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Made Visible : VR Experience

Made Visible VR Experience

Digital Kingdom (2018)

Swiss Police policy about being more visible

Trailer here

Context

- Swiss Police wants a tool to promote "Wear more visible Clothes"

- A VR experience has been chosen because of attracting more people

- 3 scenes to choose from (according to swiss police, typical from Switzerland)

- Basis of the project already made when I came to it

Initial Concept

- "Serious Game" where the player avoids cars by moving left and right

- Visible clothes only decrease the difficulty because vehicules sees the player sooner

Problem : "Avoid cars" is not the behaviour to promote
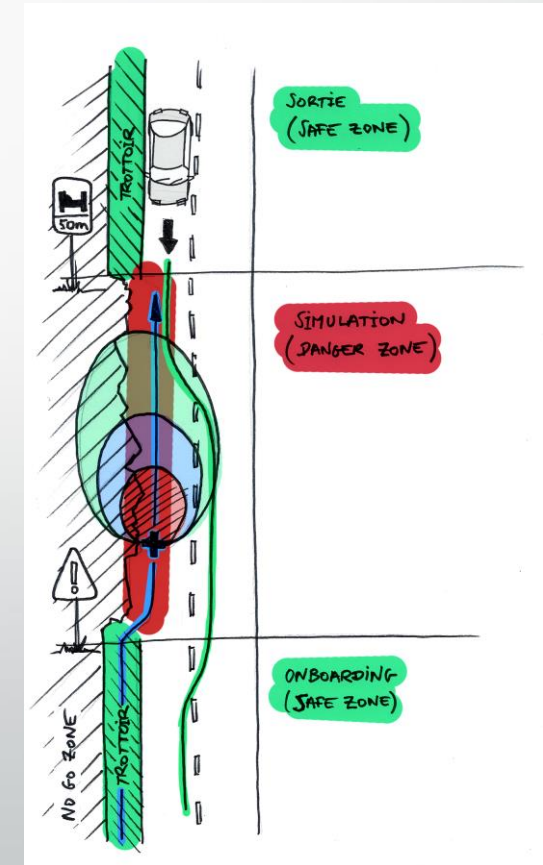
User Final Roadmap

- Player choose a scene

- Scenario to introduce the goal

- Simulation where the player dies

- New scenario showing the clothes changes (more clear clothes)

