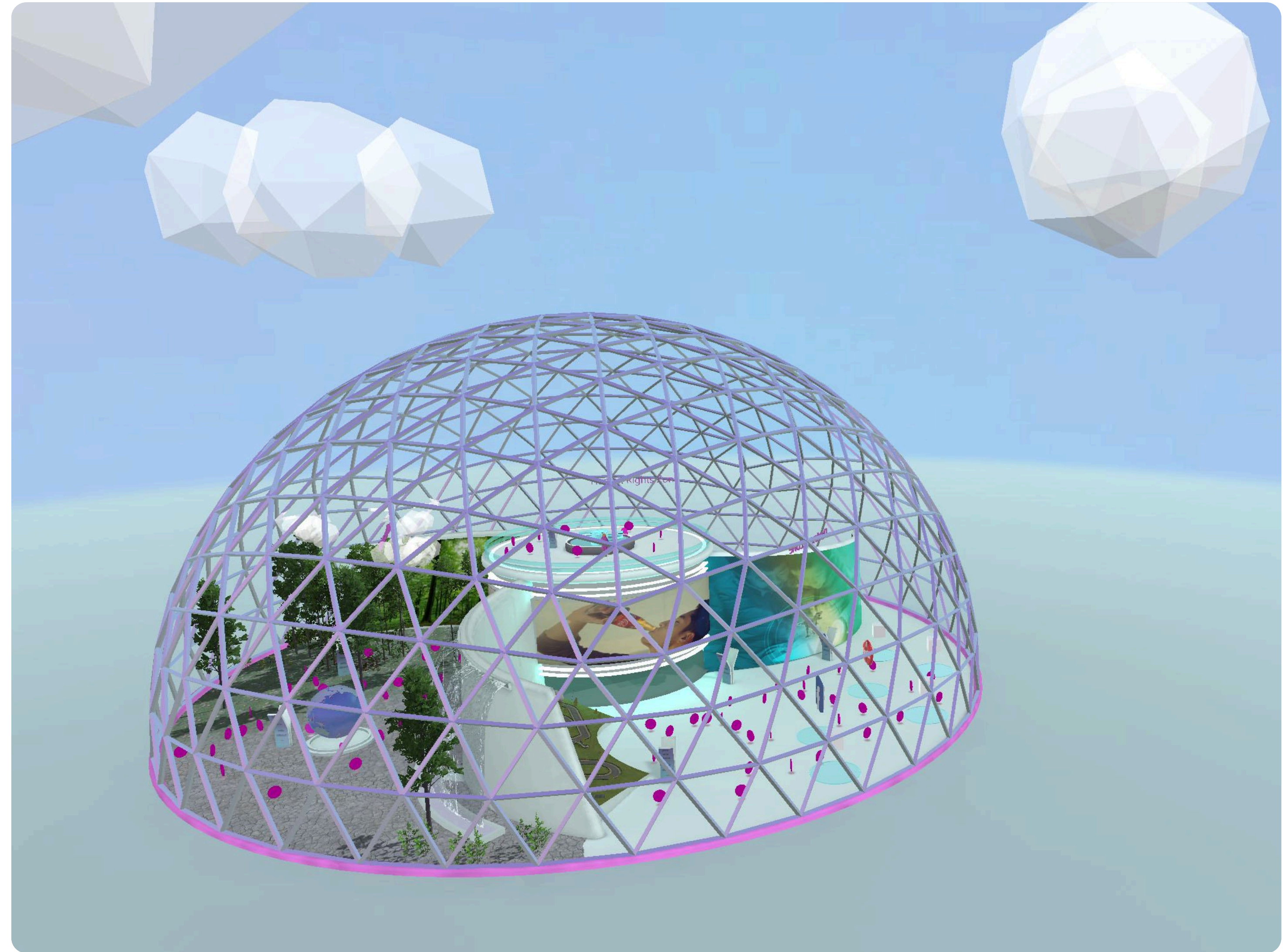


Sean Hanrahan

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, and virtual reality.

Discovery + Strategy

- Research
- Ideation
- Prototyping

Design

- Mockups
- Design Systems
- Prototyping
- User Testing

Production

- Virtual Environments
- Servers
- App Builds
- Websites

Delivery

- Demos
- Events
- Updates

Challenge

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 interaction through virtual avatars, live programming, and text / video chat within a bespoke extended reality environment

Features

Guided Installation

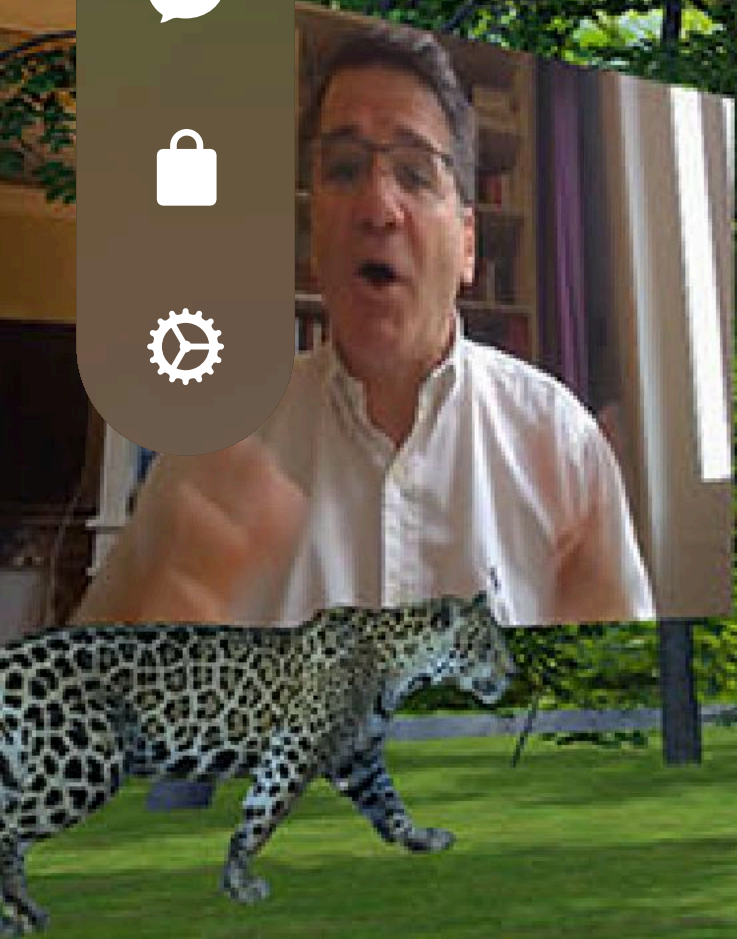
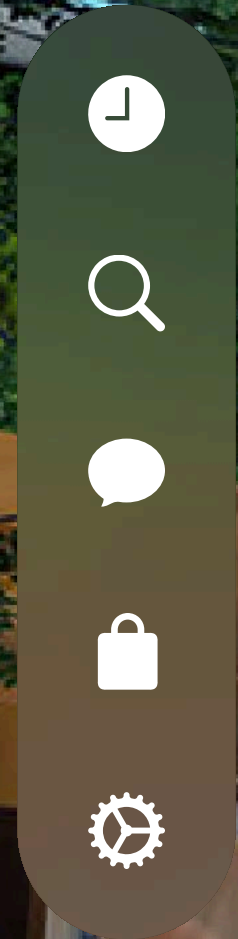
Text Chat, 1-1 Video Chat, Q&A, Moderator Portal, Live Chat Support

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?

