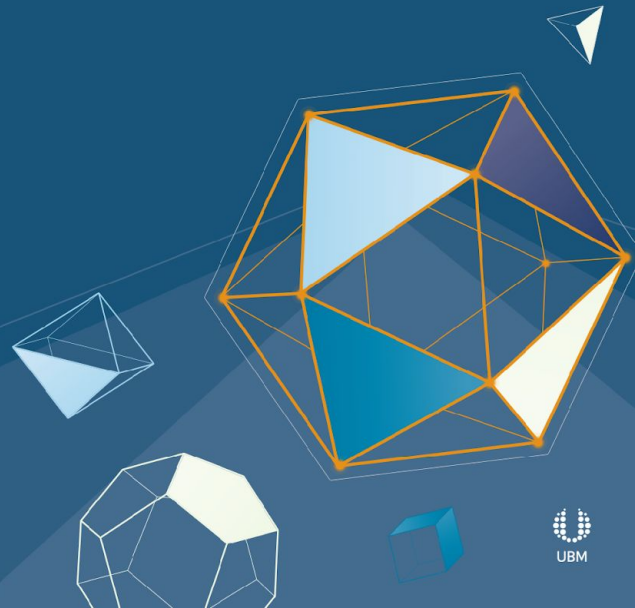




VR Demos: Best Practices So People Won't Hate You

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Who, What, Why, How, Where & When?

Who am I?

Jon Oakes - VR Super Fan, Bus Dev, Indie Dev, SVVR

What am I talking about?

Bad VR Demos and how to make them good

Why am I passionate about this?

We need to be better at demos. We still give bad demos.

How will this help you?

Good demos create enthusiasm, Enthusiasm creates demand.

Where and When? Here and Now!

VR Demos are powerful influencers

Giving GOOD Demos = The best way to build an enthusiastic following of people who LOVE your work. :)

Giving BAD Demos = The best way to turn people off from your project, the VR Industry and VR as a whole. :(

What happens when demos go wrong?

- You can make people mad
- You can turn people off from VR entirely
- You lose a potential customer or fan
- You waste money and time
- You don't learn anything

How Do VR Demos Go Bad?

The Hateful Eight of VR Demos



Grossing
People Out



Tricking
People



Confusing
Demo



Waiting
Too Long



Touching
People in
VR



Rushing
People
Through



Making
People Feel
Embarrassed



Ignoring
Feedback



Don't Gross People Out

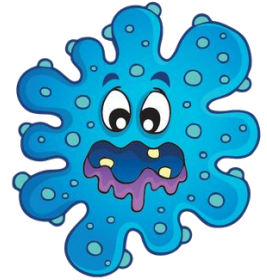
Don't Gross People Out



VR requires intimate contact with equipment shared by others

Cleanliness and the act of cleaning is welcoming, builds trust and shows respect.

Common Mistakes



- Using default foam liners
- Not wiping down the HMD & Controllers
- Not drying the equipment
- Not having an out-of-sight garbage can
- Using the same wipe twice (or more)

Best Practice for Hygiene

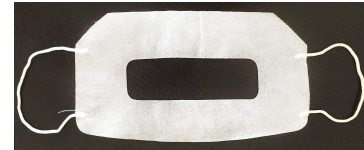
Alcohol wipes on all equipment
including controllers (~\$0.01 ea)



Swappable Face pads (~\$30.00)



Ninja Masks: (~\$.25 each)



In Practice: Keeping it Clean



- Offer a Ninja Mask
- Put a little alcohol on the cotton
- Wipe down the HMD and controllers as you hand them to the guest
- Start your demo routine and toss out the pad. Don't reuse it. (It's only a penny!)



Don't Trick People

Don't Trick People



- Do not misdirect people in an attempt to be edgy
- Don't surprise people with elements that could upset them like violence, sex, horror



Common Mistakes

- Don't assume that people are okay with shooters
- Don't be mysterious, be clear!
- If your experience is intense or has any of these common elements, ASK people directly if they are okay with it before you start the demo

Best Practice: Communication and Consent



- Make sure your signs and descriptions are clear and accurate to the demo.
- If your demo is at all intense, tell them in advance and get permission.
- Give them permission to stop the demo if they are uncomfortable at any point.

