

# ViZone

A virtual platform to connect people and organise events



UMO Design X Social | Team MΔSKED  
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## Team Members



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# Problem Identification

Despite lockdown, people are still going to events and parties that result in the spread of the virus.

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So, this solution is an attempt to make human connections interactive while still keeping the sense of connection. This can help us reduce our carbon footprint and people can connect with their friends and colleagues anywhere in the world.

# Urgency & Importance

People need interactive elements.

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Remote work is here to stay as this is the new normal. However, we can strive to make it better. Humans need interaction to function. People like to communicate. It is beneficial and necessary for our well-being.

Companies plan weekly activities for their employees to help them relax. It develops the connection among the colleagues. They also have big events, or like to visit cafes and hang out with their friends. Universities host orientation and other events throughout the year and the list goes on.

We are trying remote tools like video calling platforms to interact with each other. However, it's getting monotonous to look at rectangles and it's worse if the person you are talking to has their camera off! Now you are looking at a dark rectangle and an icon popping up and down whenever they speak.

# Target User Persona 1

## PROFILE

*Job Title:* HR Executive

*Gender:* Female

*Family Setting:* 3 people

## DEMOGRAPHICS

*Income:* 3 to 4 lpa

*Education:* Graduated

## FEELINGS

*Values & Goals:* Make new connections, wants the employees of the workplace to connect with each other, organise workplace activities.

*Worries:* Cannot reach out to many people due to restrictions.

*Influences:* Workshops, webinars, colleagues, friends, social media.

## OBJECTIONS

*Cost:* Can spend on online activities, webinars through office budget.

*Fear:* Employees won't find the online activities interactive enough.

# Target User Persona 2

## PROFILE

*Job Title:* Professor in University

*Gender:* Male

*Family Setting:* 5 people

## DEMOGRAPHICS

*Income:* 10 to 12 lpa

*Education:* PhD

## FEELINGS

*Values & Goals:* Likes to connect with students to build trust and encourage them, take care of family.

*Worries:* Unable to have interaction with new students.

*Influences:* Webinars, colleagues, college fests

## OBJECTIONS

*Cost:* University budgets handle the online events.

*Fear:* Students won't feel comfortable and trust their professors.

# Target User Persona 3

## PROFILE

*Job Title:* Student

*Gender:* Female

*Family Setting:* 4 people

## DEMOGRAPHICS

*Income:* Family income and internships

*Education:* 2nd Year University Student

## FEELINGS

*Values & Goals:* Studious and outgoing. Likes to interact with people. Used to host surprise birthday parties for friends.

*Worries:* Not able to meet friends. Was excited to attend college fests. Exam stress. Boring birthdays.

*Influences:* Workshop and webinars ads on social media, friends

## OBJECTIONS

*Cost:* Can afford to spend on virtual tools to a certain extent.