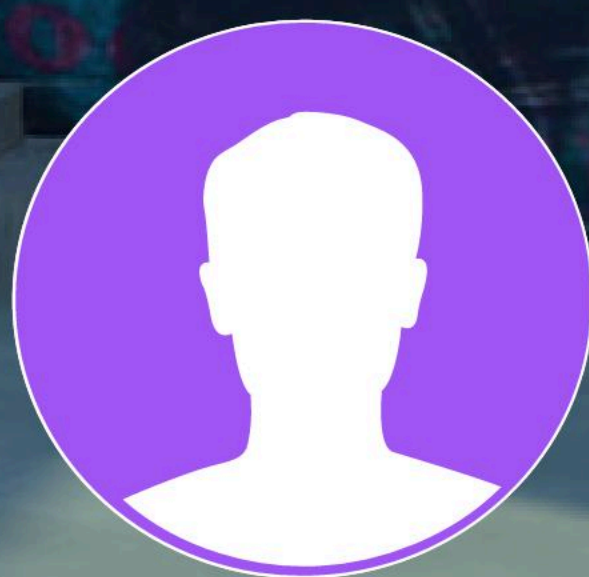
-  Schedule
-  Search
-  Messages
-  Goodie Bag
-  Settings

Presentation

Exploring Human Rights through Virtual Reality

Approach Bonan Ngodol and his presentation will begin.

