



DESIGNING THE **HUMAN** METAVERSE

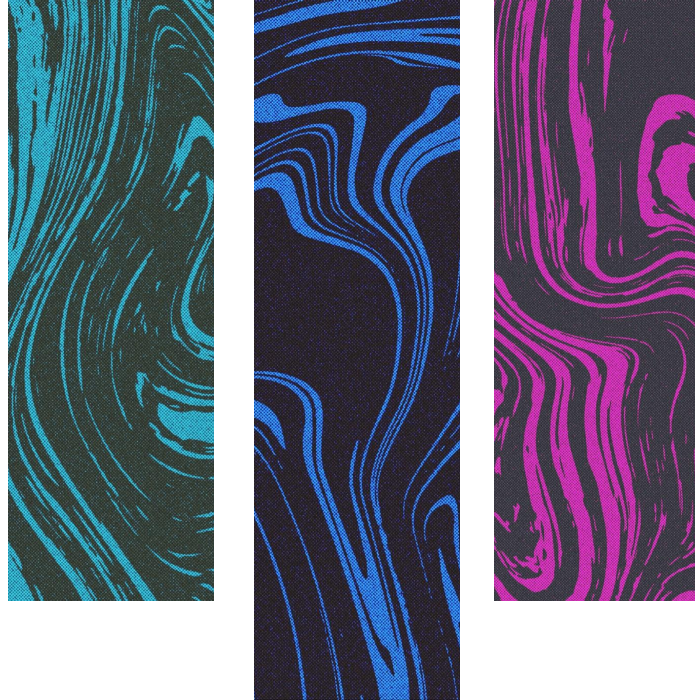
People, not platforms, will shape
the Metaverse of the future.

THE 'M' WORD

SURPRISE! THE 'METAVERSE' IS A HOTLY CONTESTED TOPIC

The **'Metaverse'** has become a rather contentious subject of late. Heralded as 'the future of the internet' and aspirational but with a surprising lack of actualization. The hype meter has been in overdrive, encouraging marketers to "not get left behind," whilst the more cynical deny it even exists. **_____**

Many marketers and consumers are hitting the point where inflated expectation hits the reality of what's happening. Coupled with additional economic headwinds, the early 'un-real estate' purchases might not feel like such a great investment. **_____**



We view the metaverse less as a single 'thing' but as more of a living process in constant flux. Instead of thinking about the **metaverse as a place, reimagine it as a movement.**

This shift from *metaverse* to *movement* helps move the focus away from capturing a fixed object to surfing the wave. **_____**



**APPROACHING
THE METAVERSE
CHALLENGE.**

01

Define It?

02

Dream It

03

Design It

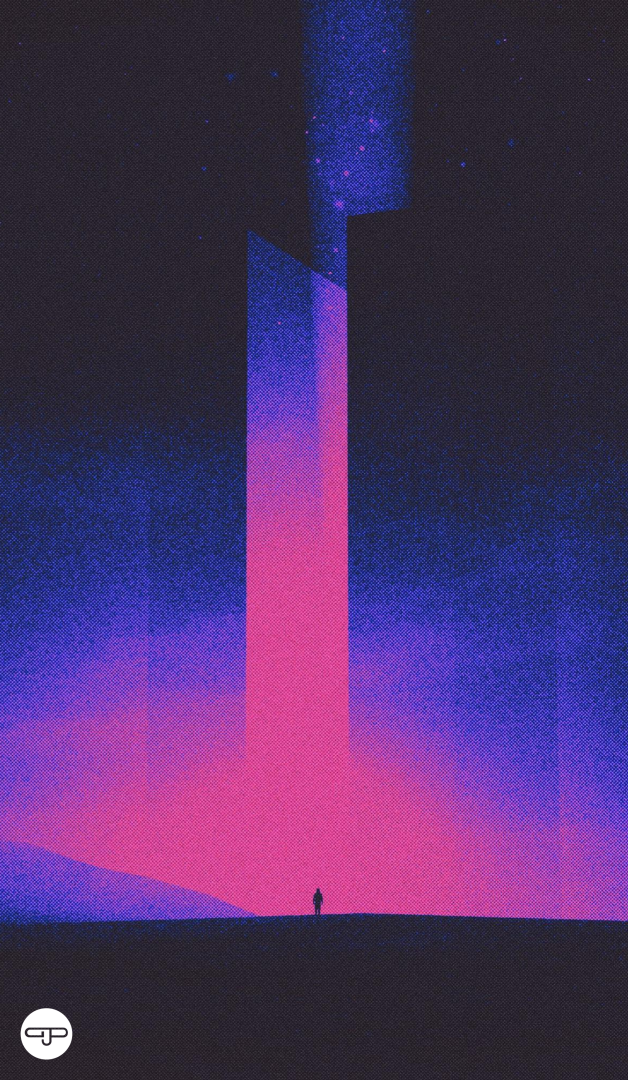
04

Do It



Define it?