In Practice: The Demo Flow



- Have a sign or video of the experience that is visible before they even get in line.
- Say something like “This demo is a really scary horror/shooter/jump scare game that will really startle some people. Are you okay with that?”
- Also say ‘There’s nothing scary here’ if there’s not!



Don't Rush People

Don't Rush People



- When people feel rushed they stop paying attention to what they are experiencing in the moment.
- No one who ever felt rushed through a demo became a fan
- Slow down.

Fewer, Better Demos > More, Poor Demos

Common Mistakes: Rushing through



- Never act rushed or ask them to 'hurry up' or yell 'NEXT!' like you're at a deli
- Don't rush to get them into their HMD
Remember: VR gear is WEIRD!
- Don't rush them off the demo stage

Best Practice: Avoid Being Rushed



- Take a moment to THANK them demoing
- Talk about the line or ask if the wait was ok
- Although a lot of people want to demo, you're giving them your time in abundance.
- After the demo, give them a moment to 'come back to reality' and check-in with them!



In Practice: Taking your time

“Welcome! I hope the wait wasn’t too long but now it’s your turn! Let’s take a minute to get you set up and I’ll explain what’s going to happen and feel free to ask any questions. After the demo I’ll have a few questions for you and thanks for coming!”



Don't Touch People

Don't Touch People



Just because someone is participating in your demo and putting on your gear, you should not ever touch them without permission except in the interest of safety.

Common Mistakes



- They are not pointing at your in-game start screen so you grab them by the hips and turn them around (No!)
- They aren't pushing the correct buttons so you grab their hands to help them(No!)
- You see that the HMD is loose so you reach up and pull their hair back and tighten the straps (No!)

Best Practices for not touching people



- #1 Rule - communicate. If you feel that for their comfort you need to touch them, ask them and wait for consent.
- Tip: Set your play area a bit smaller than the max to make sure they stay in a safe zone.
- Tip: Don't hold on to the cables. They can tell.
- Tip: Don't hover either. They can sense you.

Create a Safe Environment



- Touching or grabbing will make many people feel unsafe or at least uncomfortable
- Tell them that you won't grab them without asking first except in an emergency
- Have them be mindful of the play area before they start the demo
- Protect them from any 'friends' who try to grab them as a surprise

In Practice : Ensure safety



"Before we start the demo I'd like you to be aware of the play area and know that I will only physically touch you if you start to leave the play area or if you might hit something. Stay back from the grid that will be on the border of the environment. I will make sure no one else interferes with you. You are in a completely safe environment and I'll be here with you. Have fun!"



Don't Confuse People

Don't Confuse People



VR is HARD. The Controls are complex. Don't over complicated it.

If they get into your demo and ask 'what do I do now?' you've got work to do on your demo.



Common Mistakes That Confuse

- Complicated control schemes
- Confusing a tutorial with a demo
- Overwhelming them with stimulus
- Long intros or setup with limited interaction
- No clear objective for the demo



Best Practices for avoiding confusion

- Build in Demo support to your app
- Get right into the action
- Simple control schemes
- Provide in-VR guides for UI and Objectives
- Clearly show the demo is over and frame the experience for them.

In Practice: Avoid Confusion



Great Demo Examples:
TheBlu: Whale Encounter
Google Earth VR Tours

Bonus Protip: Disable or tape over menu buttons on controllers so they can't exit the demo by mistake!



Don't Embarrass People

Don't Embarrass People



People feel embarrassed if the demo activity looks silly to observers or they are unduly exposed in the demo process or teased.

Make the demo space inviting, cool and if necessary private.

Common Mistakes



- Very few people like to be watched while in VR experiences. Minimize this exposure.
- Calling out that they are struggling or not doing well in a game.(no!)
- Allowing others to yell or tease them while they are demoing.(no!)

Best Practices for Avoiding Embarrassment



- At minimum: Have space physically set apart from others for the demo.
- Don't tolerate teasing or mocking.
- Best Case: Curtain or wall off your demo area from the line and share the experience with others via MR or Video Feed.
- Reassure the person that they are doing fine regardless of performance in the demo.