→ Download presentation



Platforms

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

Desktop

macOS + windowsOS

Mobile

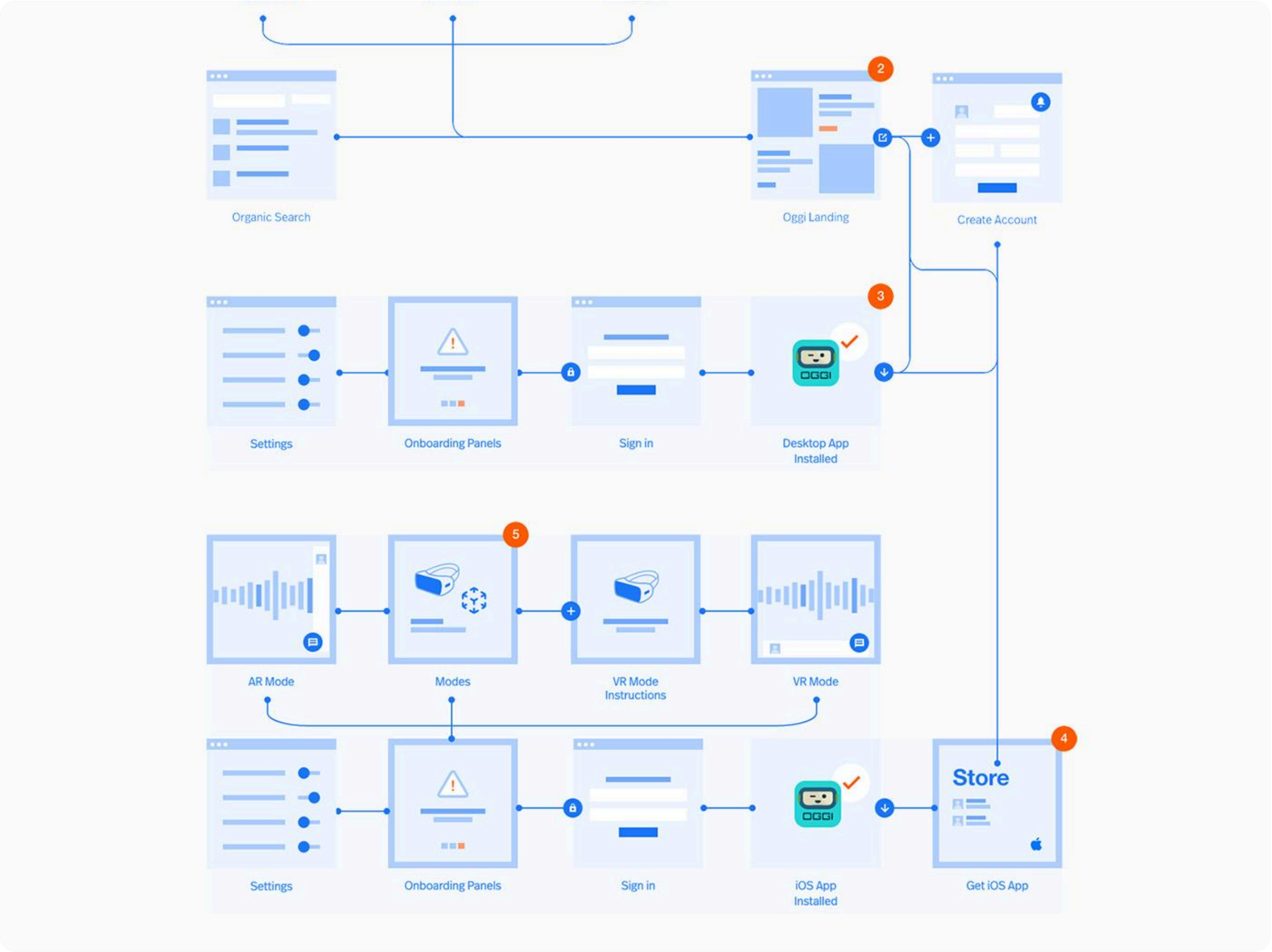
iOS supported Native,
AR + VR

Browser

Chrome, Safari and Firefox
supported via Furioos

User Journey

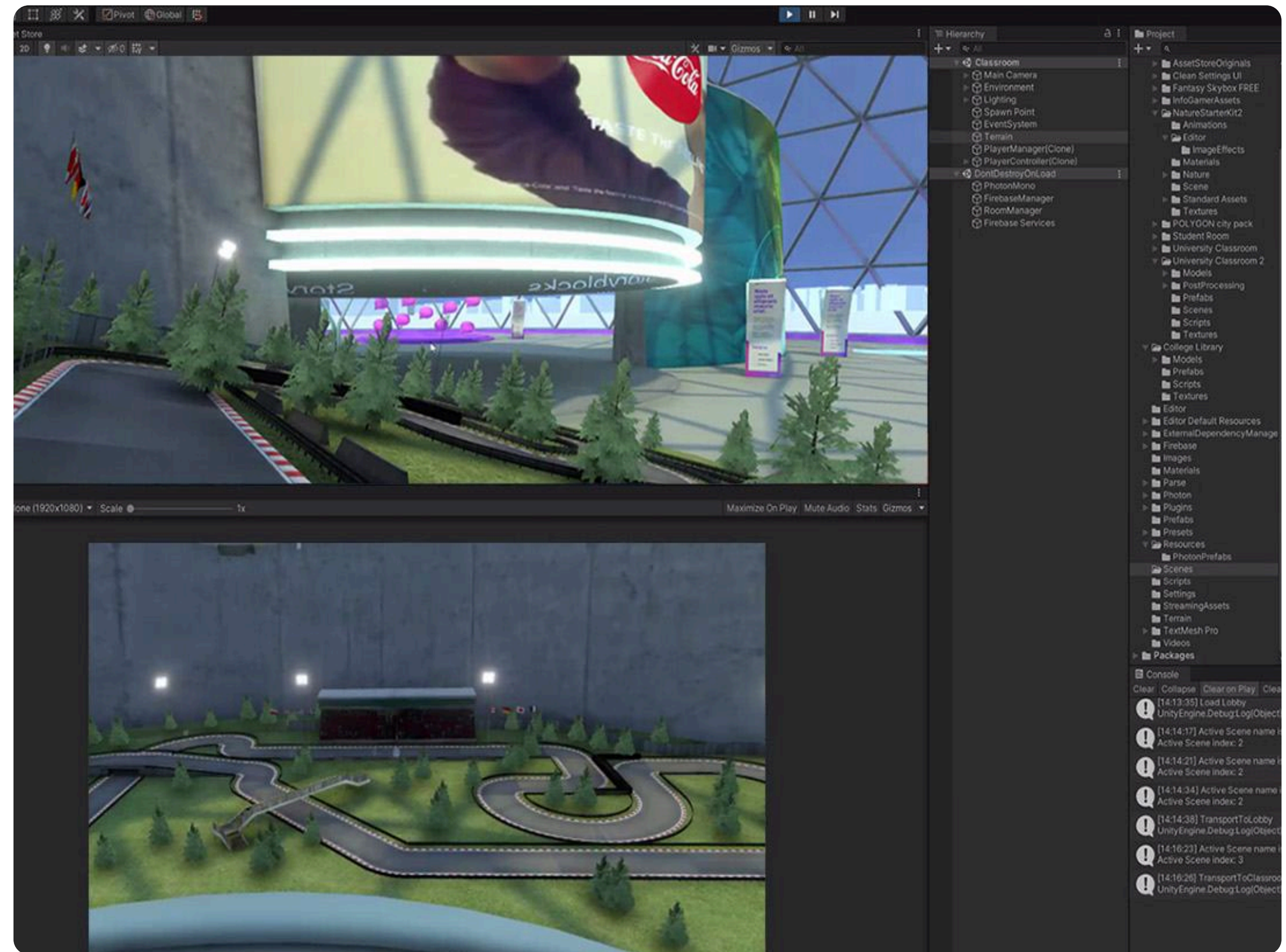
I mapped several different user journeys from discovery to installation to sign-in.

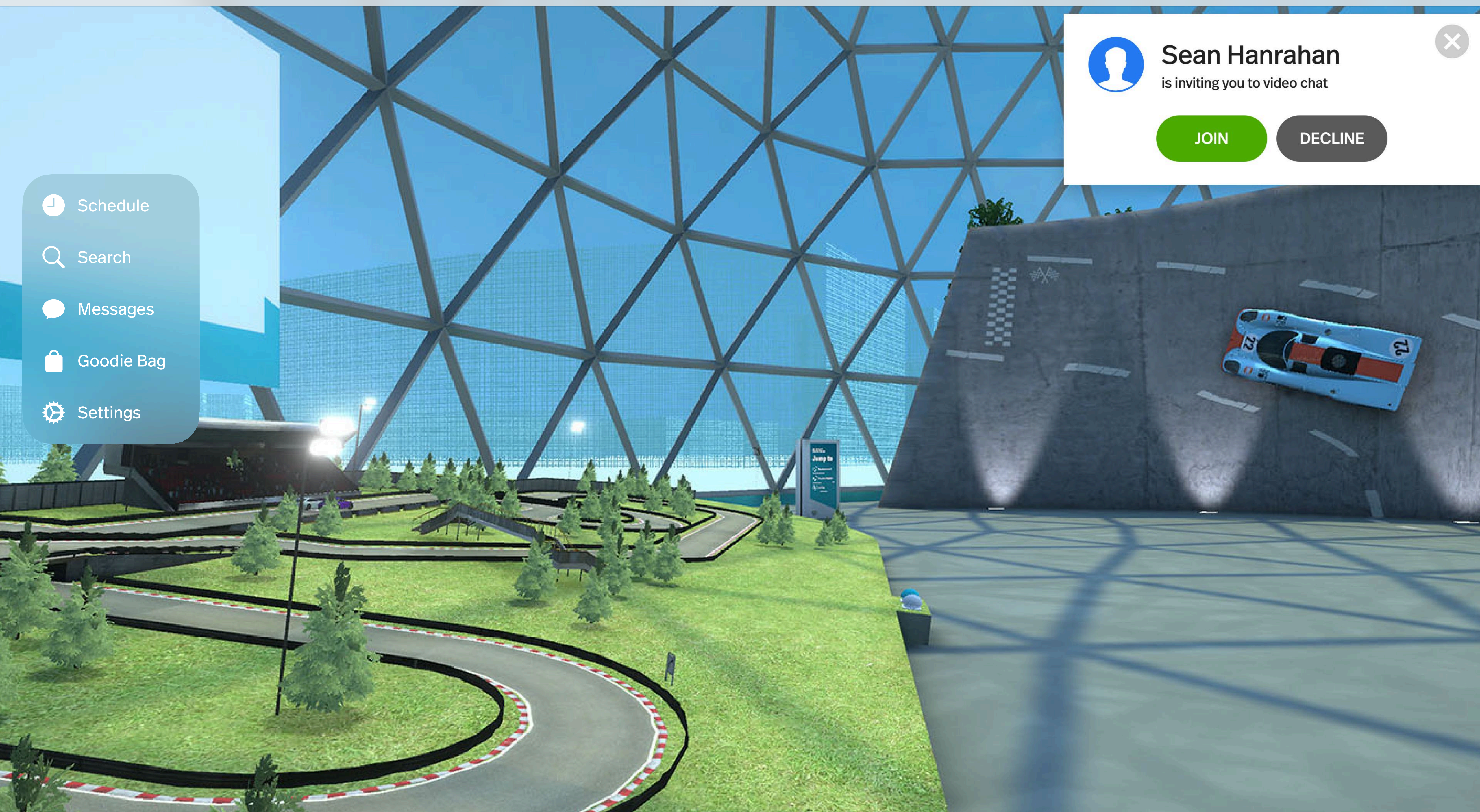




Environment Design in Unity

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.