- New simulation where player success

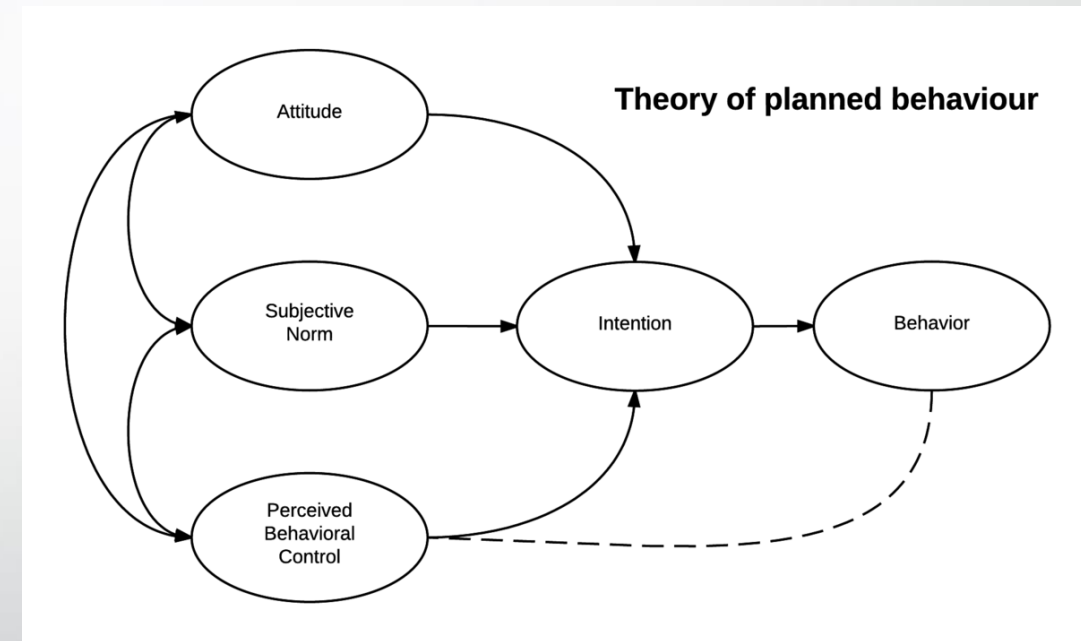- End Game Screen with advices and resolution of the scenario
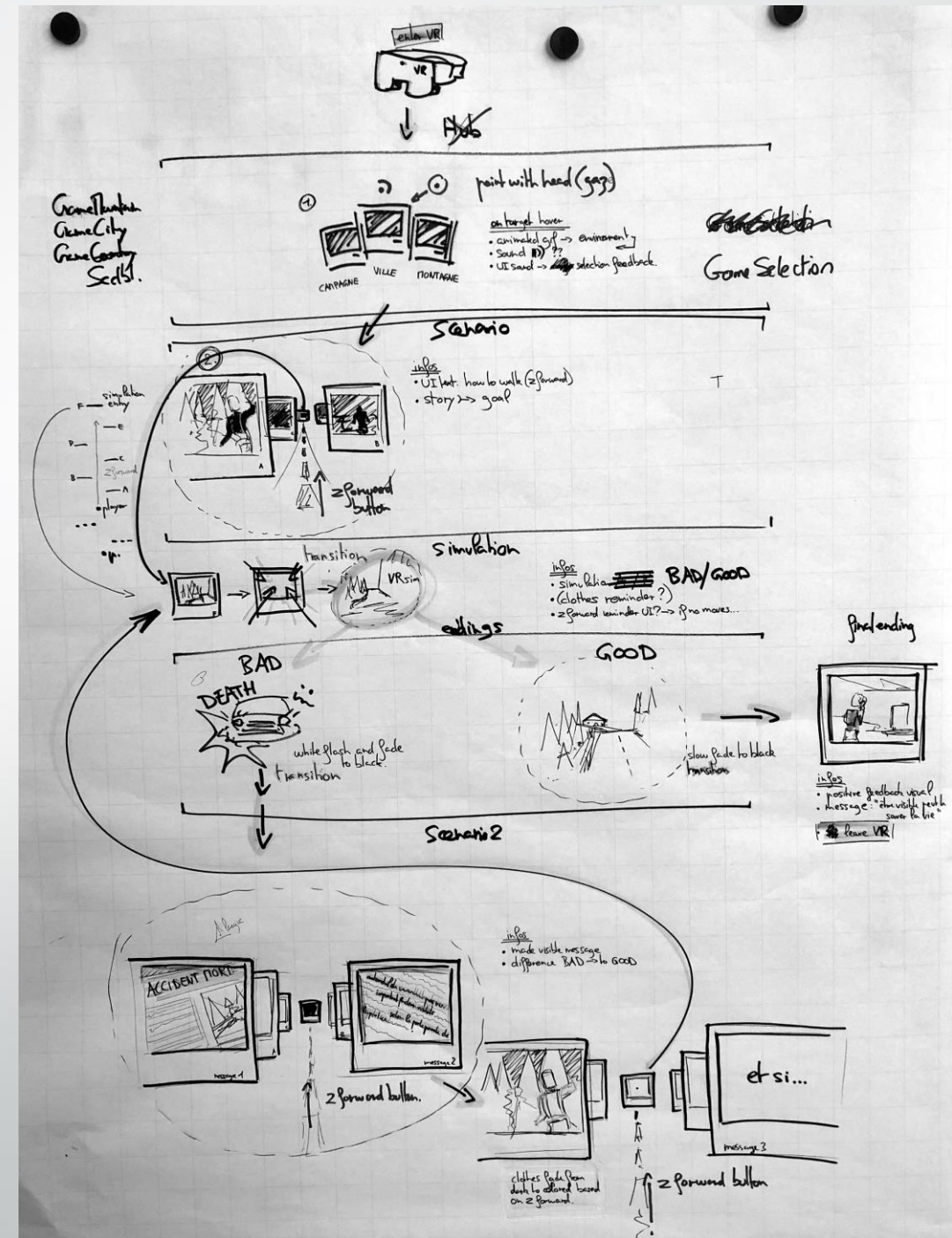
End Game Screen

Behavioural Science

- Using Theory of Planned Behaviour
  - Predict what could change behavior
  - Tells us how to do it
- Focus on the Attitude
  - "Being visible is useful for other people to see me"

Theory of planned behaviour

Playtests : What to do ?

- First, finding out if control are adapted to targeted audience (16-25 year old)
  - Letting people play while looking at them and then asking them question
    - "How did you find the controls of this experience ?"
- Second, Assessing credibility of the situation
  - "Do you think you could face this kind of situations in your everyday life?"
- Third, Finding out if the exprience did modify the attitude

Third Playtest

- In real at the event "Comptoir Suisse"

- Attitudinal scale home made

  - 7 points Likert

  - Internally consistent

  - Measured BEFORE and AFTER the experience

- 34 subjects

- Repeated Measure ANOVA

- Marginal effect of the experience on attitude

Conclusion

- We had not enough participants (because of some communication problems about the number required)

- The marginal effect is only measuring the effect of experience, not the whole stand (which spoil you a bit about the subject)

  - Undesired Effect

- In general, we're quite happy with the results, given the quality of our datas.

- People were really really happy about the experience (and client too)

Minor Tweaks

- A text appears when player choose a scene (Moutain, Lake and City) to guide him
  - "Where do you walk more often?"
- The second try with the clothes changes had sounds and "blinking" animation to focus the attention of the player on the changing elements
  - Challenge was to make them understand this, a lot of iterations here

What if we started again ?

- More user testing
  - With more open questions this time
- More participants for the third playtest
- Caring about the fact that colleagues doesn't understand statistics as I do, so I should take more precautions while explaining how much people I need.