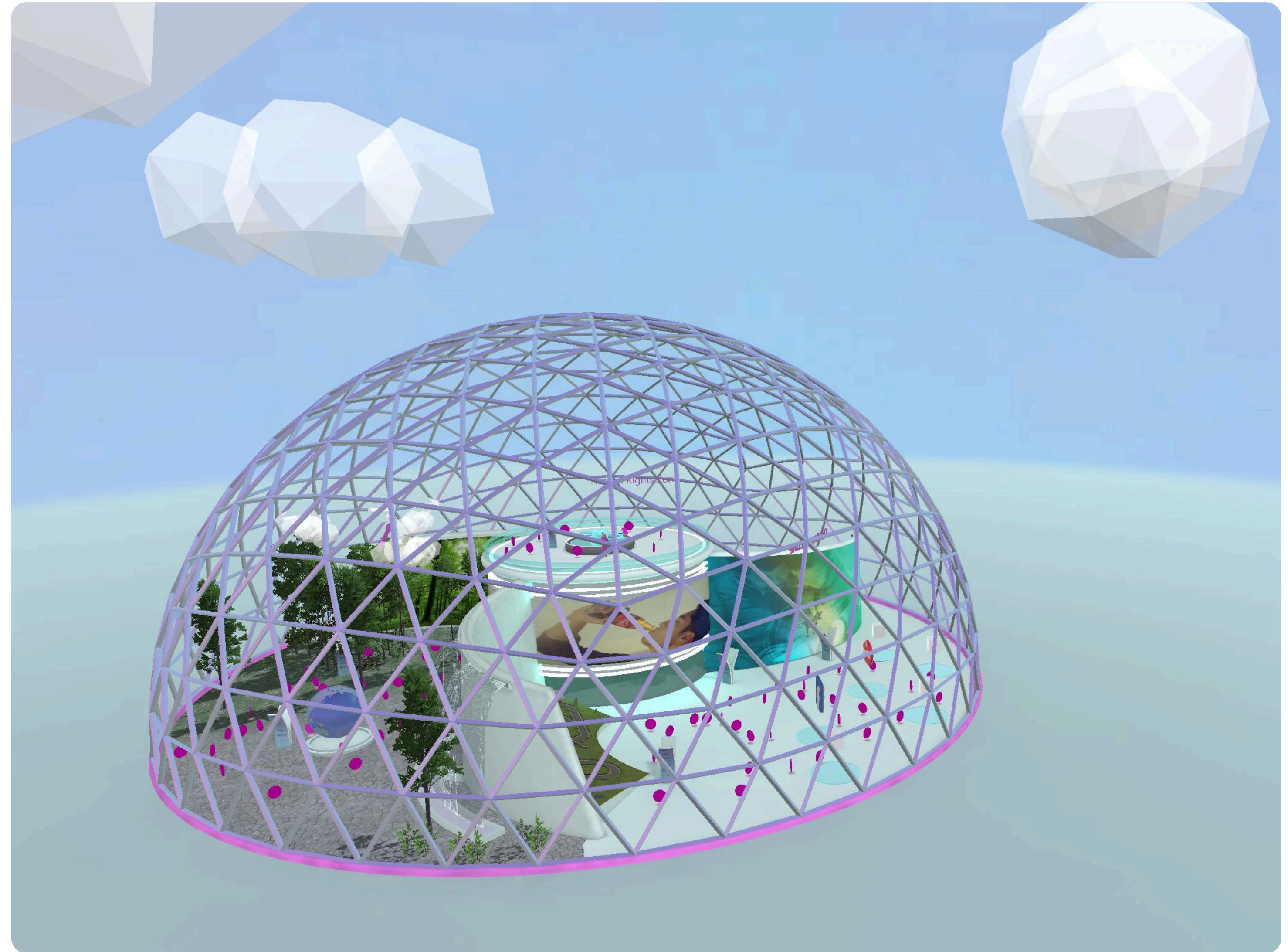


**Sean Hanrahan**

UX & Interaction Design Case Study

# **Creating Accenture's Virtual XR Global Summit**

**Spanning 3 days across 4 continents, Accenture's Global Virtual Supplier and Sustainability Summit 2020 created opportunities for 800+ attendees of corporations and diverse suppliers to meet and engage in an innovative and virtual environment.**



## My Responsibilities

Responsible for leading design and strategy, through discovery and ideation, prototyping and production. I directed a team of engineers and designers to deliver a fully immersive experience across desktop, mobile, virtual and augmented reality.

### Discovery + Strategy

Research

Ideation

Prototyping

### Design

Mockups

Design Systems

Prototyping

User Testing

### Production

Virtual Environments

Servers

App Builds

Websites

### Delivery

Demos

Events

Updates

## Objectives

In 2020, "Zoom Fatigue" became the overall sentiment when attending virtual events. Most platforms are impersonal since the software curates who you talk to. People desire real connection with people.

## How might we

Recreate the spontaneity of human conversations through virtual avatars using text or video chat

## Features

Guided Installation

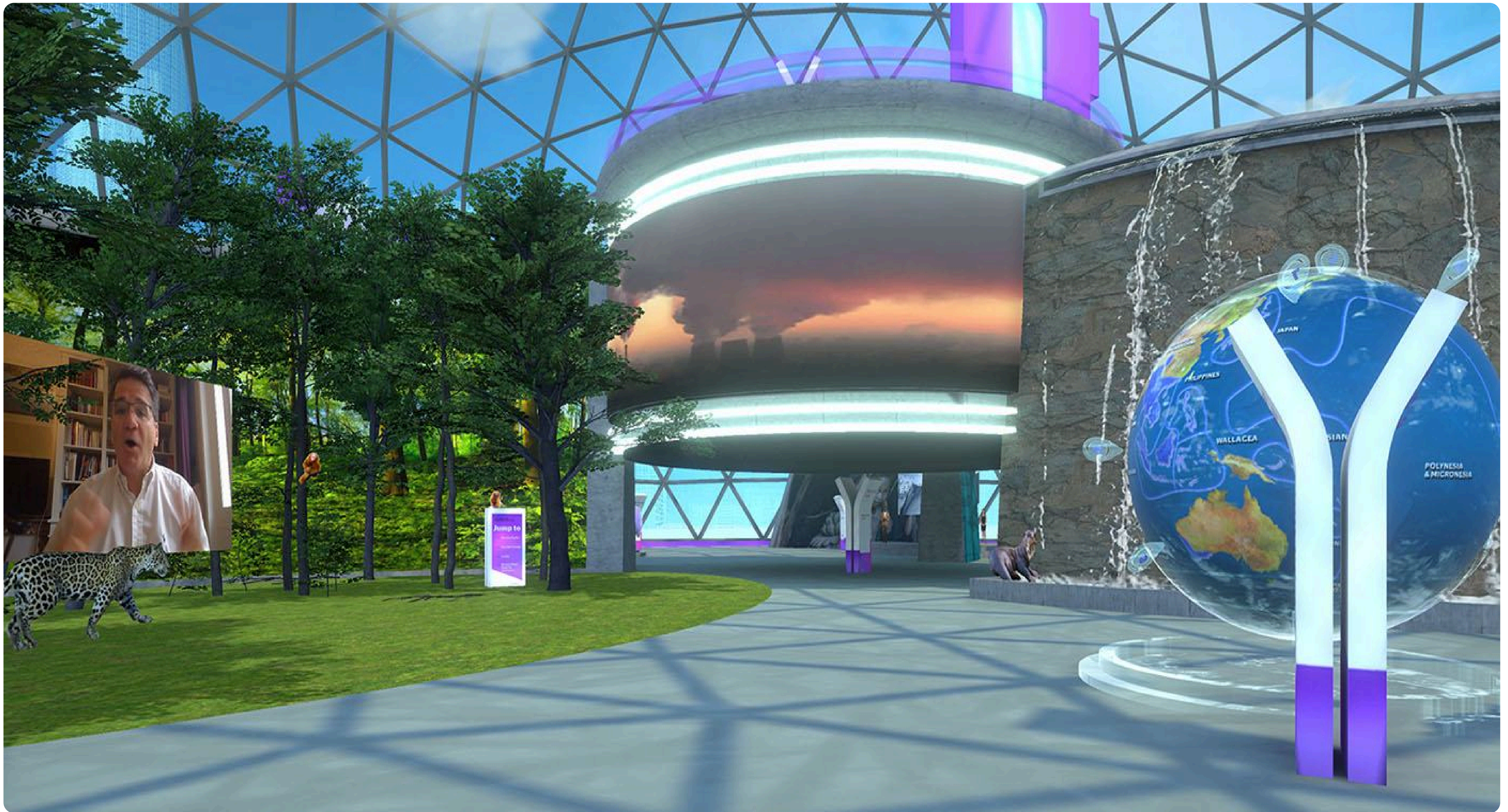
Text Chat, 1-1 Video Chat, Q&A, Moderator Portal, Live Chat Support

