



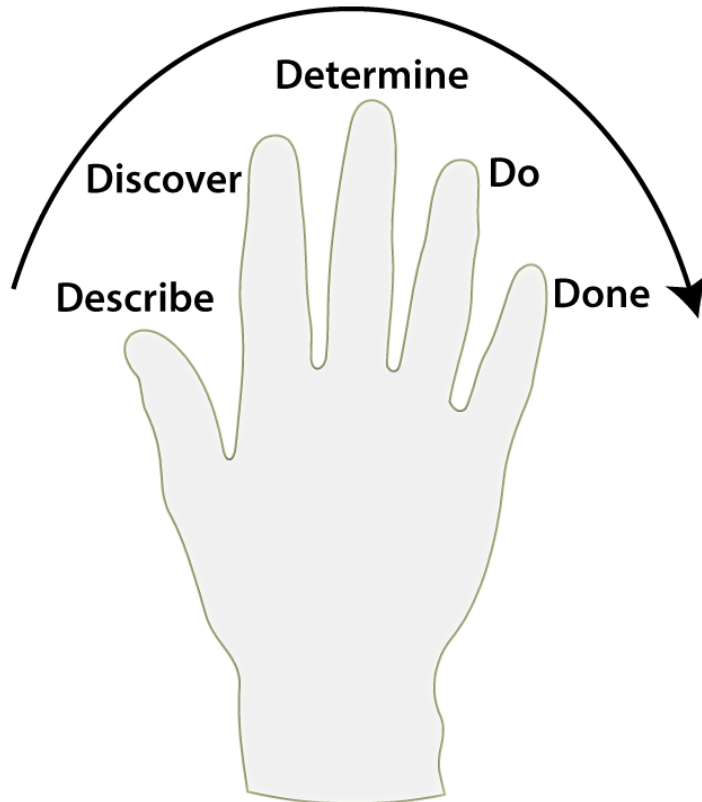
Five-finger Workflow Process for Virtual-Reality (VR) Projects

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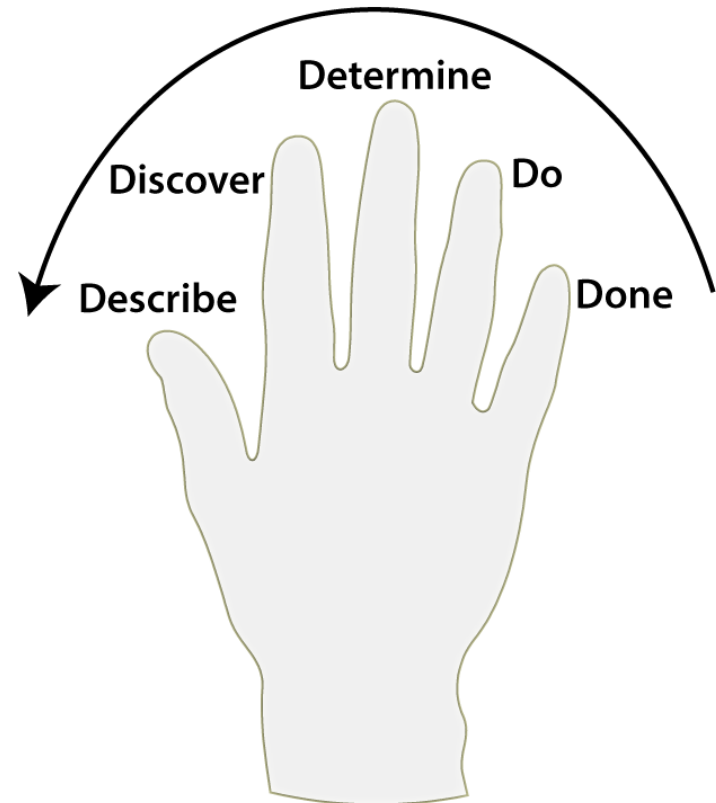
5-Finger Project Workflow