***WE DON'T SEE THE METAVERSE AS A
FIXED OBJECT, BUT AS A MOVEMENT.***

Like the internet, the metaverse isn't going to be born fully-grown, or appear all at once. It's a new form of reality in the process of becoming. At present, the metaverse is still in its infancy, existing more as a dream to be realized, than a thing to grasp.

**DESPITE THE OVER ABUNDANCE OF
METAVERSE-TOUTING ACTIVATIONS,
AN ACCEPTED FORM IS STILL TO BE
DEFINED.**



THE METAVERSE MOVEMENT

**SWIRLING AROUND IN THE METAVERSE
EXCITEMENT ARE TERMS LIKE WEB3,
DECENTRALIZATION AND BLOCKCHAIN.**

All of these technologies and changes are unified around an aspirational vision for how the web could be run.

More 3D environments over 2D websites. A more democratic approach to creation and ownership vs. the monopolies of platforms and services we see today.

A whole new world is emerging for us to create and form.



Dream it.

*New environments, realms,
and potentials*



SURFING THE WAVES OF CHANGE

There's a sizeable gap between our current and future potentials.

While the exact shape of the future will remain unknown, there are clues if you know where to look.

In tracking industry trends we can gain some us insight into where things may go, in order to point us in the right direction.

01
EXPERIENCES ARE EVOLVING TO BE MORE PERSONAL AND TRANSFORMATIVE

02
THE DIMENSIONS OF EXPERIENCE ARE EXPANDING AND INCREASING IN POTENTIAL

03
OUR PHYSICAL AND VIRTUAL REALITIES ARE GROWING MORE SEAMLESS, TRANSPARENT AND RELATIONAL



1. INCREASINGLY PERSONAL & TRANSFORMATIVE

01

COMMODITIES

- Fungible
- Stored in bulk

02

GOODS

- Tangible
- Inventoried after production

03

SERVICES

- Intangible
- Delivered on demand

04

EXPERIENCES

- Memorable
- Revealed over a duration

05

TRANSFORMATIONS

- Transcendent
- Blended with our world

Joseph Pine detailed in the *Progression of Economic Value* that experiences aren't some intangible offering. They serve a real purpose for businesses just like any service or good.

Like the experience economy before it, the metaverse will become the next competitive battleground for organizations to deliver transformational value to their customers.

↑
WE'RE HEADED HERE

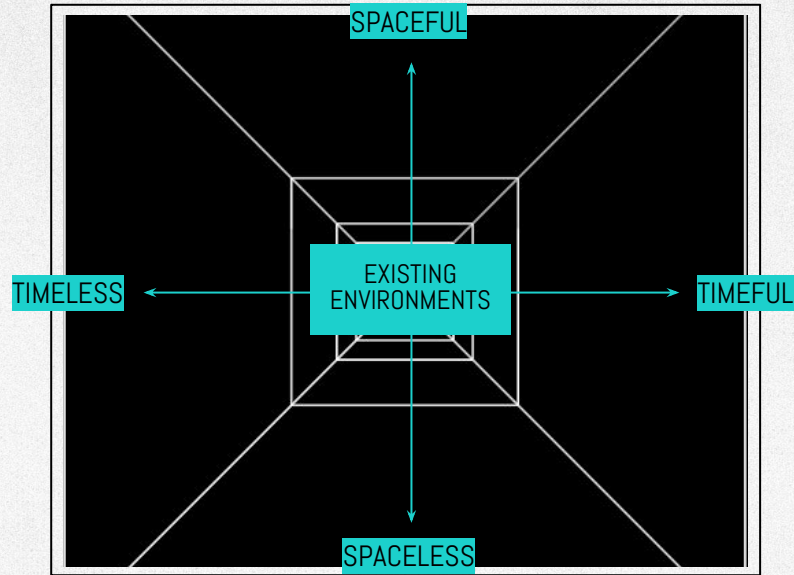


2. EXPANDING DIMENSIONS + ENVIRONMENTS

Relationships are shifting between here and there, now and then. These concepts are becoming more fluid and expansive. As the technologies continue to evolve, we can start to ask:

What if we were no longer bound by the limitations of physics?

What does a Keynote look like if it no longer needs to be in a theatre setting? What if we could create on-demand moments that you could experience together from anywhere that felt like they were happening in real time?





OPEN



CLOSED



IN IT



VIEWING IT



RENDERED




LAYERED

*EXPLORING
ENVIRONMENTS*

It takes all kinds.