*Fear:* College Schedule. Screen Time

# Explorations

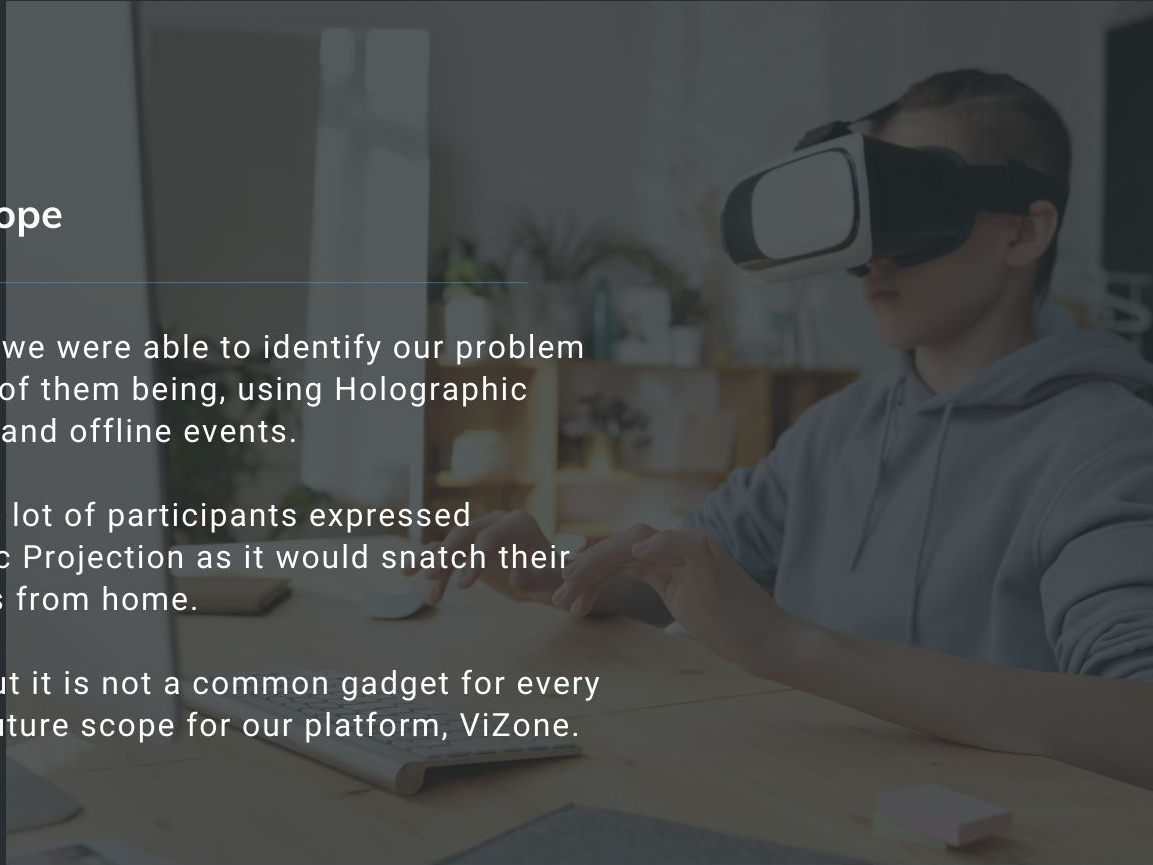
## Other Alternatives & Future Scope

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After our primary phase of research, we were able to identify our problem and consider alternatives for it. One of them being, using Holographic Projection to host and attend virtual and offline events.

However, after our User Interviews, a lot of participants expressed discomfort in the idea of Holographic Projection as it would snatch their idea of comfort and attending events from home.

We considered using VR Headsets but it is not a common gadget for every household, yet. This can work as a future scope for our platform, ViZone.



# Final Solution & Innovation

## Interactive platform to attend events

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Our research led us to a solution to provide people with a fun way to interact with each other. This is for people who are working or studying from home. Pandemic lifestyle restricts them from attending social gatherings which were an outlet for relaxation from work.

During the interviews, users showed interest in having a virtual character to represent them. The option of having either their character on screen or the camera on/off is what we decided to go forward with to suit different needs.



# User Experience

## Video link for prototype

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Using ViZone, office workers can shift their get-togethers and events from video calling platforms to ViZone. Here they can interact and meet with their colleagues in a virtual world or map specifically designed for their event's theme.

Every user can dress their character accordingly. It also has in-built games to host challenges and win gift coupons. Some games are solo and some offer teamwork.



# Design Process

1

## Mindmap

to explore the problems

2

## Research & Interviews

to get in-depth information and statistics

3

## Define (Problem)

coming to a problem statement

4

## Secondary Research & Interviews

for the problem identified and understanding users' perspective

5

## Proposing Solution

giving a base to the data from interviews and basing our wireframes around it

6

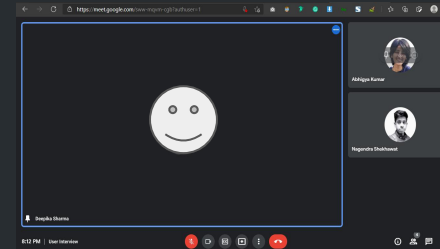
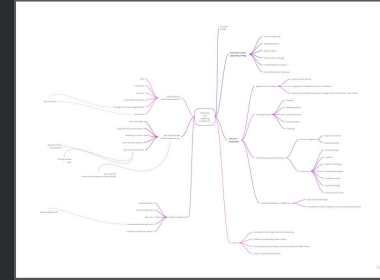
## Design & Prototype

making platform screens and a prototype to transfer our ideas

# Research

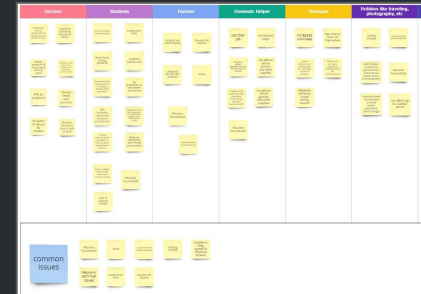
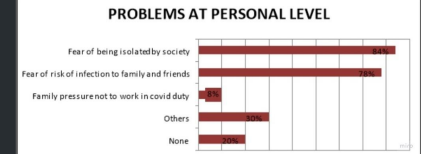
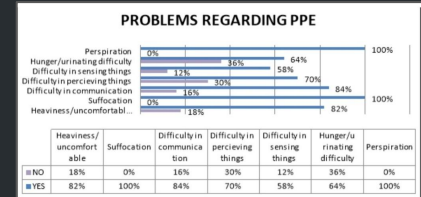
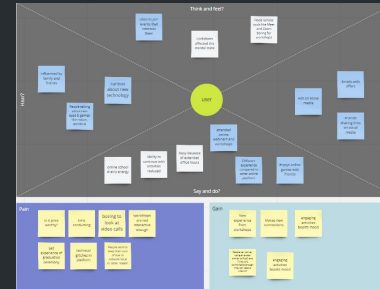
## Primary Research

- Mind mapping to understand the spectrum of problems
- Articles and media to know the statistics
- First phase of User Interviews to understand different problems deeply



## Secondary Research

- KWL Chart to understand different user groups
- Second phase of User Interviews to understand our target user for V-VENT.
- Empathy Mapping



# Impact on the Society



**ViZone attempts to make human connections interactive while still keeping the sense of connection**

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Social events affect our mental health. After staying in or working for a longer period of time humans like to interact with each other, make new connections. People join workshops or play games with their friends.