Live Media Streaming

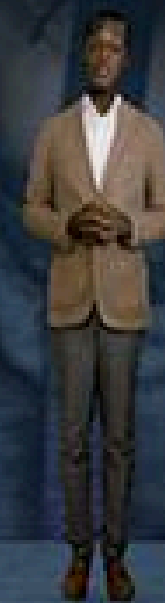
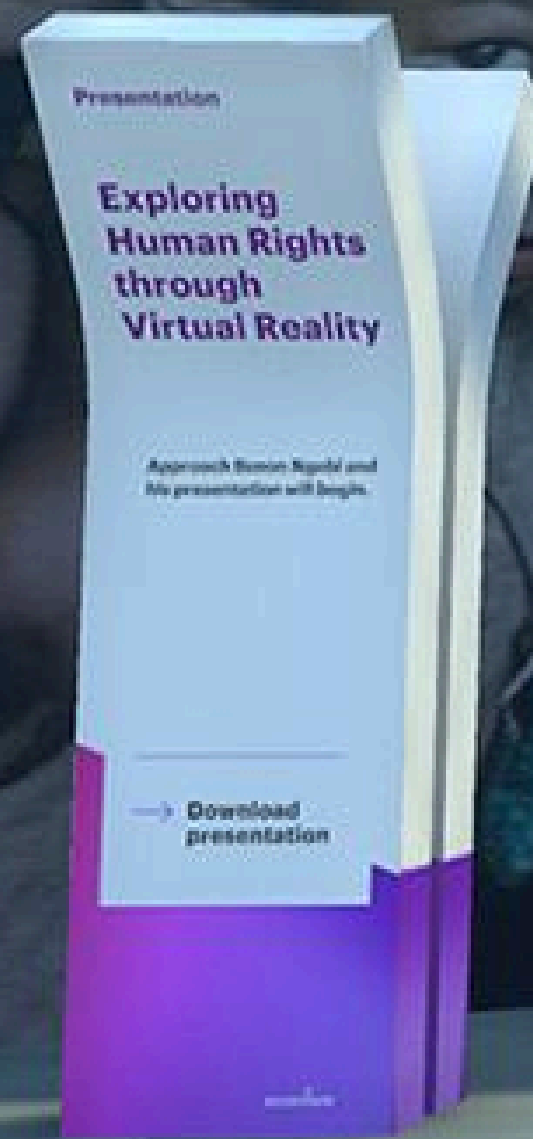
Registration, Landing Sites, Notifications

Knowledge Base Chatbot

Interactive Objects with Localized Playback across Native, AR + VR Modes



# Do you know your Human Rights?



## Platforms

Continuity was paramount to ensure a intuitive and seamless user experiences across devices