3. SEAMLESS, RELATIONAL & TRANSPARENT

METaverse TODAY: A modern fiction invented to describe the blurry evolution of the internet and Web 3.0, complemented by augmented reality devices (AR/VR.)

METaverse TOMORROW: A new reality where the mosaic of many visions come together. Likely beyond the limits of our current aspirations..

Design it.



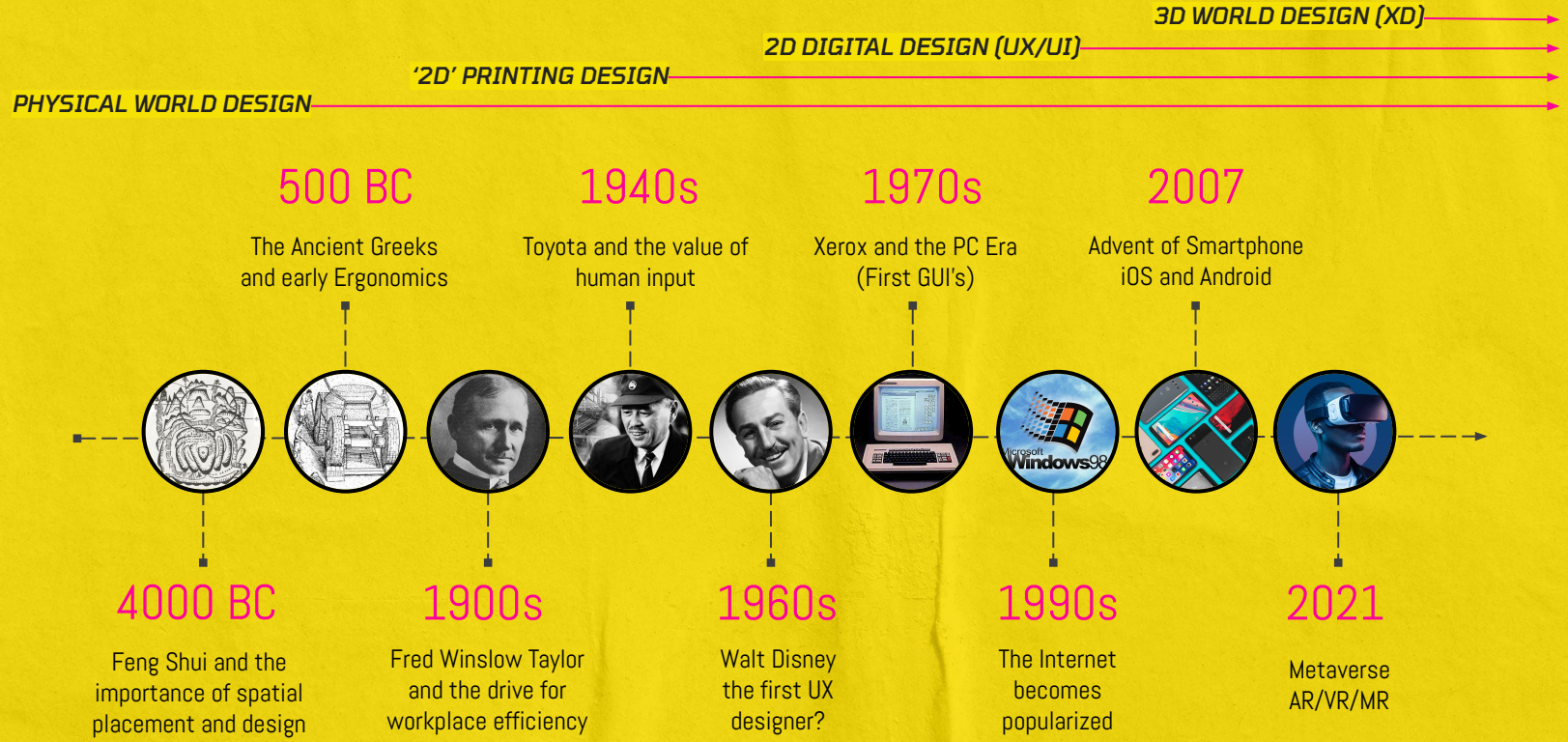
WHY START WITH AN EXPERIENCE AGENCY?

(not a digital agency)



EXPERIENCE DESIGN IS AS OLD AS WE ARE

*Vieira, T. (2020, January 23). A brief history of UX design and its evolution. TNW. Retrieved from <https://thenextweb.com/news/a-brief-history-of-ux-design-and-its-evolution>



EXPERIENCE DESIGN *is emotional.*

Over time, technology has evolved to offer all sorts of new mediums for experience delivery and design, but none of that matters unless considered in relation to the human being on the other end.