-  Schedule
-  Search
-  Messages
-  Goodie Bag
-  Settings





Sean Hanrahan
is inviting you to video chat

JOIN

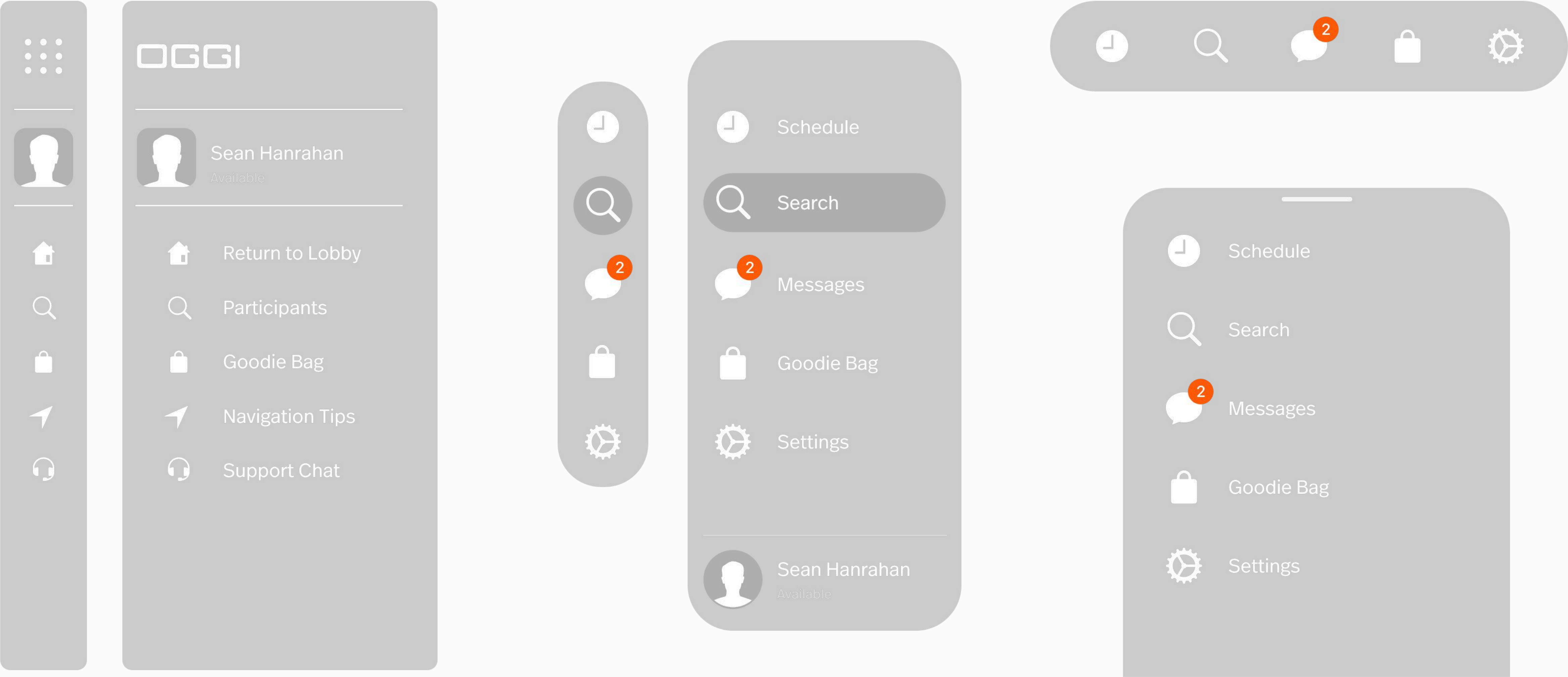
DECLINE

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



Navigation Iterations



Mobile UI

To maintain a simple and intuitive UI across devices, I organized the global mobile menu within a single button. The primary advance button was positioned left. Clickable navigation shortcuts and announcements were displayed top with a full-width semi-opaque background.

Advance + Menu Buttons

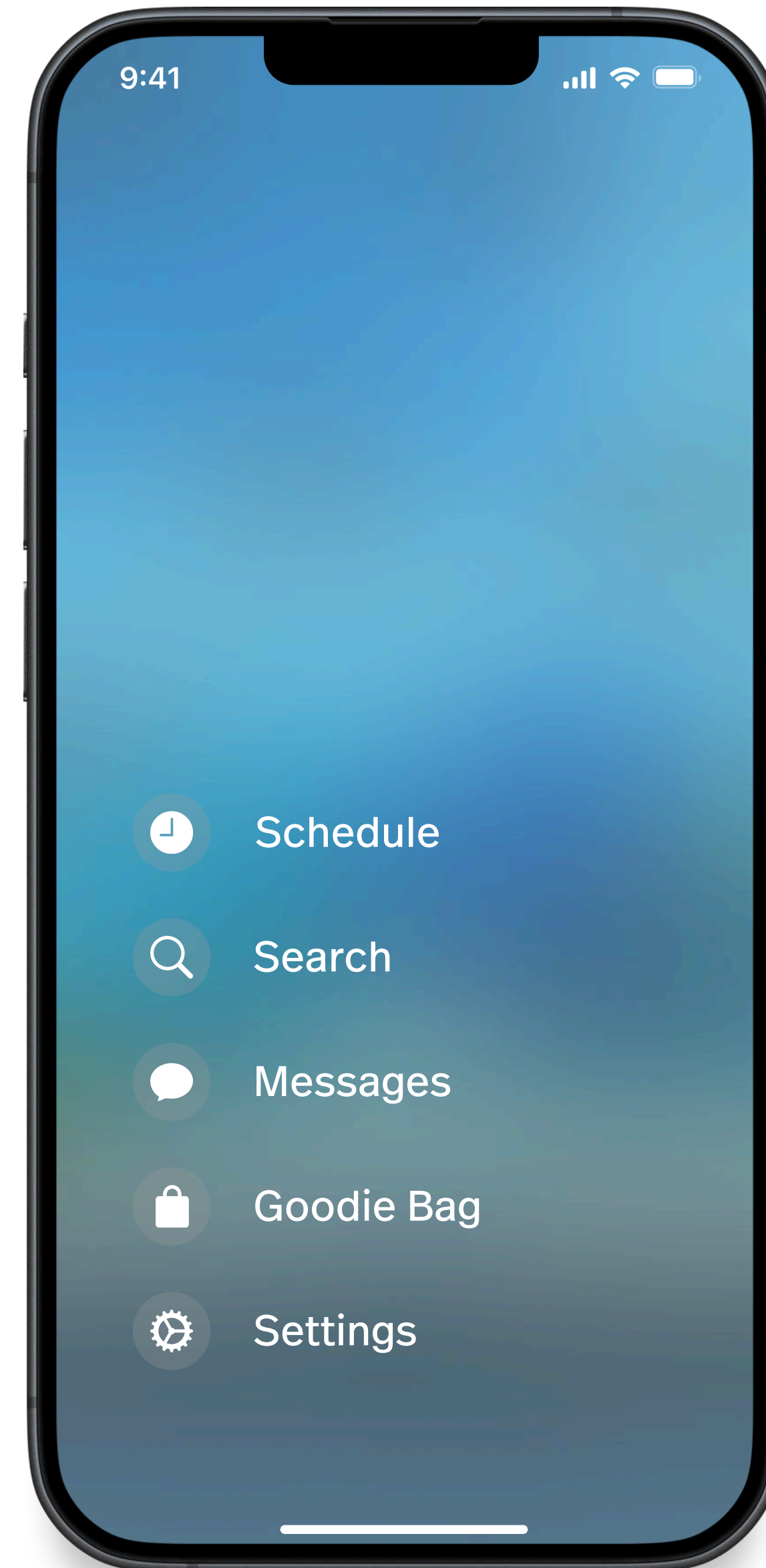


Wayfinding Shortcuts

Mobile Navigation

Balancing visibility, context and distraction-free navigation. I opted against an earlier iteration that allowed users to see a partial menu with content in the background. Instead, the menu would inherit the background color, blur and highlight nav icons for easy legibility.

