experiences through friends.</li></ul>   |
|               | <b>Some participants learned or heard about these experiences through social media</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants learned or heard about these experiences through social media.</li></ul>   |
| Needs & Wants | <b>Features On Website</b> <ul style="list-style-type: none"><li>- 5 out of 7 participants likes when a website provides prices.</li><li>- 4 out of 7 participants likes when a website has photos or a gallery.</li><li>- 4 out of 7 participants likes when a website provides availability (dates/tlmes).</li><li>- 4 out of 7 participants likes when a website has reviews/ratings.</li><li>- 3 out of 7 participants likes when a website has a FAQ section.</li><li>- 2 out of 7 participants likes when a website provides the address/location.</li><li>- 2 out of 7 participants likes when a website has promo videos.</li><li>- 2 out of 7 participants likes when a website sends notices/notifications.</li><li>- 1 out of 7 participants likes when a website provides game summaries.</li><li>- 1 out of 7 participants likes when a website has clear CTA buttons.</li><li>- 1 out of 7 participants likes when a website provides parking information.</li><li>- 1 out of 7 participants likes when a website has a variety of games/experiences.</li></ul> |
| Motivations   | <b>VR Enhances Overall Experience</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants say that VR enhances the overall experience.</li></ul>  |
|               | <b>Coupons, Samples, Rewards</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants utilize discounts and coupons offered.</li></ul>   |
|               | <b>Reviews and Research (Yelp, Youtube, etc.)</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants research and refier to reviews on Yelp and Youtube.</li></ul>   |
|               | <b>Scary and Thrilling Experiences</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants enjoy scary and thrilling experiences (VR &amp; escape rooms).</li></ul>   |
|               | <b>Booking Reservations</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants mentioned that their friends handled booking the reservations.</li><li>- 2 out of 7 participants mentioned that they handled booking the reservations.</li></ul>  |
|               | <b>Hasn't Tried VR, But Interested</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants haven't tried VR yet, but interested in trying.</li></ul>  |
| Frustrations  | <b>Loves The Teamwork and Collaborative Aspect</b> <ul style="list-style-type: none"><li>- 1 out of 7 participants loves the teamwork and collaborative aspect.</li></ul>   |
|               | <b>Motion Sickness From VR</b> <ul style="list-style-type: none"><li>- 4 out of 7 participants said they experience motion sickness from VR.</li></ul>  |
|               | <b>Headaches From VR</b> <ul style="list-style-type: none"><li>- 2 out of 7 participants who wear glasses experiences headaches from VR.</li></ul>  |
|               | <b>VR Can Be Gimmicky</b> <ul style="list-style-type: none"><li>- 1 out of 7 participants said it is hard to implement a good game into VR and can be gimmicky.</li></ul>   |
|               | <b>VR Environment Not Fully Created</b> <ul style="list-style-type: none"><li>- 1 out of 7 participants said they don't like when a VR environment is created, but only one section was created. As a result, when you turn around it's just a gray area and briefly takes away from the immersive aspect.</li></ul>  |



# CyberSpace

## Research Debrief

Photo of post-it notes organized by participant.  
Go to next page for groupings.





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Photo of post-it notes groupings to find user patterns.