Workflow Path



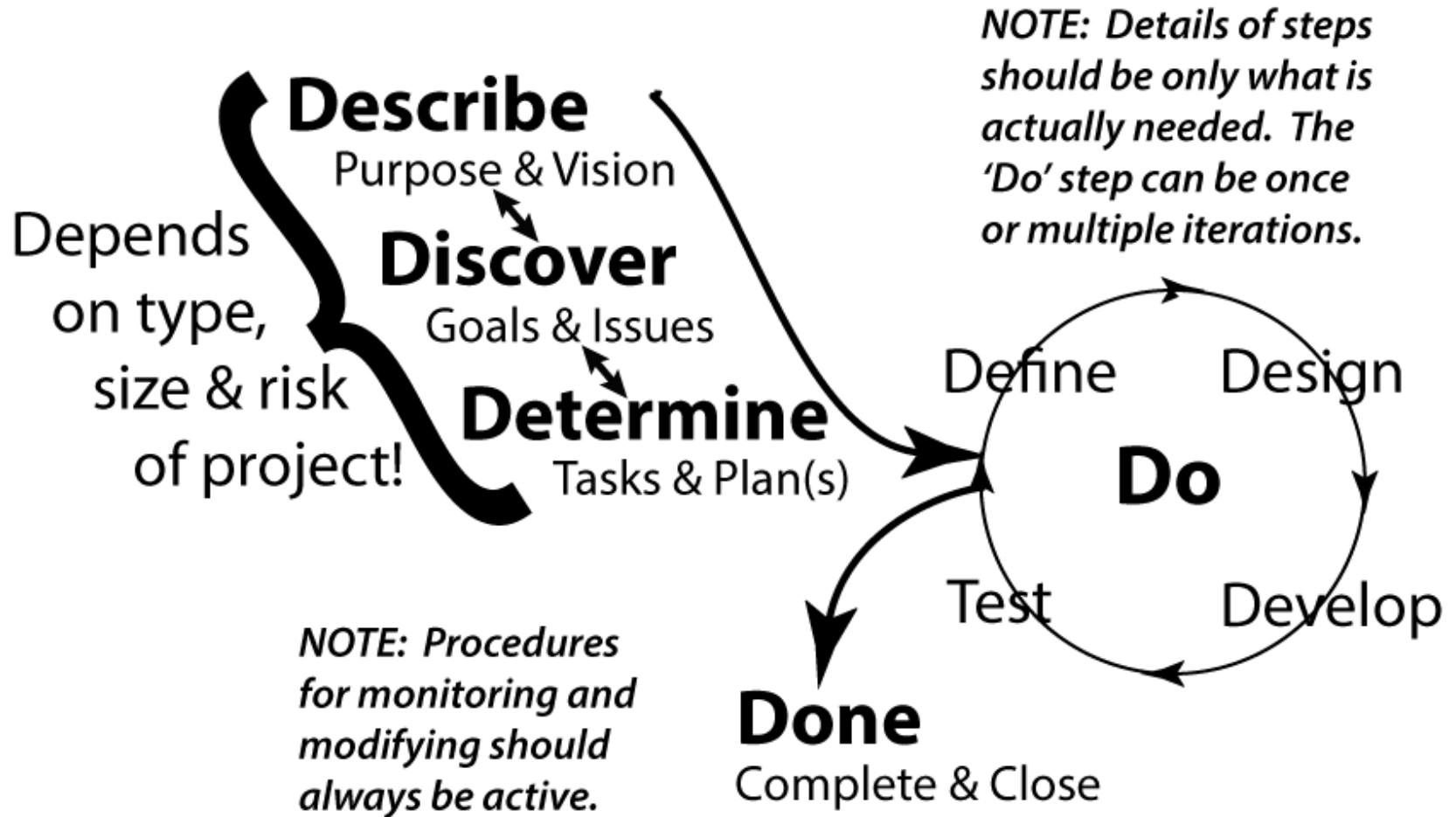
How much time for each project phase?
Add phase durations to get completion date.