XD CONSIDERS BOTH SIDES OF THE DESIGN EQUATION.

"The greatest scientists are always artists as well."

- Albert Einstein, 1923

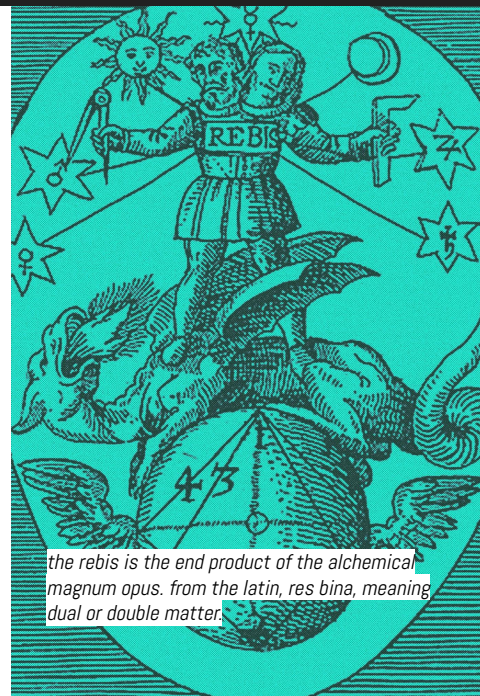
"The biggest challenge designers face in working with the computing medium is not mastering the various technologies that are its constant companions, but introducing meaning and life into the products and services on the human side of the screen"

- Clement Mok, 1996

EXPERIENCE DESIGN *is rational.*

The emerging field of experience design is influenced by a wide range of outside disciplines, from psychology and philosophy to economics and artificial intelligence.

EXPERIENCE DESIGN IS THE ART AND SCIENCE OF TURNING A INTO B.



the rebis is the end product of the alchemical magnum opus. from the latin, res bina, meaning dual or double matter.



UNIVERSAL
EXPERIENCE
DESIGN



THE BASICS

BEFORE GETTING TOO FAR AHEAD OF OURSELVES, THERE ARE SOME FUNDAMENTAL ELEMENTS WHICH ARE NECESSARY FOR PARTICIPATING IN THE *'METAVERSE'* .

The most basic being a desire to create and exchange value with an audience. How and what kinds of value will range from practical conveniences to otherworldly escapes. However, it's best to start with *why*.

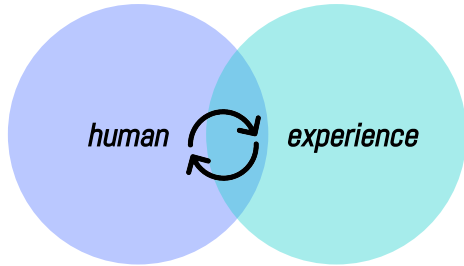
But even the best 'why' isn't enough on its own. Just as essential to the process is the technology fabric and experience design for making the best intentions happen. These form our starting points.



THESE COMPONENTS SERVE AS YOUR STARTING POINT FOR CREATING HUMAN-FIRST METAVERSE EXPERIENCES.



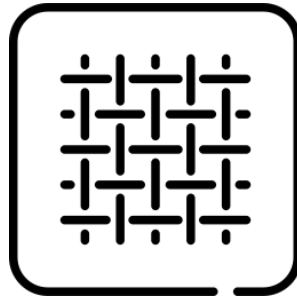
ALL THREE ARE PIVOTAL AND OMISSION OF ONE CAN MEAN YOUR EXPERIENCE FALLING FLAT FOR YOUR AUDIENCE.



VALUE CREATION



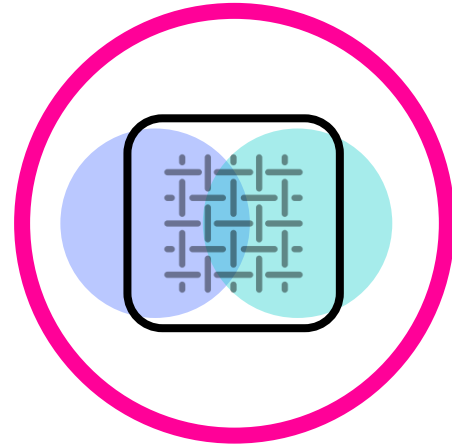
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TECH FABRIC