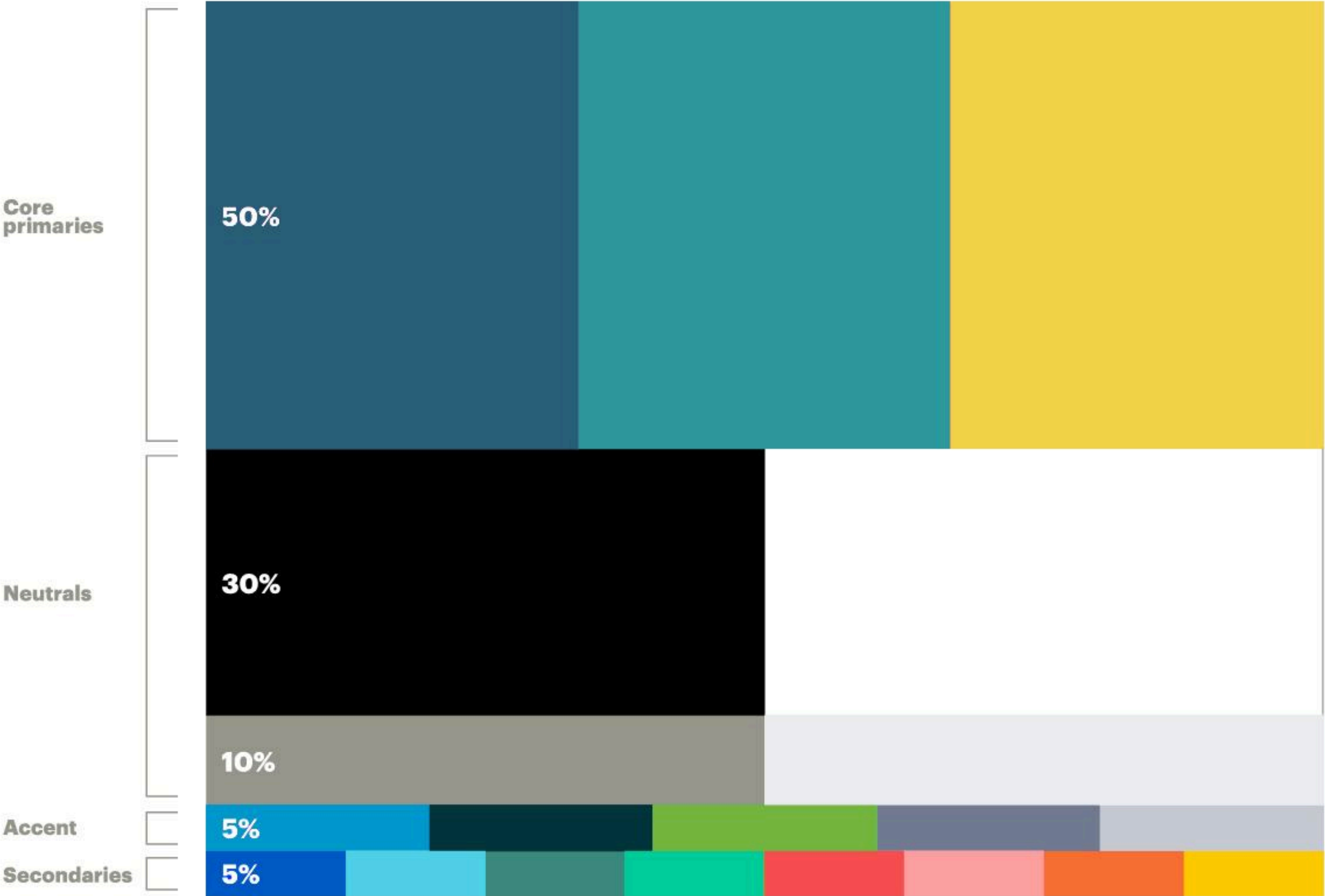
Core Navigation



Fullscreen scrim

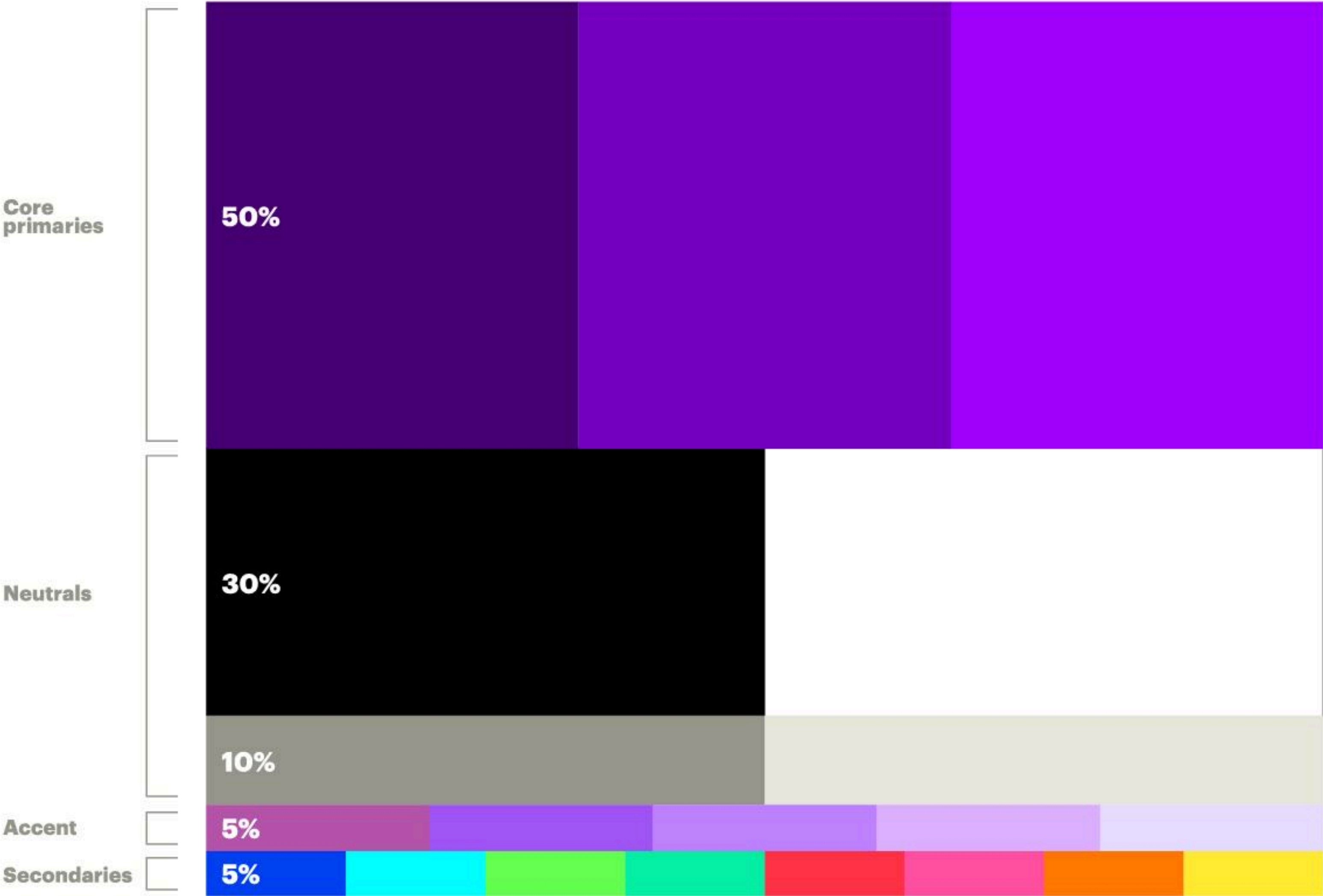
Oggi Color System