# Desktop

macOS + windowsOS

# Mobile

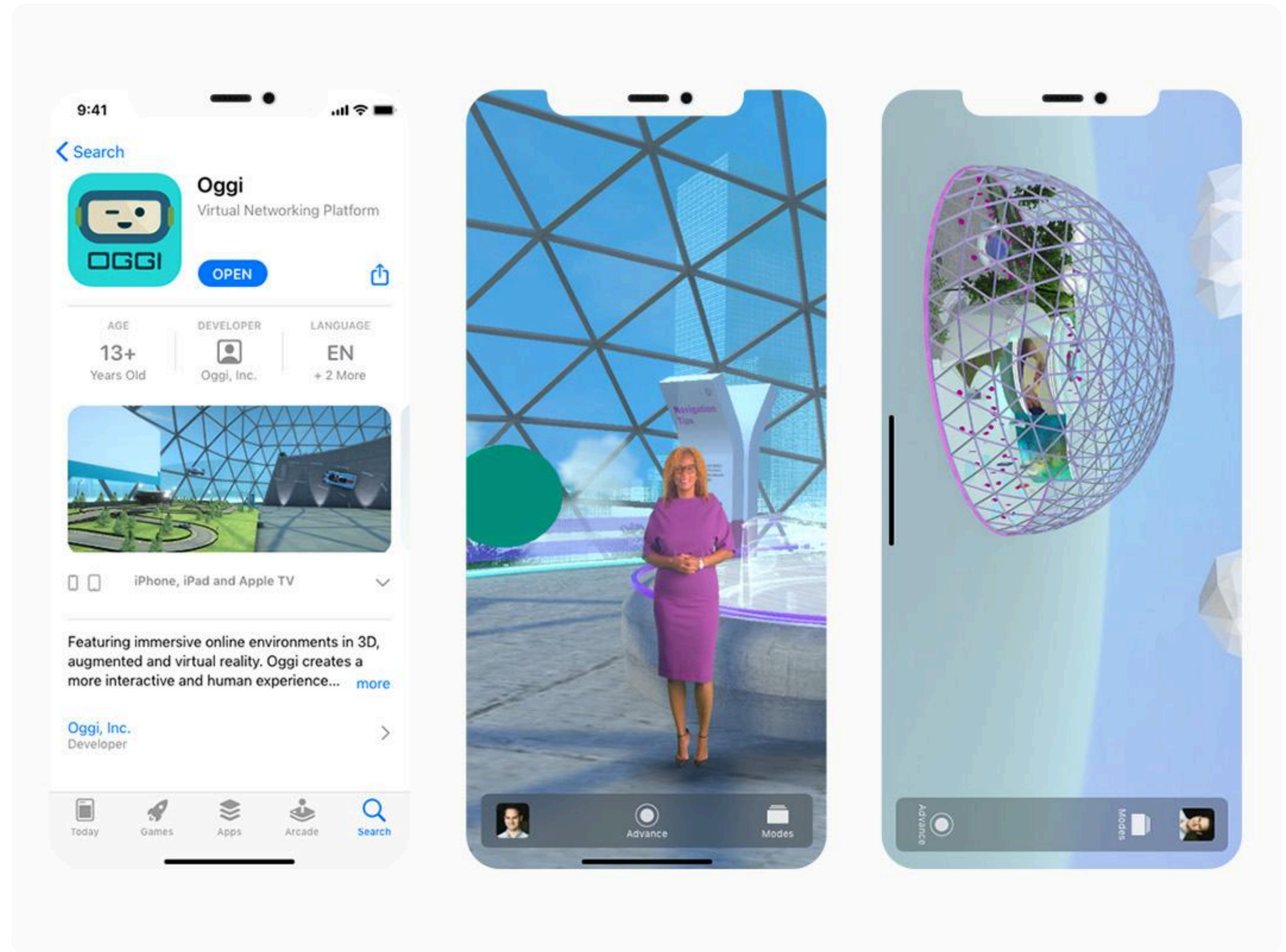
iOS supported Native,  
AR + VR

# Browser

Chrome, Safari and Firefox  
supported via Furioos

## Native iOS

Cross-platform apps to build on multiple platforms with a single codebase





## Streaming Media

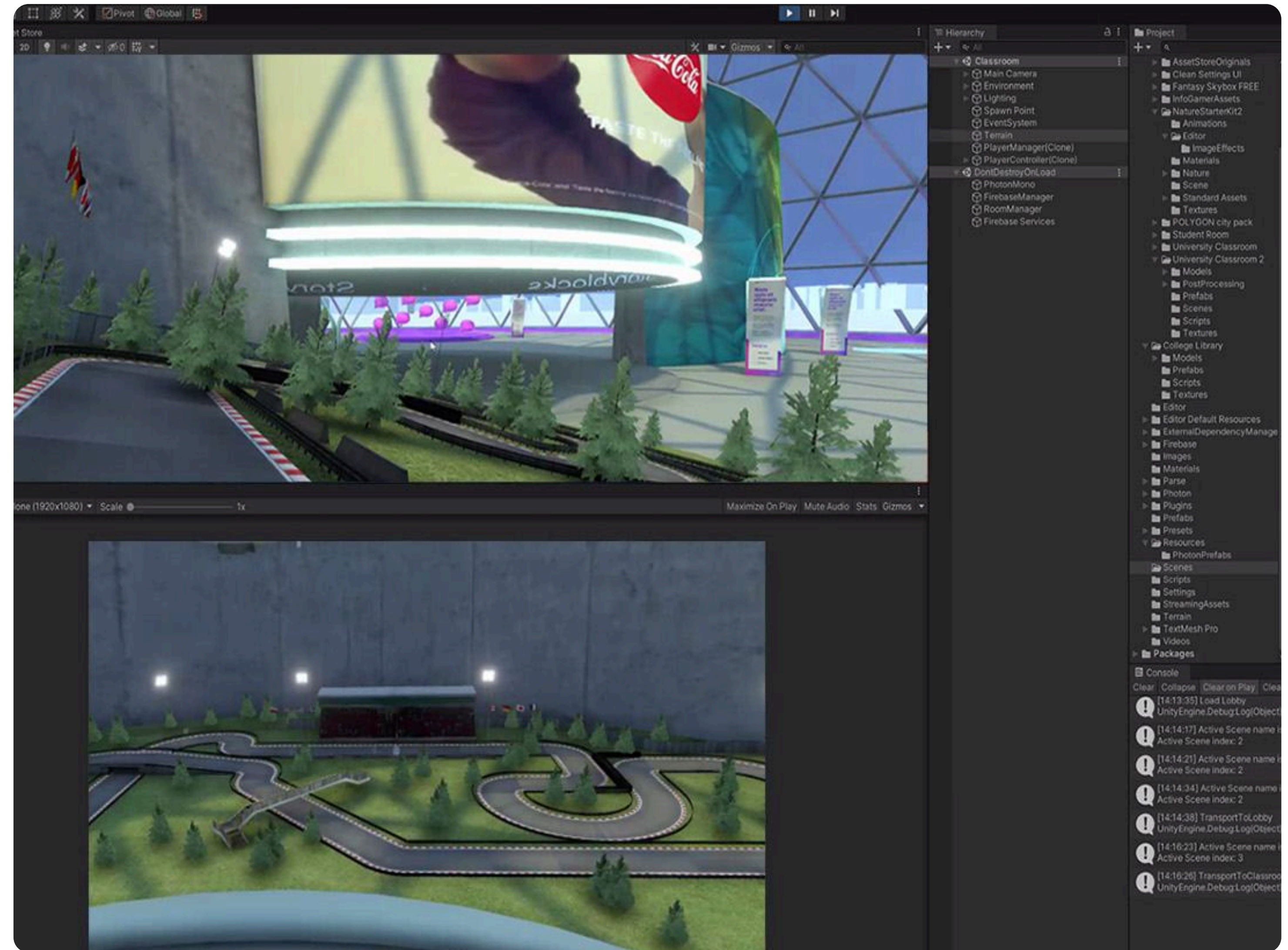
Pre-recorded and live media streaming turned this virtual environment into a dynamic and real-time event venue. With stages and screens throughout, users can choose to roam with a continuous playback, or select to discover new location-based content





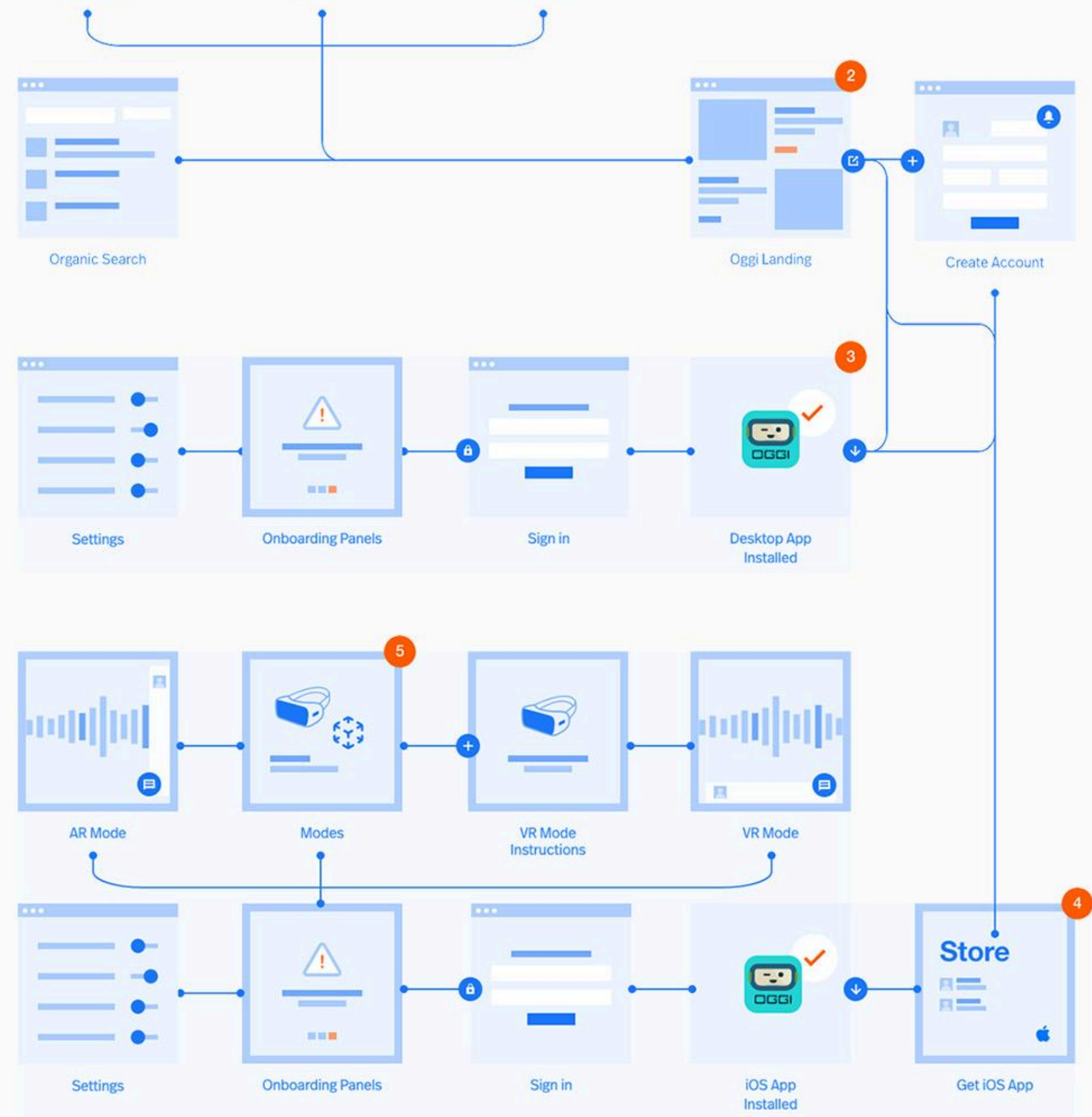
## Environment Design in Unity

The environment was separated into 5 areas, the first being the Lobby (orientation), then to the Atrium to port to different sections based on themes or event programming.



