

CyberSpace

Research Debrief

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

All participants spend time with their friends and family often

- 7 out of 7 participants spend time with their friends and family often.

All participants have partook in some form of location-based entertainment

- 4 out of 7 participants have partook in VR games/experiences.
- 5 out of 7 participants have partook in escape rooms.
- 2 out of 7 participants have partook in VR integrated rides at theme parks.
- 2 out of 7 participants have partook in arcades.

Most participants own a VR headset

- 4 out of 7 participants own a VR headset.

Most participants enjoy immersive experiences

- 5 out of 7 participants enjoy immersive experiences.

Most participants learned or heard about these experiences through friends

- 4 out of 7 participants learned or heard about these experiences through friends.

Some participants learned or heard about these experiences through social media

- 2 out of 7 participants learned or heard about these experiences through social media.

Needs & Wants

Features On Website

- 5 out of 7 participants likes when a website provides prices.
- 4 out of 7 participants likes when a website has photos or a gallery.
- 4 out of 7 participants likes when a website provides availability (dates/times).
- 4 out of 7 participants likes when a website has reviews/ratings.
- 3 out of 7 participants likes when a website has a FAQ section.
- 2 out of 7 participants likes when a website provides the address/location.
- 2 out of 7 participants likes when a website has promo videos.
- 2 out of 7 participants likes when a website sends notices/notifications.
- 1 out of 7 participants likes when a website provides game summaries.
- 1 out of 7 participants likes when a website has clear CTA buttons.
- 1 out of 7 participants likes when a website provides parking information.
- 1 out of 7 participants likes when a website has a variety of games/experiences.

Motivations

VR Enhances Overall Experience

- 4 out of 7 participants say that VR enhances the overall experience.

Coupons, Samples, Rewards

- 2 out of 7 participants utilize discounts and coupons offered.

Reviews and Research (Yelp, Youtube, etc.)

- 4 out of 7 participants research and refier to reviews on Yelp and Youtube.

Scary and Thrilling Experiences

- 2 out of 7 participants enjoy scary and thrilling experiences (VR & escape rooms).

Booking Reservations

- 2 out of 7 participants mentioned that their friends handled booking the reservations.
- 2 out of 7 participants mentioned that they handled booking the reservations.

Hasn't Tried VR, But Interested

- 2 out of 7 participants haven't tried VR yet, but interested in trying.

Loves The Teamwork and Collaborative Aspect

- 1 out of 7 participants loves the teamwork and collaborative aspect.

Frustrations

Motion Sickness From VR

- 4 out of 7 participants said they experience motion sickness from VR.

Headaches From VR

- 2 out of 7 participants who wear glasses experiences headaches from VR.

VR Can Be Gimmicky

- 1 out of 7 participants said it is hard to implement a good game into VR and can be gimmicky.

VR Environment Not Fully Created

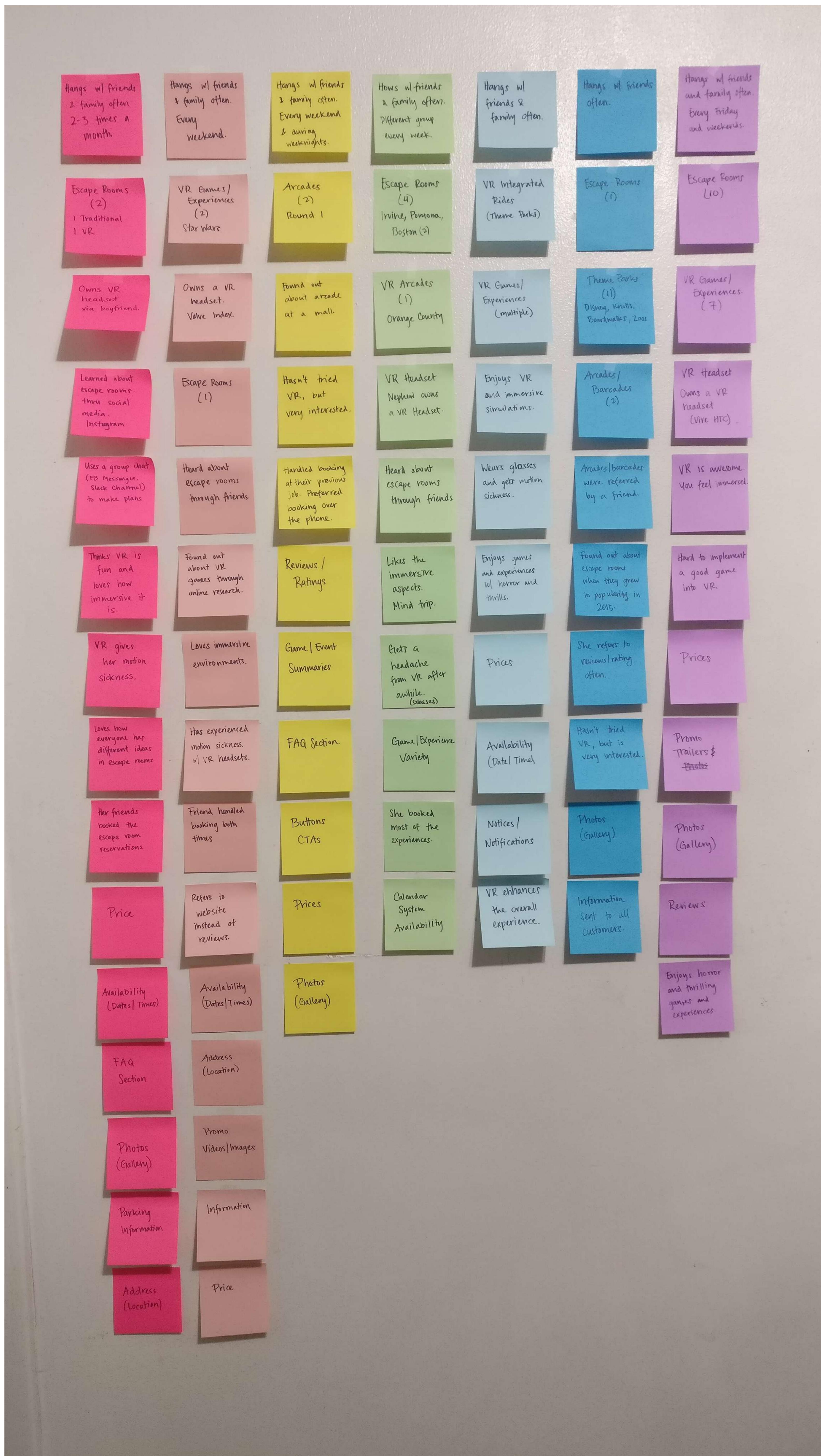
- 1 out of 7 participants said they don't like when a VR environment is created, but only one section was created. As a result, when you turn around it's just a gray area and briefly takes away from the immersive aspect.

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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.