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



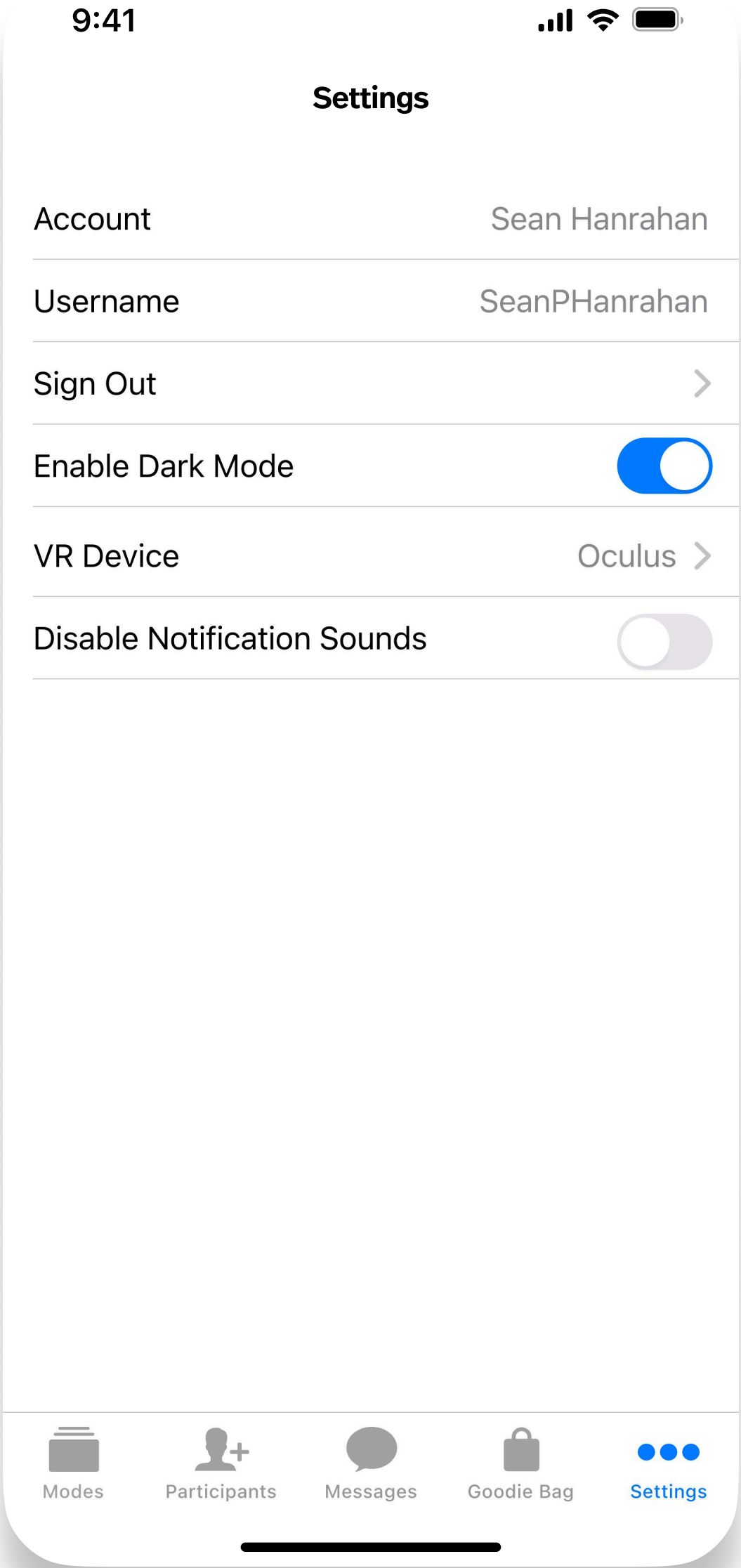
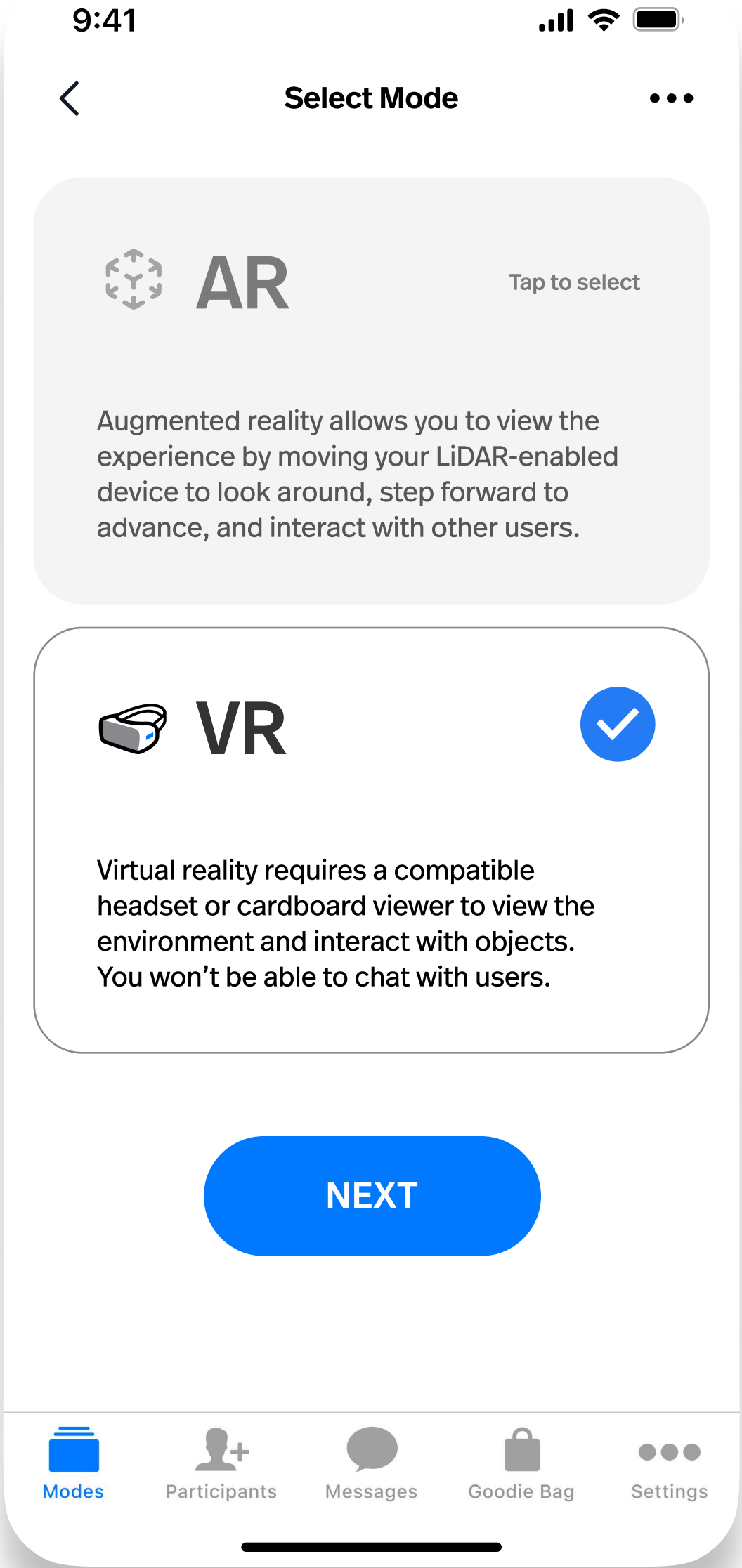
Client Color System