=

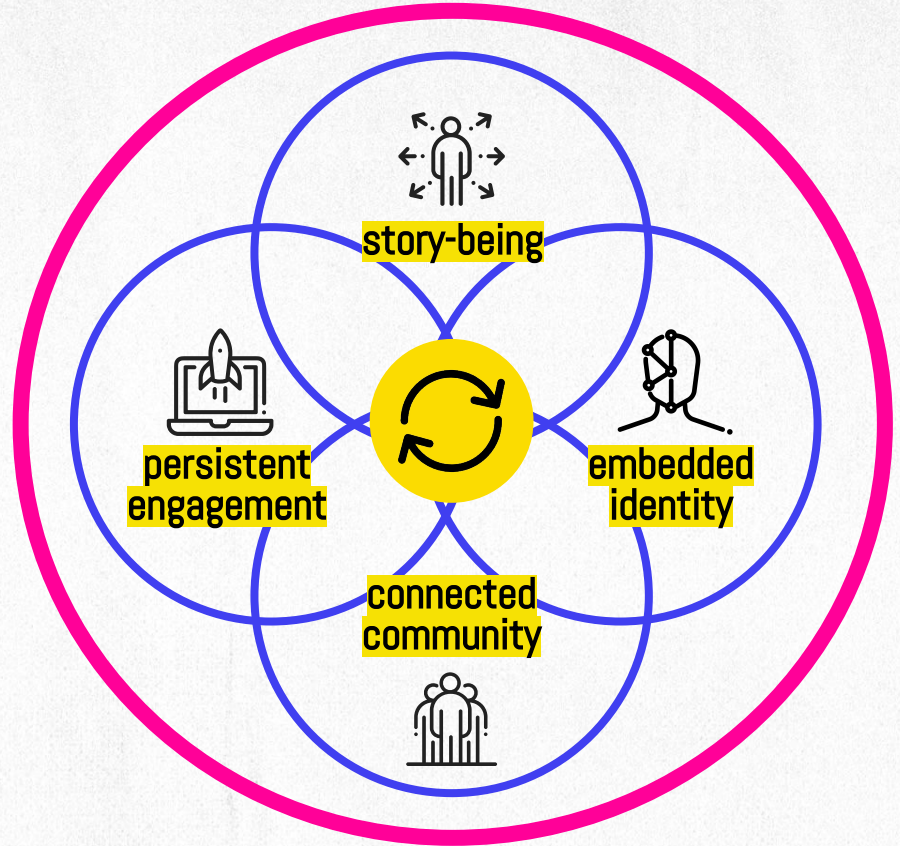


EXPERIENCE DESIGN



HUMAN FIRST DESIGN

EXPERIENCE DESIGN

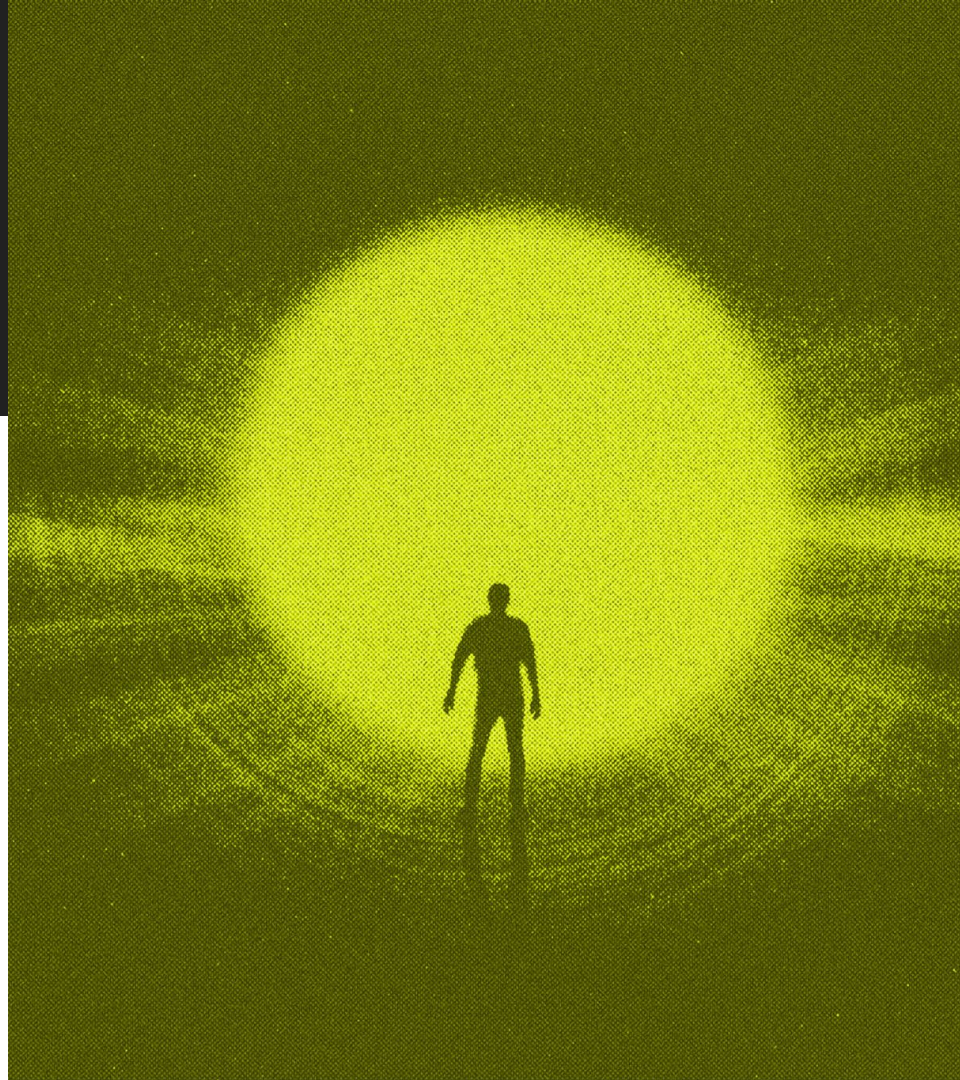


STORY BEING

Metaverse experiences will blur the lines of reality to the point where we become the story.

Audiences in the metaverse won't want to just watch a story, they'll want to be a part of it. They'll want to live in it, experience it and become a part of its evolving narrative.

**THE BEST STORIES AREN'T TOLD
TO US. THEY HAPPEN TO US.**





CHOOSE YOUR OWN ADVENTURE BOOKS

Yesterday.

THE READER COULD
DIRECT THE STORY

Today.

THE PLAYER IS
IMMERSED IN THE STORY



RED DEAD REDEMPTION 2



READY PLAYER ONE

Tomorrow?