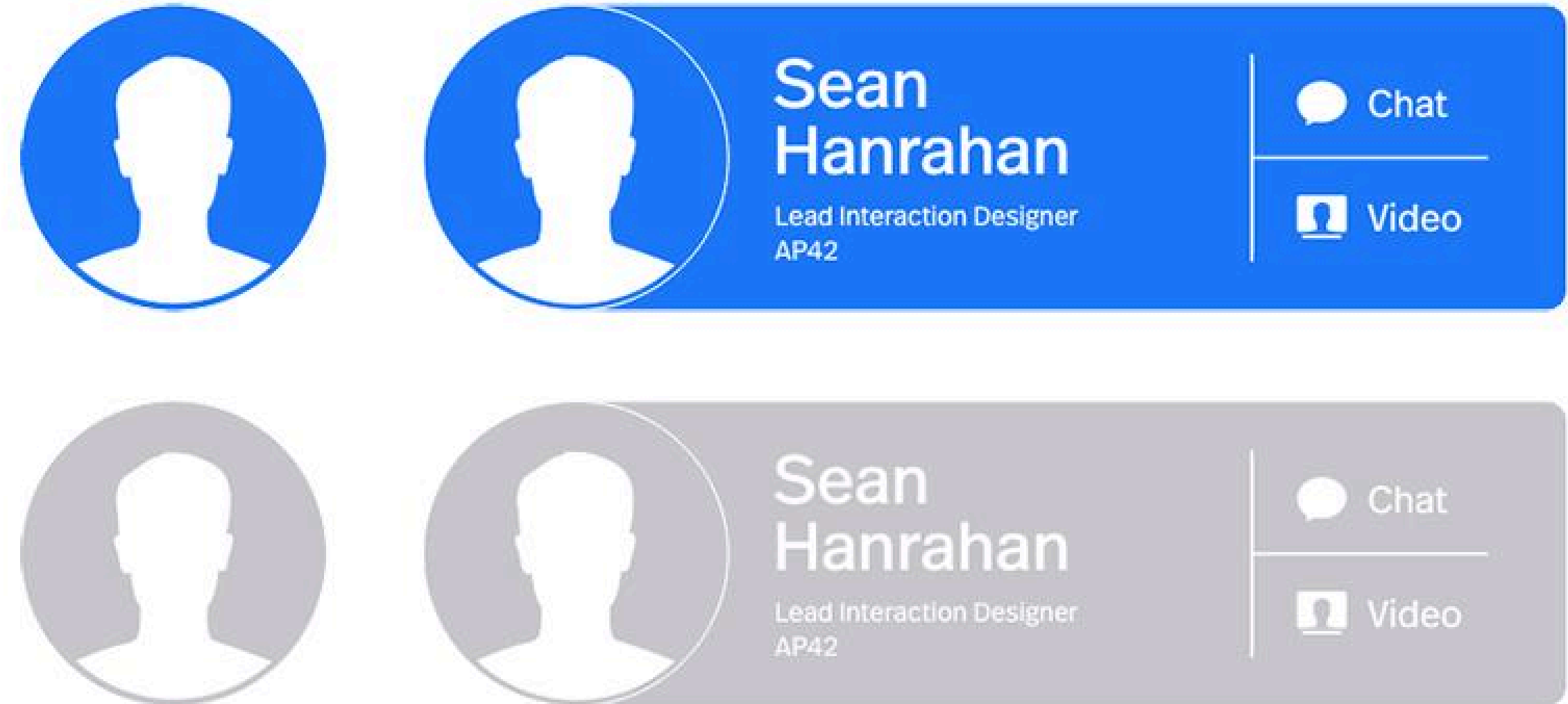
## User Journey

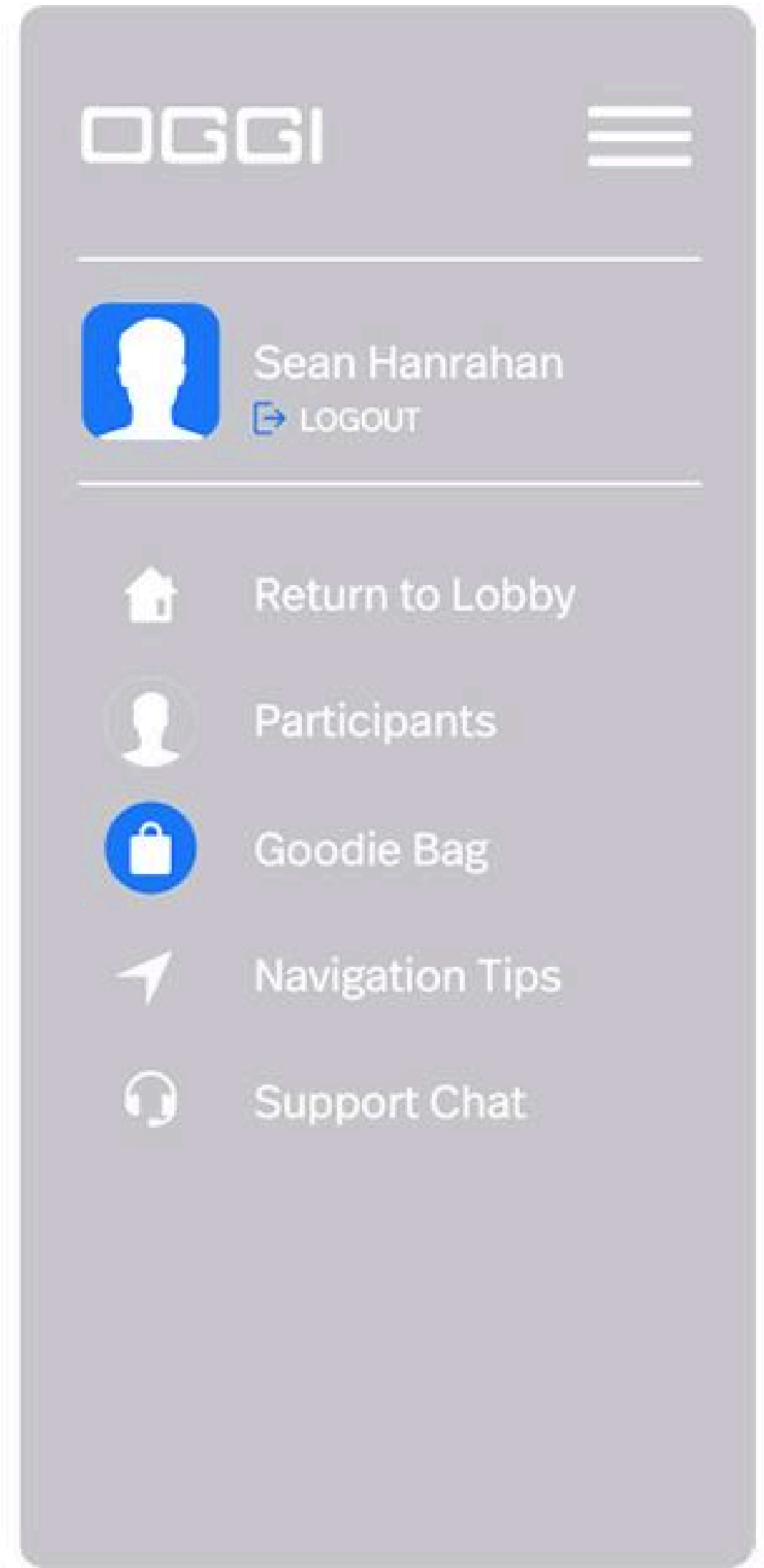
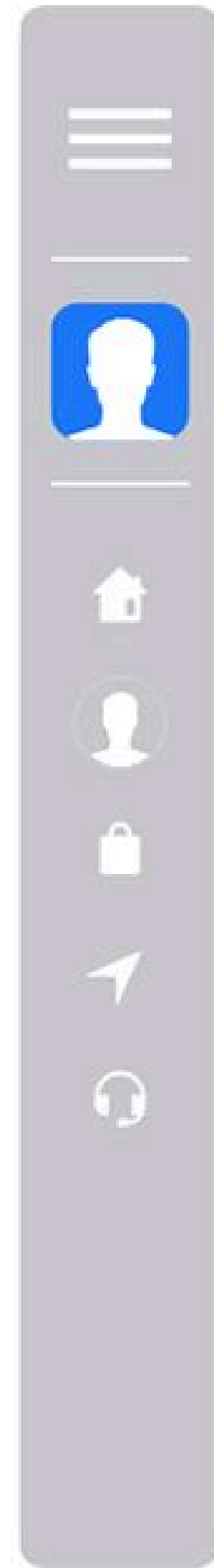
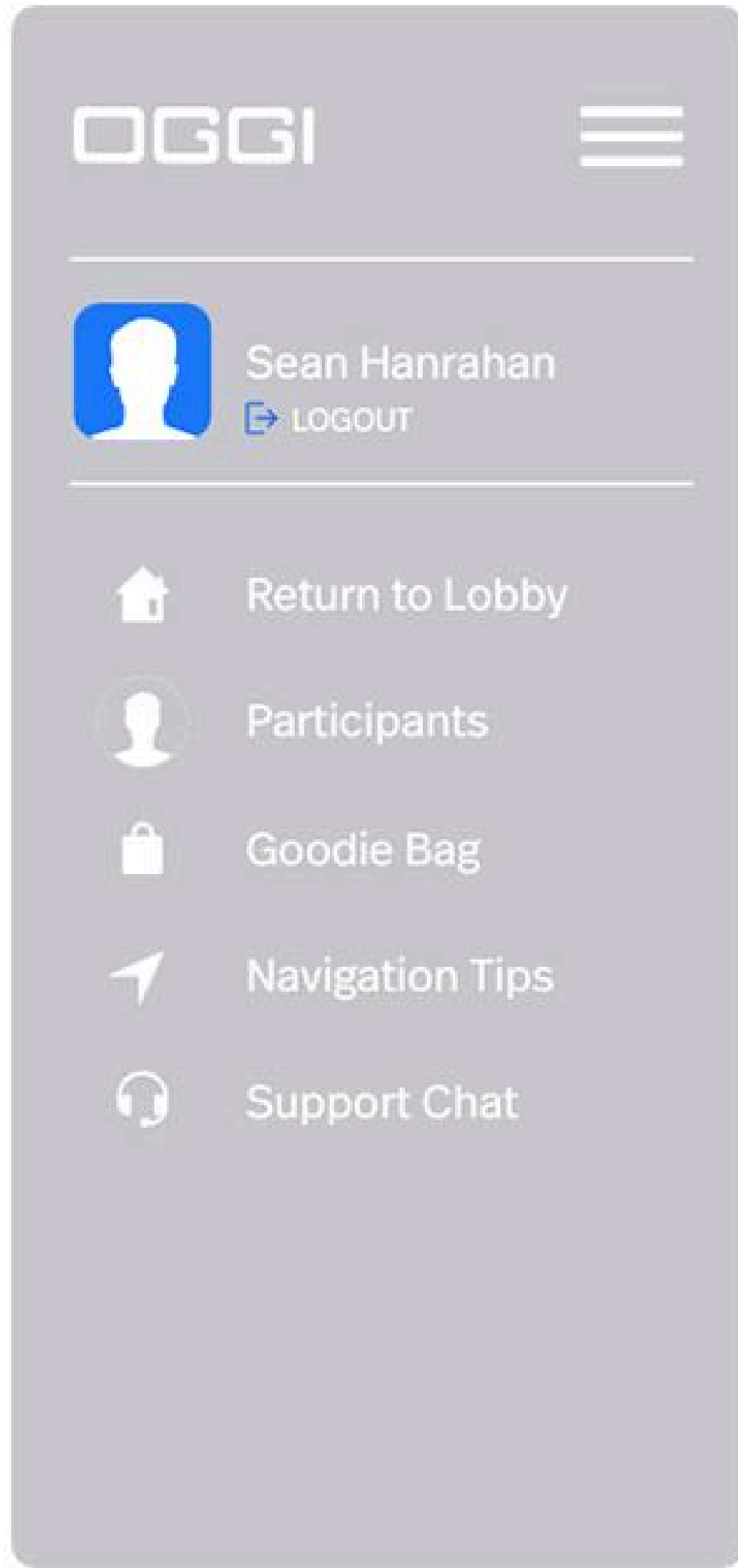
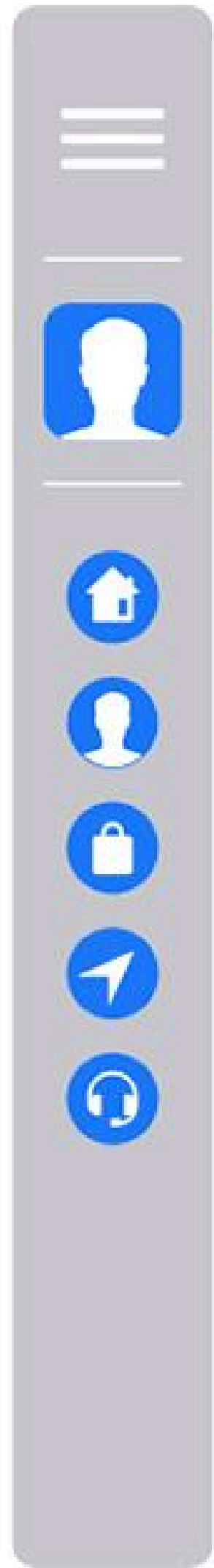
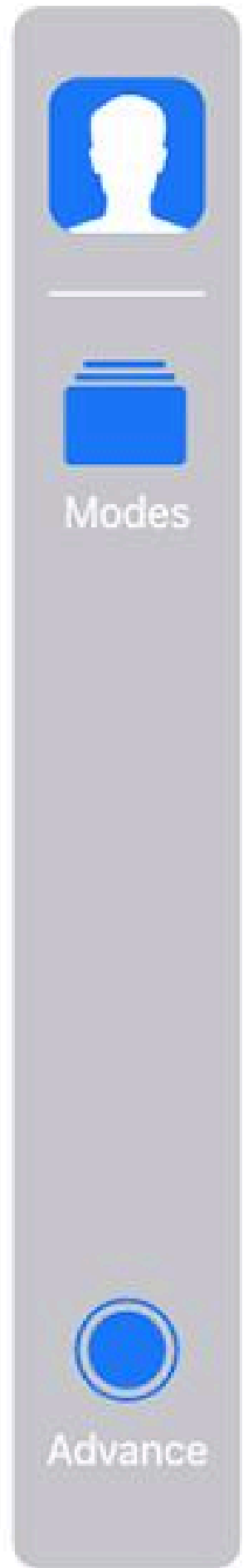
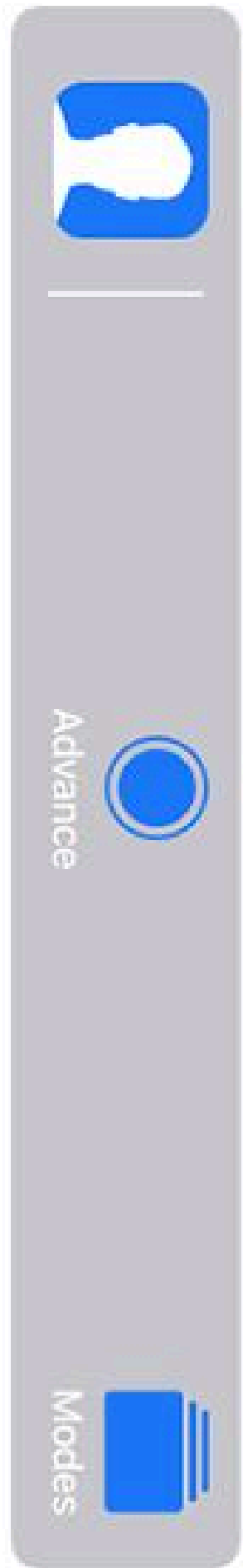
I mapped several different user journeys from discovery to installation to sign-in.