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



Mode Selection

Depending on hardware specs, 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

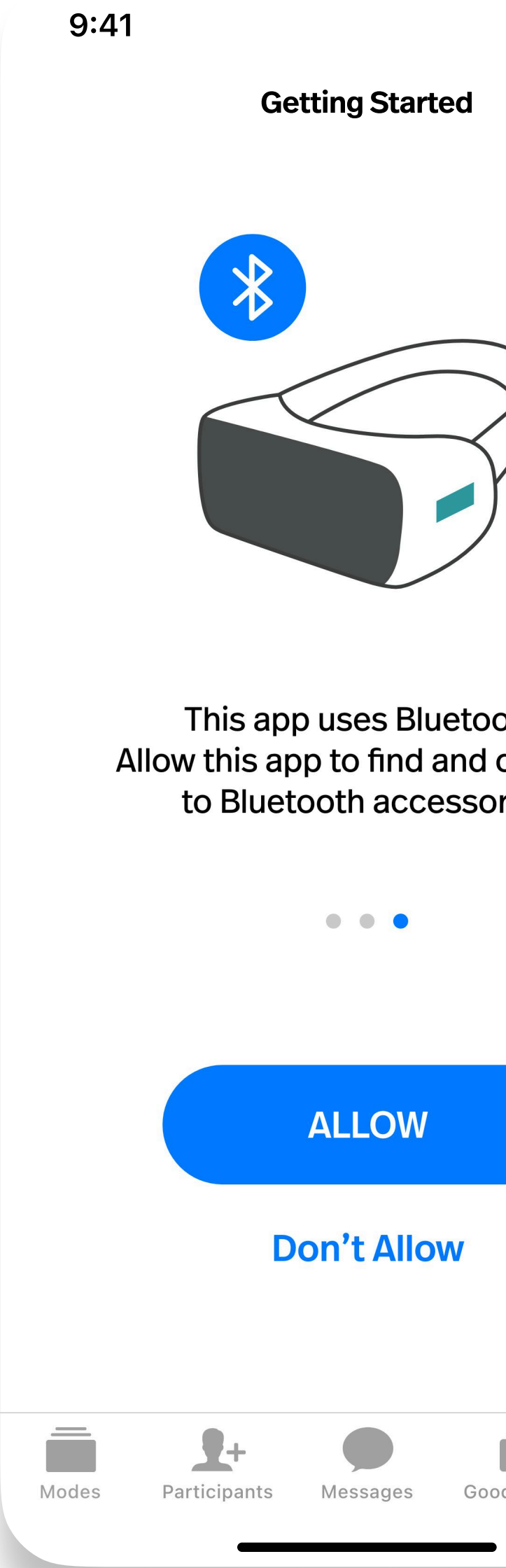
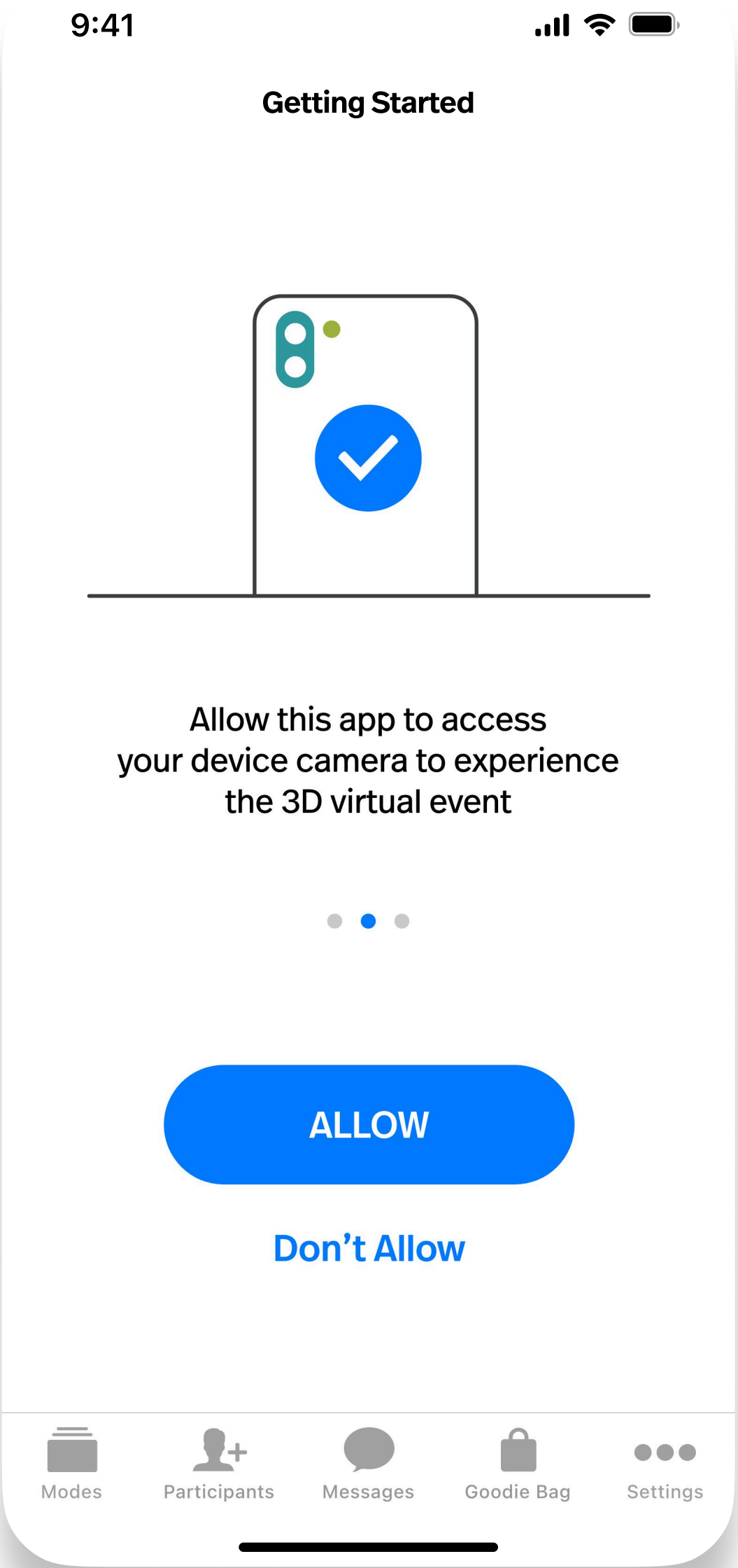
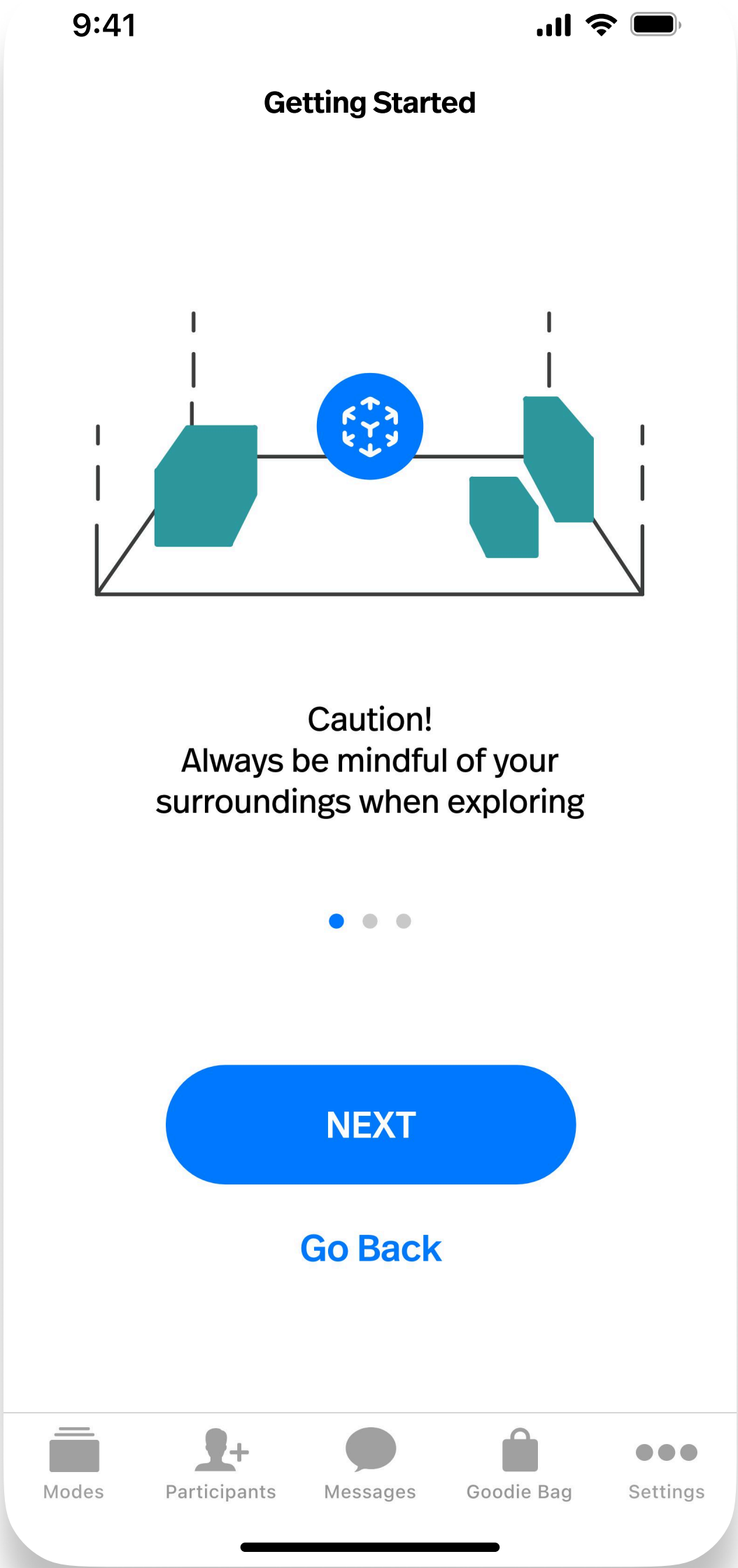
Our users were from all backgrounds, living in countries around the world and having little to no IT support as everyone worked from home or remotely.