In Practice: Avoiding Embarrassment



“VR is a whole new kind of experience and it’s okay to feel a bit overwhelmed. Come on into the demo area away from everyone else so you can really enjoy the experience. I’m going to help get you started and I am here to make sure you have a good time!”



Don't Keep People Waiting

Don't Keep People Waiting



The days of 4 hour wait times for VR demos are over!

There are systems & methods to help people not spend all day waiting for your demo.

Common Mistakes: Line Management



- Letting your lines back up beyond a 30 minute wait.
- Not communicating with people in line about breaks, down-time or 'last demo' position
- Letting VIPs or Press 'cut in line'
- Not posting demo times
- Over estimating how many demos you can do

Best Practices: Line Management



- Plan how many demos you can give
- Make a sign-up sheet or use an app to manage demo times. Save spots for VIP or Press
- Have a bypass line. Communicate wait times.
- If you let someone get in line, they get a demo. Don't send them away without one

In Practice: Handling lines



“Hey everyone in line, thanks for coming! I want to let you know we are going to do about 10 more demos before the hall closes and I have 4 people reserved in this time slot so only about 6 of you will be able to get a demo this session and it'll be about 30 minutes or an hour wait but you can see what the demo is like in this monitor”



Don't Ignore Feedback

Don't Ignore Feedback



- Demos are about creating fans.
- Demos are about getting feedback early.
- Demos are about building relationships.
- If you are not asking questions and recording the answers, you're wasting your time.

Common Mistakes: Ignoring Feedback



- You think more demos=better
- You fall back on the old 'so what'd ya think?'
- You have no means of collecting data
- You don't offer contact info for follow up
- You don't even know what feedback you want

Best Practices: Getting Feedback



Prepare specific questions in advance

Make sure the questions are open ended

Actively listen and write down the answers

Invite general feedback LAST

Provide your contact information, ask for theirs

In Practice: Getting Feedback

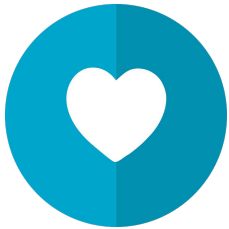


(at the end of the demo)

“Before you leave I’d really love the chance to get some feedback from you, is that okay? (have a notepad ready) What did you think about <specific element of demo>? Did you like <x> or <y> better? Why? How did the demo make you feel? Here’s my card, I’d love to know any other thoughts and you can track our progress on <online resource>”

Let's Put a Positive
Spin on Things

The Awesome Eight of VR Demos



Hygiene Shows
Respect



Consent and
Communication



Build User
Confidence



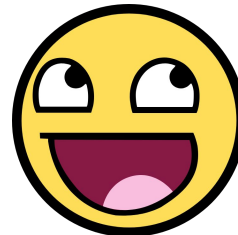
Respect Their
Time



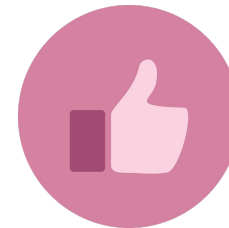
Ensure
Safety &
Build
Trust



Build
Rapport



Ensure A
Positive
Experience



Create
Enthusiastic
Advocates

I love helping people bring more people into VR.
Contact me!

Twitter: @JonVirtual

Facebook: Facebook.com/jonoakes

Linkedin: <https://www.linkedin.com/in/jon-oakes/>

Email: jbookes@gmail.com (this is the worst way to reach me)

Come to our meetups! Check out info at www.SVVR.com

If we got to this slide, I talked too fast or there were no questions

Other Demo Tips!

Disable Updates! Bring Duct Tape!

Make a Punch list! Beware of Union Rules!

Security! Bring your own power strips!

Batteries! Thumb Drives! Wireless Modem!

There's no way I'll get here in 30 minutes

Story Time: Roxanne's Bad Demo

Story Time: Our Demo with Woz

If we got here someone goofed and gave me an hour slot

Did I mention I'm writing a book about the business end of VR? Demos, working with conferences, promoting your apps and basically staying alive as a VR developer while the industry matures? Next year.