## Avatars + UI Controls

To recreate the spontaneity of human conversations through virtual avatars, text and video chat were core prominent features. A collapsible menu provided navigation controls while the avatar panel displayed information and initiated actions between users






✕

# Sean Hanrahan

would like to chat with you


















Lead Interaction Designer  
AP42

[Accept](#) [Decline](#) [Share vCard](#)

✕

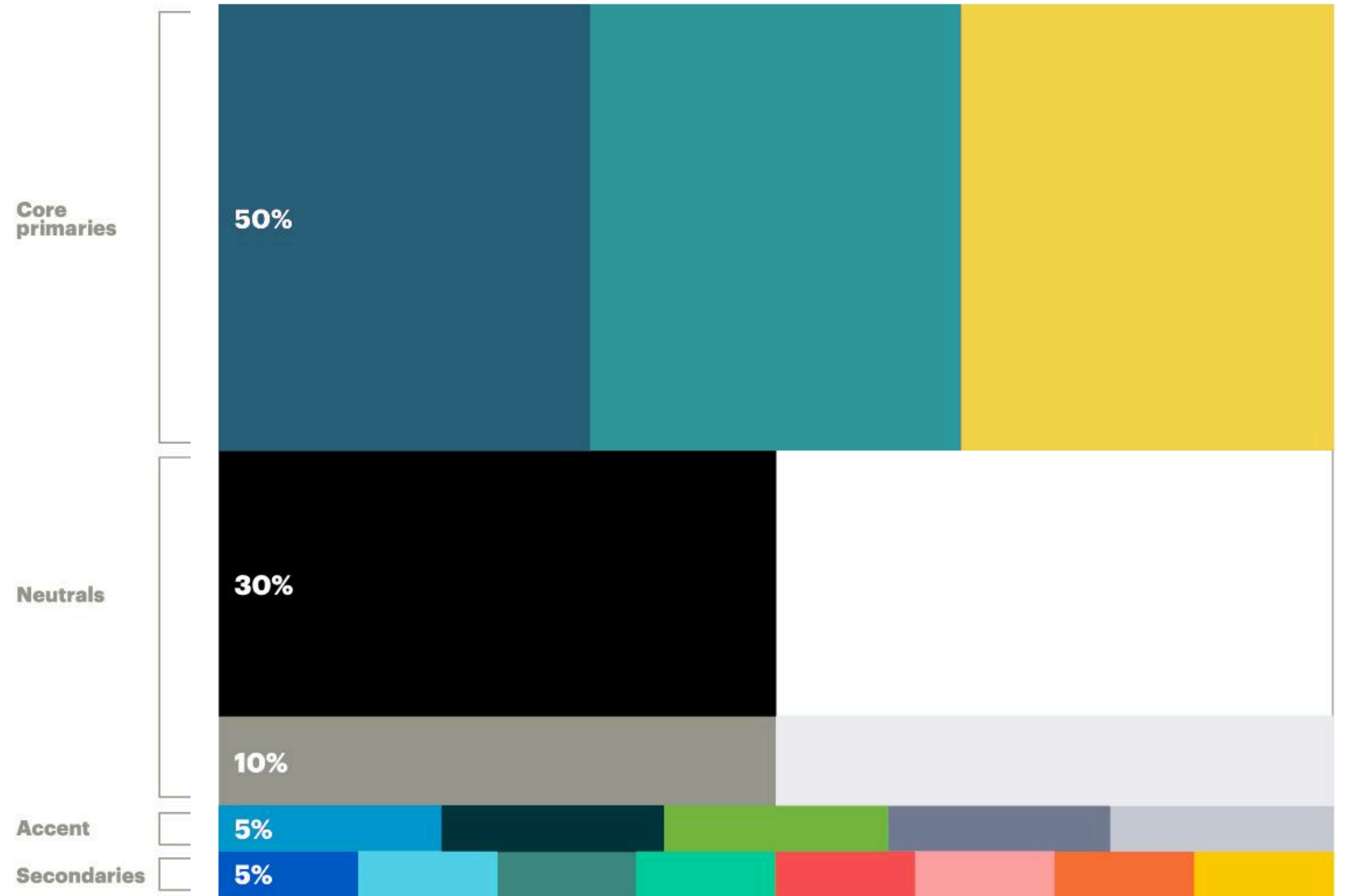
# Participants

Sean Hanrahan	AP42			
Imelda Alejandrino	AP42			
Jane Doe	Amazon			
Sean Hanrahan	Disney			
Sean Hanrahan	Google			