Lockdown has made it difficult for users to enjoy events like office events, birthdays, graduation, etc. The 'Zoom Call Birthdays' lost its impact and people succumbed back to dreading calls. It led to people meeting each other when the lockdown was relaxed. It was, in fact, a reason behind the 2nd wave

ViZone attempts to make human connections interactive while still keeping the sense of connection. Moreover, this helps us reduce our carbon footprint. People can connect with their friends and colleagues in a new way. It can be used by everyone even if they are uncomfortable switching on their camera.

# How is our solution sustainable?

It is made for the new normal and the future ahead

The new normal has changed how the world was working. It has opened the possibility of remote work. Now, we have the option of choosing which seemed unreal to a lot of corporates before. Next wave or not, people can attend events from home which are overseas. Or maybe due to an illness or disability, they are prevented from attending a workshop physically, they can attend it online now. Making it interactive with AR and VR increases the possibility of interaction and connection for everyone.

Attending online is equal to reducing travel and transport which is better for our environment.



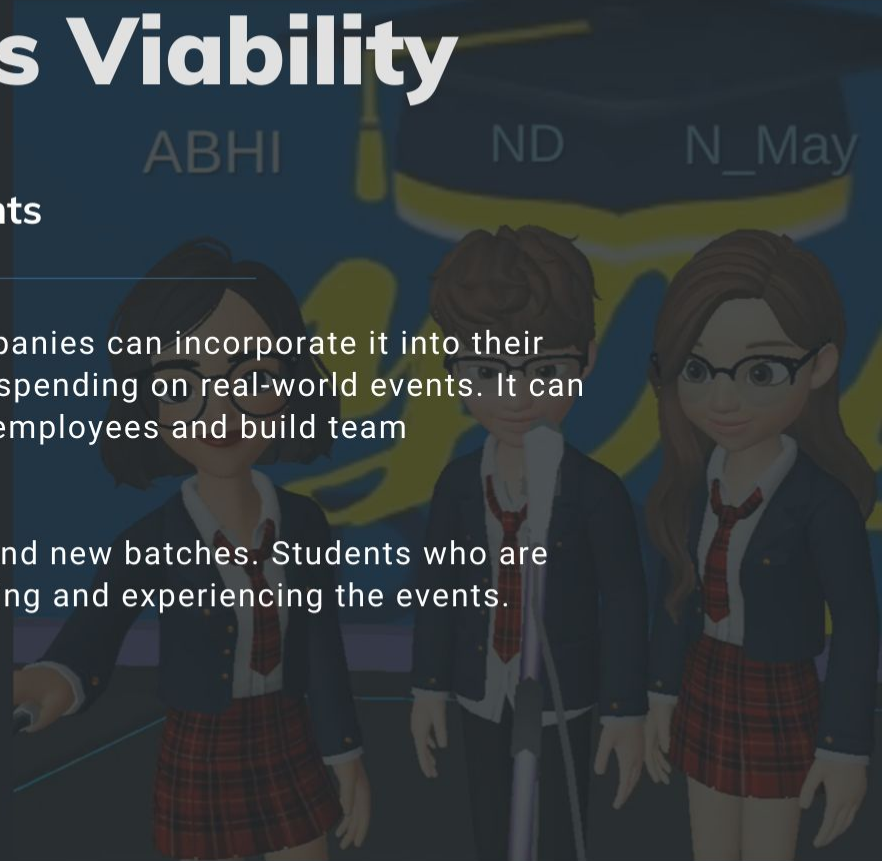
# Execution & Business Viability

## Improving the online standard of official events

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The platform is currently desktop/laptop-based. Companies can incorporate it into their budget to host events at a less price as compared to spending on real-world events. It can also help them connect with their permanent remote employees and build team connections.

Universities can host grand events for their farewell and new batches. Students who are distance-studying can also have the benefit of attending and experiencing the events.



# Thank you!

## An amazing opportunity to learn and grow

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We would like to thank UMO Design for hosting Design X Social 2021. It helped us practice research methods and get direct insight from our mentor, Sir Shree Ransubhe. His guidance has been helpful throughout the project and we appreciate it a lot.

Working as a team was a wonderful experience, we had brainstorming sessions, conflicts, falling out and coming up together again to finish the project together.

We would also like to credit Zepeto. It helped us to showcase our idea.

- Team MΔSKED  
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