**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



Humanoid to Human

To respond to the challenges of onboarding, I setup a greenscreen studio in my apartment and pleaded with my wife, an actress, to record a full body video that would be stitched into the lobby. Upon entering the virtual space, attendees were greeted by the virtual humanoid recording and provided context for navigation.



Success Metrics

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

92%

of invitees installed the app
successfully and joined

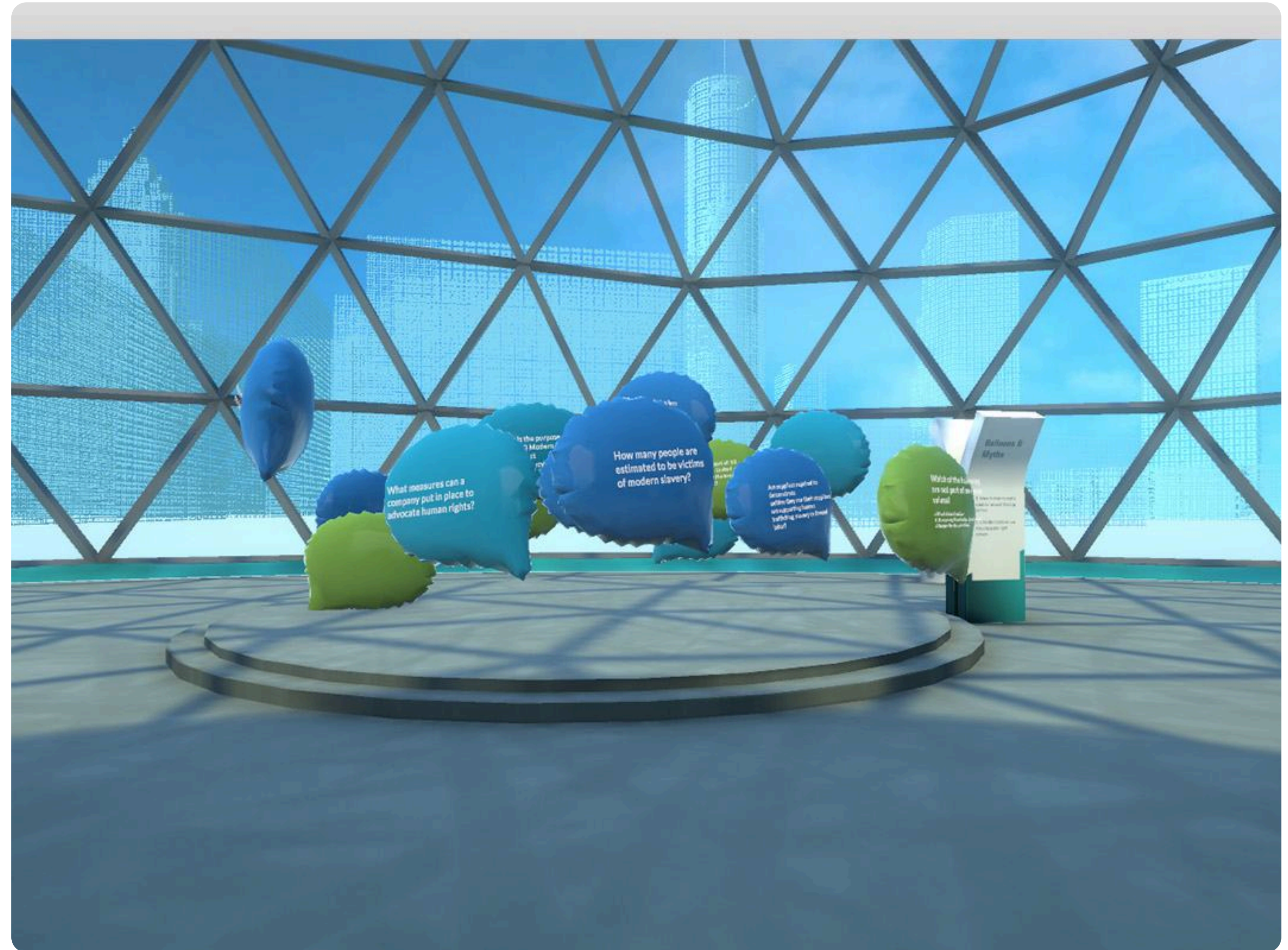
863

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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