• • • • •

## Color System

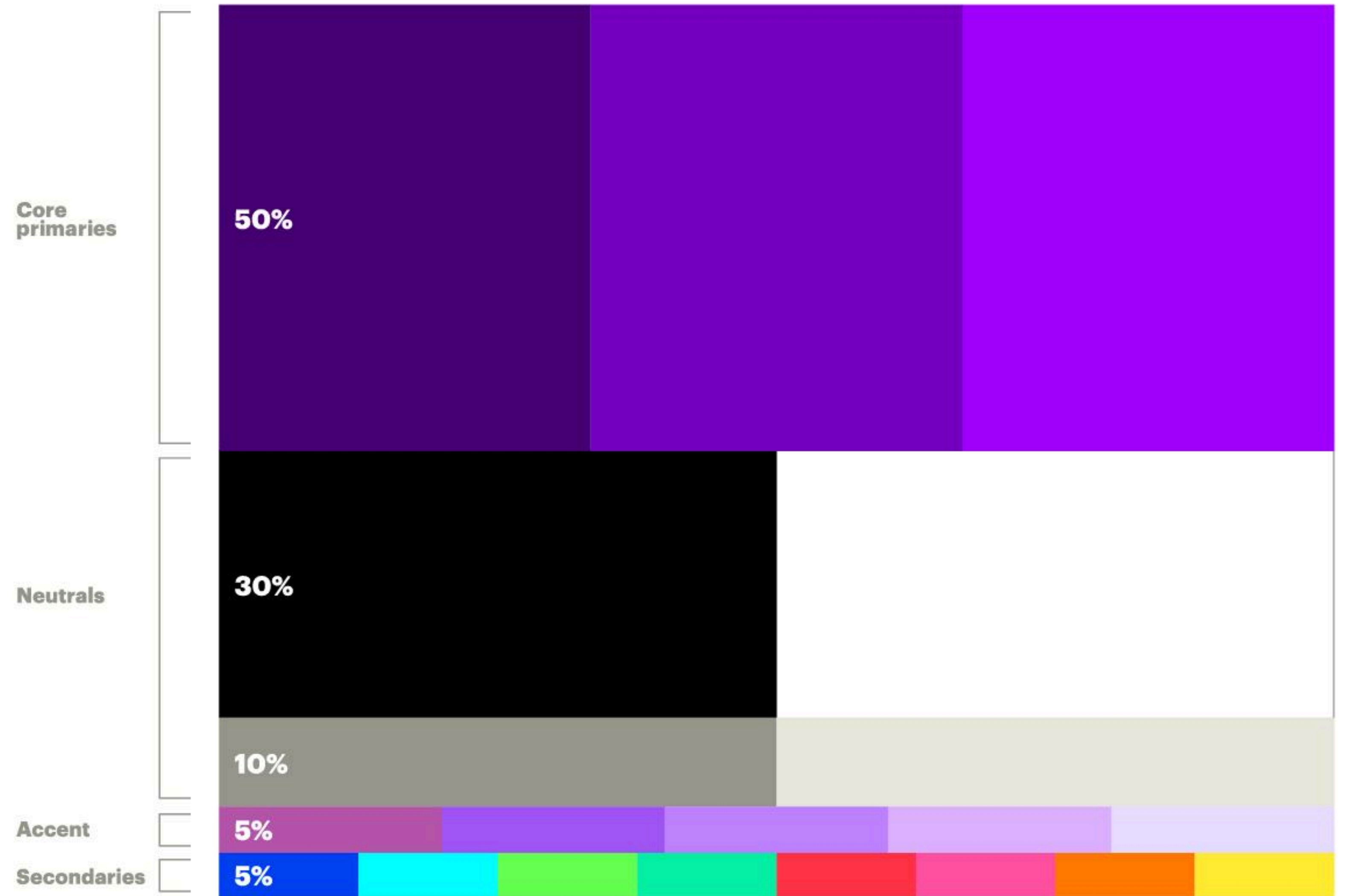
Oggi provided a default brand system and extended customization services to clients to inherit brand guidelines





## Color System

Accenture's existing brand guidelines required shifting all colors, styles and placement from Oggi's brand system. This was a custom service provided to clients to brand each experience



LOBBY



**Sophie Williams**

would like to chat with you

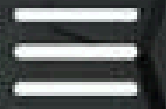


Account Executive  
AP42

Accept

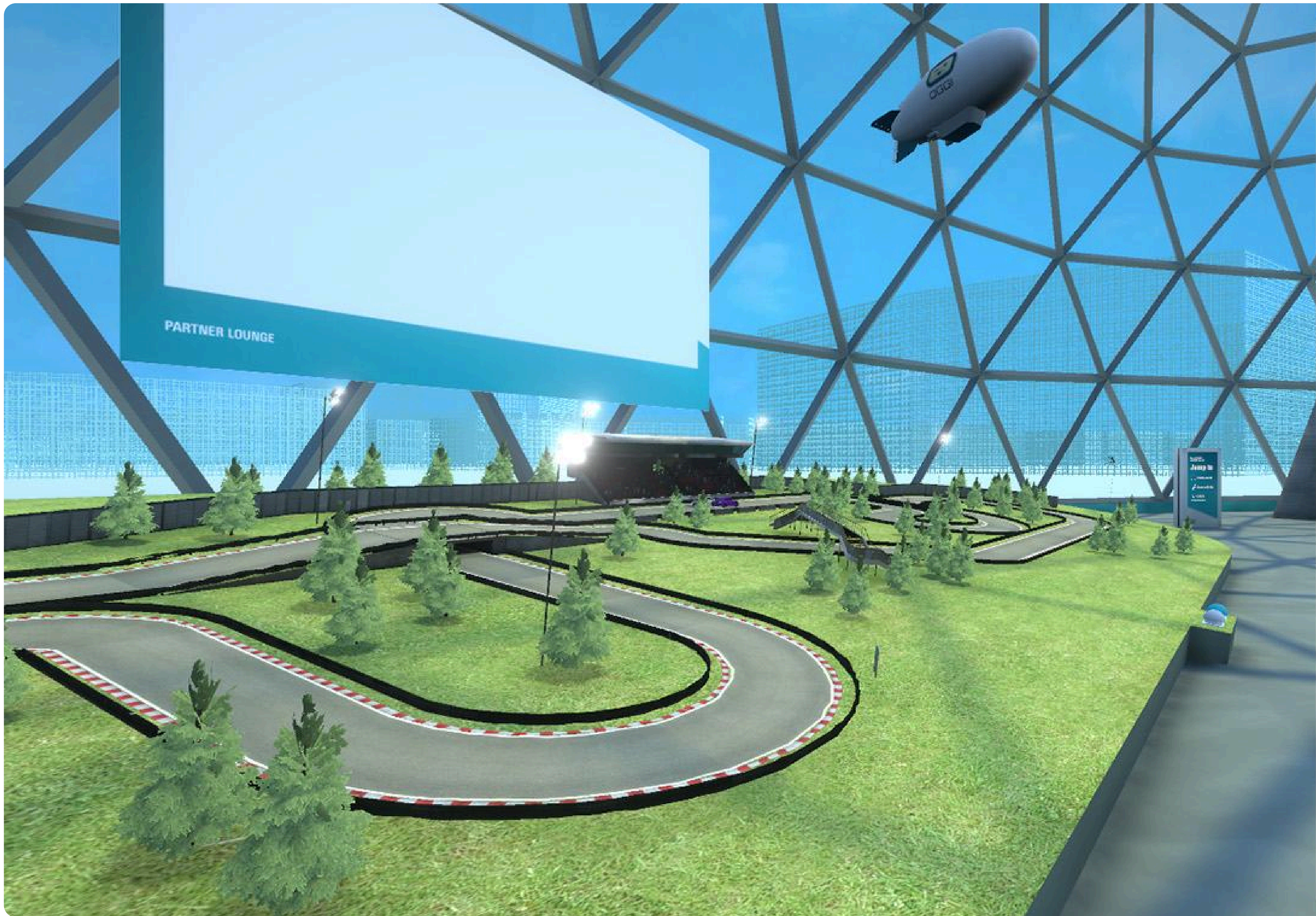
Decline

Share vCard

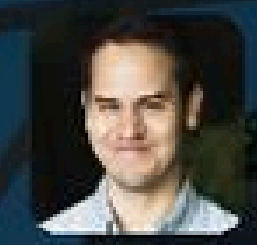
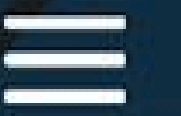


*Explore the environment*

Start through the Auditorium the way to attend today's events or through the Altimetrix to help for some interactive experiences.