YOU ARE THE STORY

THE STORY SO FAR

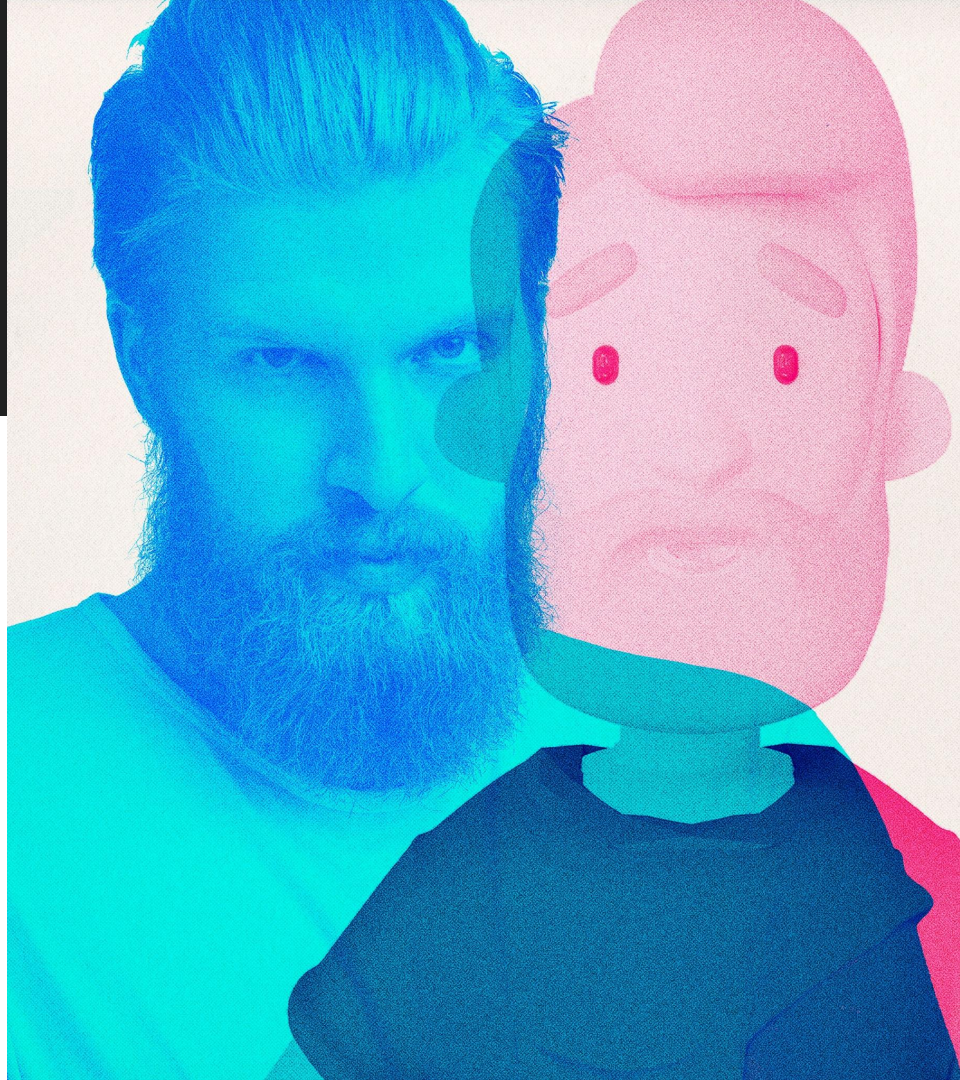


EMBEDDED IDENTITY

Metaverse experiences create new opportunities for us to define ourselves.

Humans are unique, beautiful, strange, creative beings that express themselves in ways we are still working to understand. Our identities and how we perceive those around us drive how we immerse ourselves in and experience something.

WHEN WE REMOVE THE LIMITS OF HOW WE DEFINE OUR IDENTITIES, ONLY OUR IMAGINATIONS LIMIT THE DEPTH OF THE EXPERIENCES WE CAN DESIGN.

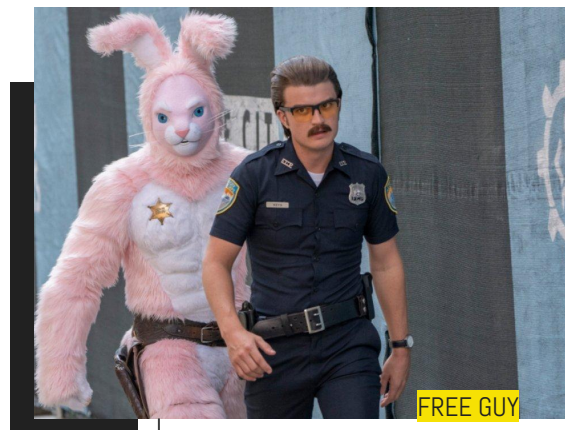




FIRST GAP STORE, 1969

Today.

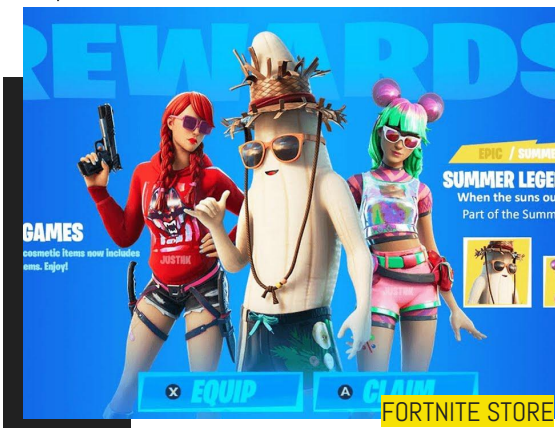
**IN GAME CHARACTER SKINS
ALLOW US TO REDEFINE
OUR CHARACTERS**



FREE GUY

Yesterday.

**STYLE HAS BEEN A
REFLECTION OF HOW WE
WANT OTHERS TO SEE US.**



FORTNITE STORE

Tomorrow?

**WE HAVE UNLIMITED OPTIONS IN
HOW WE REDEFINE OURSELVES**

