HOW TO DESIGN FOR

VIRTUAL REALITY

BASIC RULES

- Affordances

- Constraints

- Mappings

- Consistency and predictability

- Feedback

- Error tolerance and error avoidance

- Eight Golden Rules

- Interface animation

- Physics analogy

- Metaphors as a basis for UI design

PRESENCE & IMMERSION

▸ „**Immersion**, in our view, is therefore an objective description of what any particular system does provide.“
  –> Technological capability.

▸ „**Presence** is a state of consciousness, the (psychological) sense of being in the virtual environment, and corresponding modes of behaviour.“
  –> What the user perceives to be true

  Slater, Mel, et al. "Immersion, presence, and performance in virtual environments: An experiment with tri-dimensional chess." *ACM virtual reality software and technology (VRST)*. New York, NY: ACM Press, 1996.

AFFORDANCE

I should have used the term "perceived affordance," for in design, we care much more about what the user perceives than what is actually true.

Donald Norman, www.jnd.org

VR Game Job Simulator:

https://www.youtube.com/watch?v=azD5t6X2urc

CONSTRAINTS

▸ https://developer3.oculus.com/documentation/intro-vr/latest/concepts/bp_intro/

GROUP EXERCISE

▸ Review the rest of the basic rules and review how you applied them in your prototype and what changes you need to make based on them (7 min)

GROUP EXERCISE

▸ „Your have recently found out that a competitor will be launching before your planned deadline. Therefore you need to adapt your strategy and launch 1 month earlier. This means you need to reduce the scope of your product for the launch.

▸ Analyze and present 2 user stories that will reduce the scope of the product.

YOUR ANALYSIS SHOULD ANSWER THE FOLLOWING QUESTIONS

▸ What is the name of the **user story** that can be excluded?

▸ What **priority** does the story have?

▸ What are the **requirements** that result from that story?

▸ What **personas** would be affected?

▸ How much **time** would the project **save**?

▸ Which of the stories would you **recommend** and why?

PRESENTING NEXT WEEK

CONTENT

▸ Vision statement (1 min)
Describe your idea in one sentence

▸ Mid-fi Prototype (3-5 min)
Go through a clickable version of your prototype

▸ MVP & Next steps (2 min)
Present your minimal viable product and your next steps to
wards completing it