OGGI



Sean Hanrahan

LOGOUT



Return to Lobby



Participants



Goodie Bag



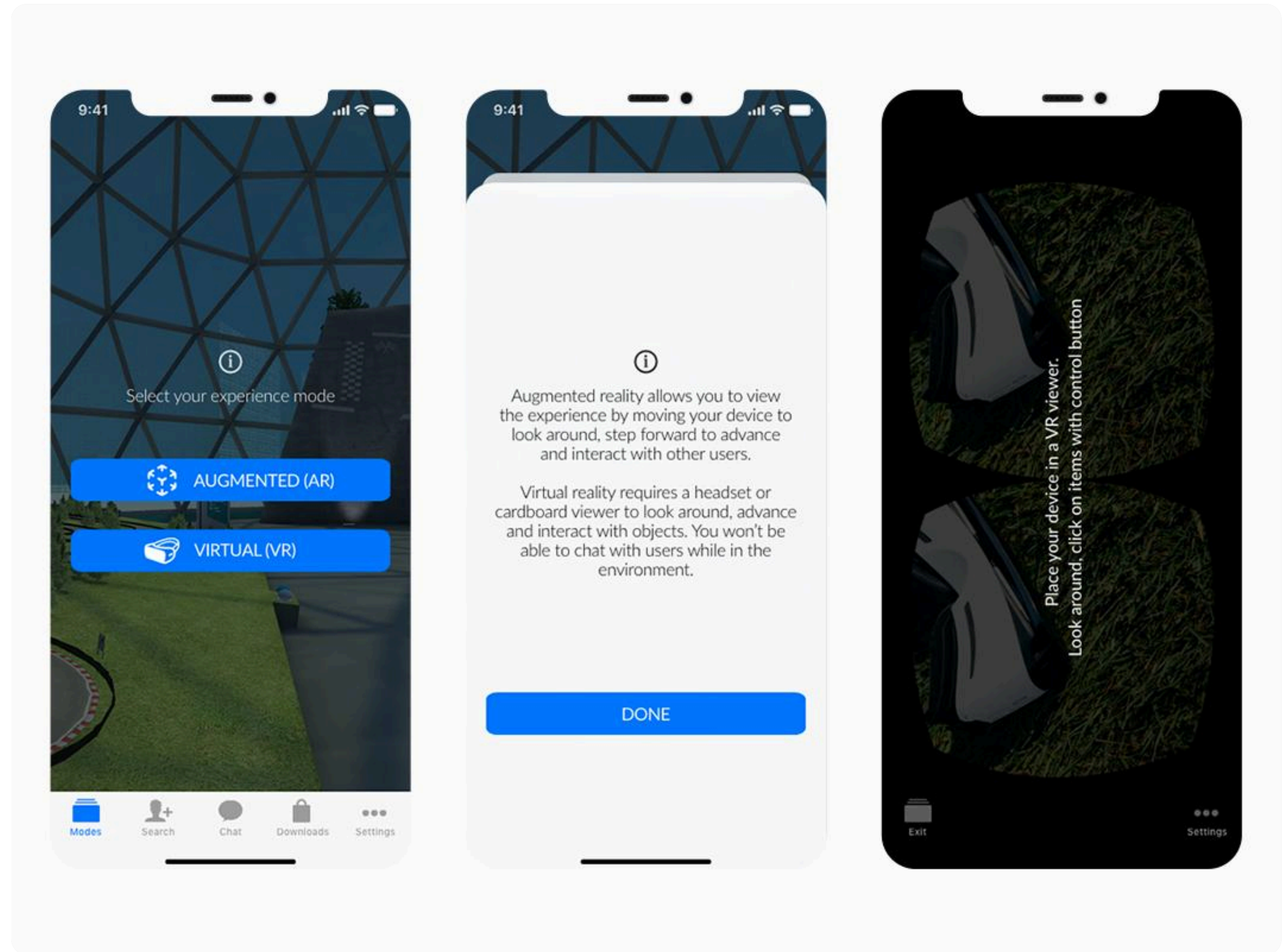
Navigation Help



Support Chat

## Mode Selection

Depending on hardware specs, some users could switch between modes using the same app



**User testing highlighted many barriers to entry. We needed to improve onboarding, support and the setup + installation process**

In-App Onboarding

Better User Support

Installation Guides

Embedded Human

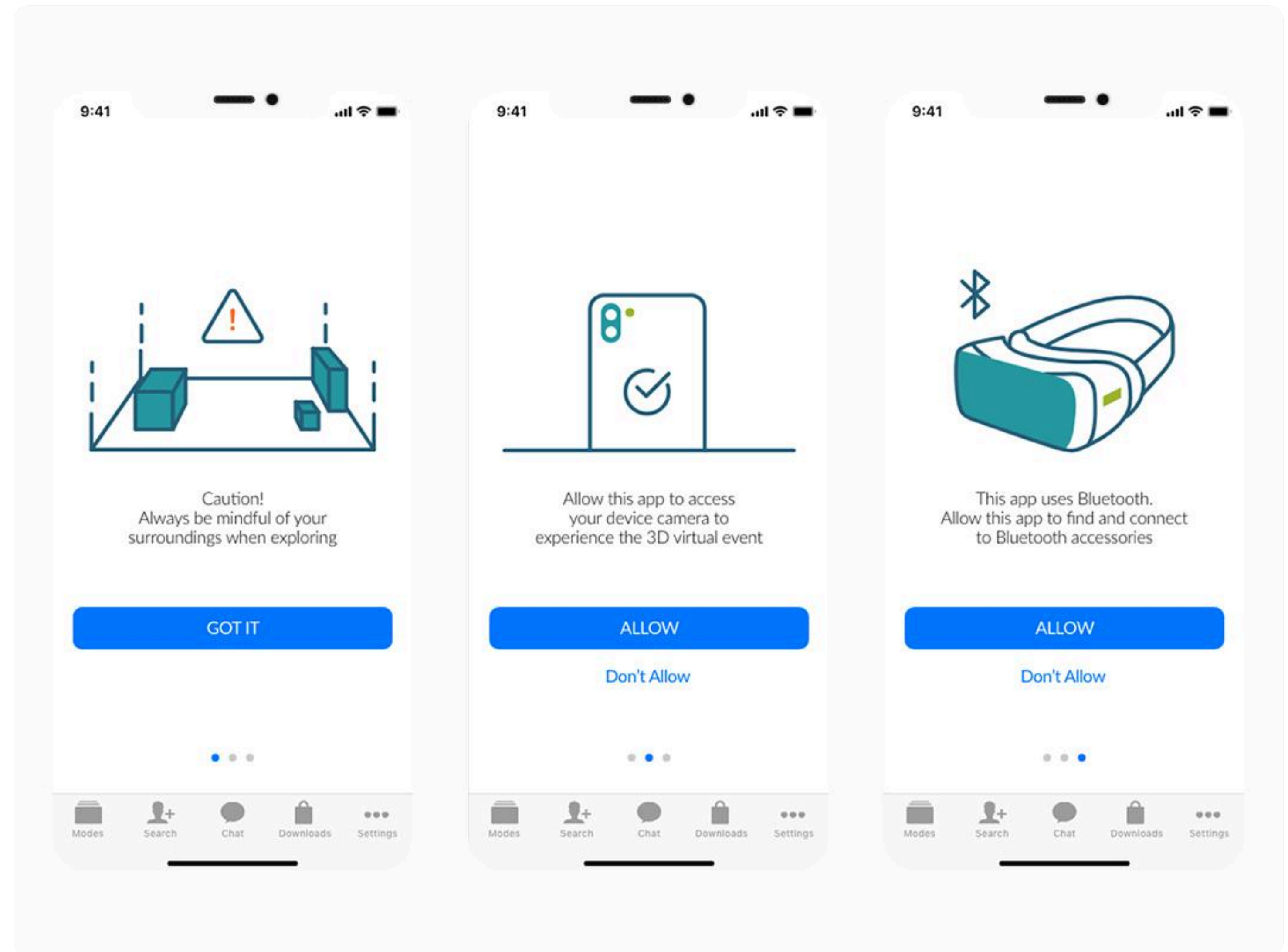
## Installation + Onboarding

Our users were from all backgrounds, living in countries around the world and having little to no IT support as everyone worked from home or remotely.