BUILDING OUR IDENTITIES...



PERSISTENCE OF ENGAGEMENT

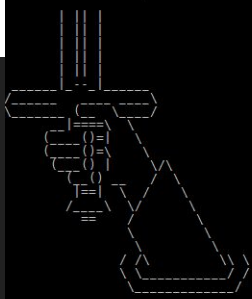
Metaverse marketers will need to see themselves as world builders in the near future.

They will need to create compelling experiences that engage with our audience over time. These are experiences that have the potential to never end, persisting even when you might not expect it to. Change something and it persists for everyone.

WHEN AN EXPERIENCE PERSISTS, WE HAVE TO TAKE GREAT CARE IN THE EXPERIENCE WE PLANT AND THEN NURTURE IT. PEOPLE WILL ONLY EVER CARE AS MUCH AS WE DO.



nd our little life, is founded with steep."



nline since 1989: Avalon "Where The Dawn Lingers"

GAMESERVER: game.avalon-rpg.com (IP: 184.173.130.145 on port 23)
PPORTEMAIL: support@avalonpublications.com
EUROHUB: eu.avalon-rpg.com (ports: 23, 33, 69, 80, 443, 8888)
CALIHUB: ca.avalon-rpg.com

AVALON THE LEGEND LIVES, 1989

Today.