Deadline View



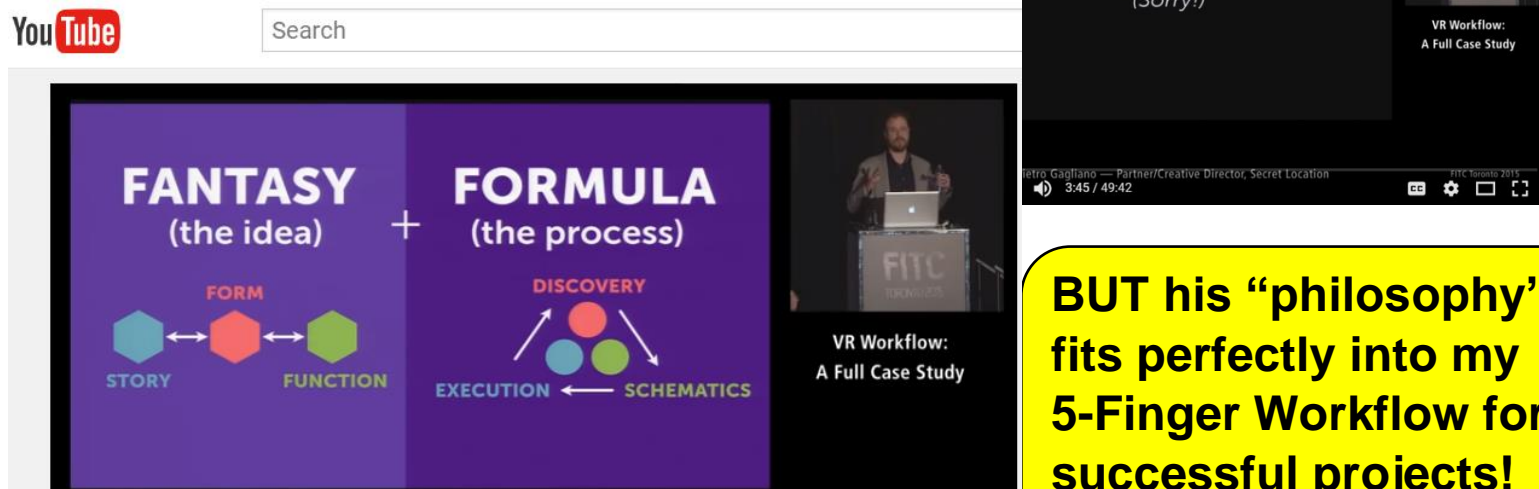
Project must be Done by a specific date!
Count backwards to get phase durations.

5-Finger Project Overview



VR Case Study Analysis as Example

- Provides information about Emmy-winning VR workflow
 - Project with public information available on YouTube
 - Gives in-depth details about how they did the project
- Presenter says “no process”
 - So he presents a “philosophy”



YouTube Search

There is no process. (Sorry!)

VR Workflow: A Full Case Study

YouTube Search

FANTASY (the idea) + **FORMULA** (the process)

FORM

STORY ↔ FUNCTION

DISCOVERY

EXECUTION ← SCHEMATICS

VR Workflow: A Full Case Study

BUT his “philosophy” fits perfectly into my 5-Finger Workflow for successful projects!



5-Finger Analysis of a VR Case Study

Sleepy Hollow Virtual Reality Experience by Fox TV
2015 Emmy for User Experience and Visual Design

#1	DESCRIBE
Client request	Sleepy Hollow exhibit at Comic-Con SD
Concept definition	Story TBD during Discovery
Form & function	TBD during Discovery

#2	DISCOVER
Benchmark	Best past exhibits at Comic-Con SD
Benchmark	Client's last-year exhibit at Comic-Con NY
Resources	1 st season TV shows (screengrabs) & cast
Drill-down	Google street view for specific locations
Focal theme	Decapitation (by headless horseman)
Drill-down	VR guillotine demonstrations (YouTube)
Resources	Assets available for Unity VR Engine



5-Finger Analysis of a VR Case Study

Sleepy Hollow Virtual Reality Experience by Fox TV
2015 Emmy for User Experience and Visual Design

#3	DETERMINE
Exhibition	Use covered barn like last year at New York
Hardware/software	Oculus Rift DK2 with Unity VR engine
Constraint	Length of VR to control length of wait queue
Content	Draft script/visuals/ levels/difficulty/emotions
Composition	Mix of live talent and computer graphics

#4	DO (did numerous iterations)
Storyboards	Alternated 3D & 2D storyboards as needed
Prototyping	Walkthroughs of script with scratch talent
Backend	Used Sprite Sheets and free Unity assets
Usability testing	Informal walkthrough of prototyped exhibit
Production release	Iterate software & use professional talent



5-Finger Analysis of a VR Case Study

Sleepy Hollow Virtual Reality Experience by Fox TV
2015 Emmy for User Experience and Visual Design

#5	DONE
Delivery	Delivered successfully at the exhibition
Usability	Praised by client and by Comic-Con users
Awards	2015 Emmy: User Experience & Visual Design
Lessons learned	Provided design tips in YouTube case study

Secret Location's YouTube VR case study:

https://www.youtube.com/watch?v=8T7UILPW_sk

Secret Location's promotional trailer:

<https://secretlocation.com/projects/sleepy-hollow-virtual-reality-experience>



Questions?

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