**First, take the  
Oggi tour.**

## VR Onboarding

Most of our users had never experienced virtual reality before, and many were installing and running our apps without any IT support



## Success Metrics

The 3-day Accenture event was a success for the team and attendees and staff around the world

**81%**

invitees installed the app  
successfully and joined

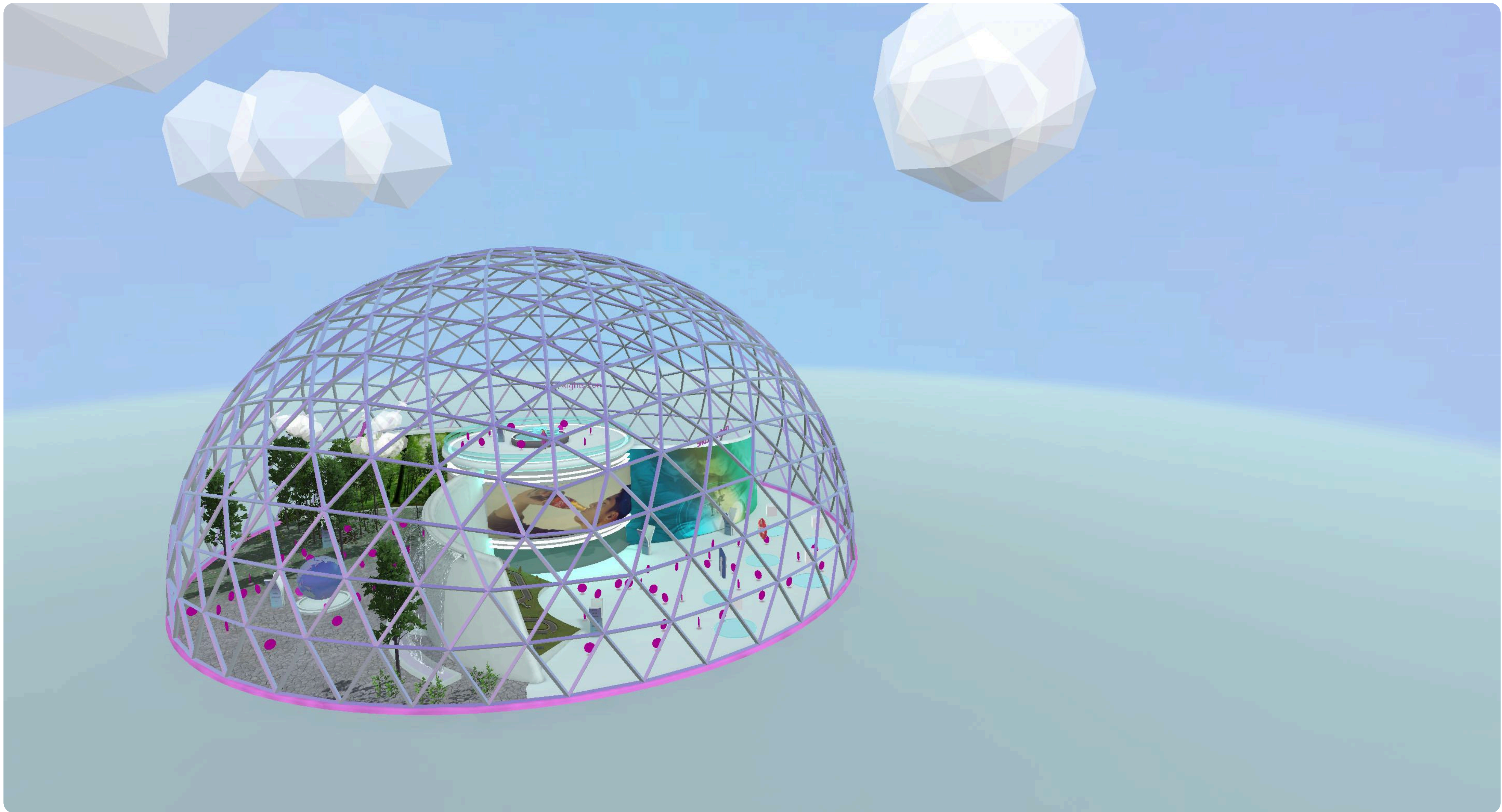
**863**

total users  
483 iOS users, 103 android  
users, 277 desktop users

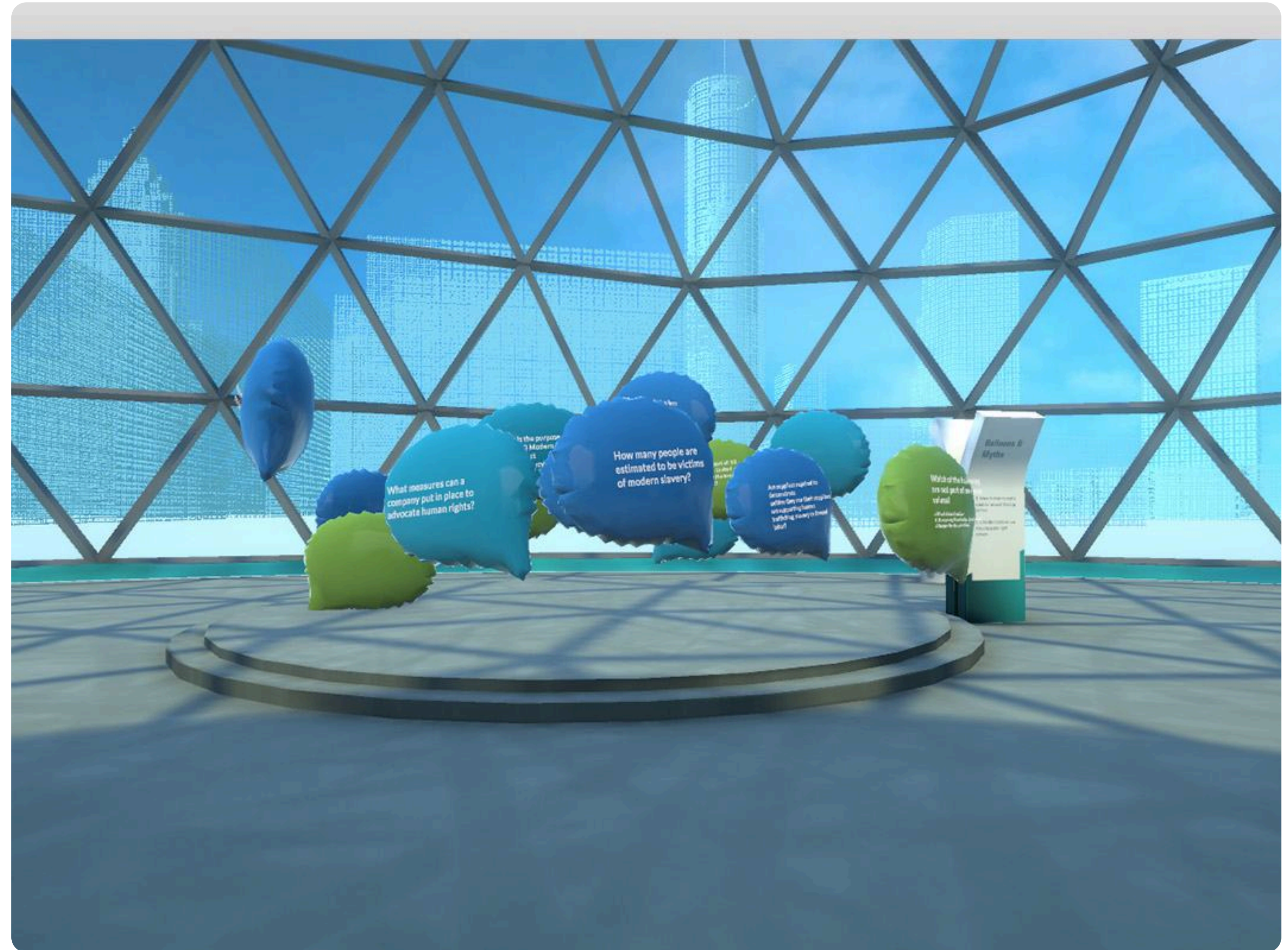
**01:06**

1 hour 6 min average  
session duration





**The success of this project led Accenture to build it's own virtual experiences. Today, the Oggi platform is being retooled to target prospective and current university and college audiences post-pandemic. Tour your college from home, why not?**



## **Thank you!**

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