**THERE ARE ALREADY MASSIVE
WORLDS THAT FOSTER DEEP
ENGAGEMENT ALL AROUND US**



HORIZON WORLDS 2021

Yesterday.

**TECHNOLOGY HAS ENABLED
PERSISTENT WORLDS SINCE
TECHNOLOGY WAS ACCESSIBLE**



MINECRAFT, 2020

Tomorrow?

**FUTURE PERSISTENT SPACES WILL
TRANSFORM THE WAY WE WORK,
PLAY AND INTERACT**

EVOLVING WORLDS



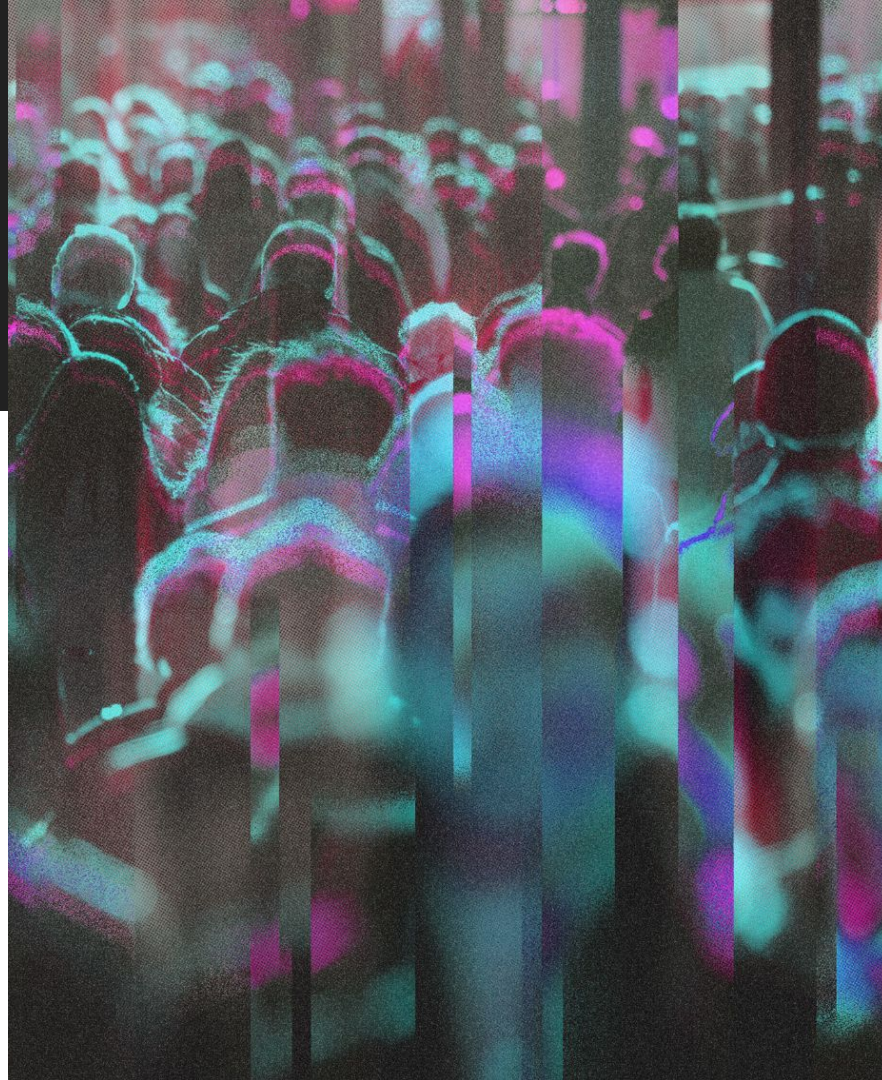
CONNECTED COMMUNITY

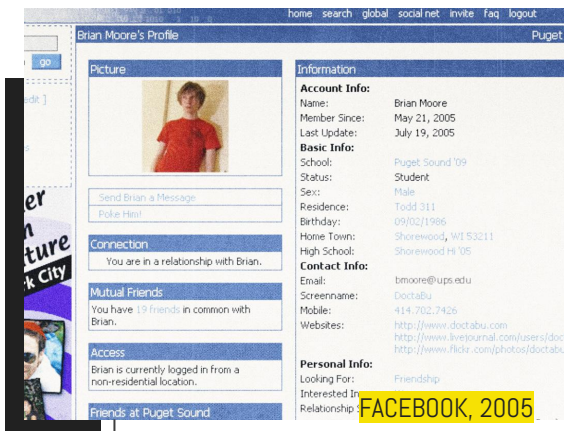
Metaverse experiences create new ways to connect and form communities.

Metaverse communities are not defined by geographical boundaries. Communities will become more accessible and connected, driven purely by our common interests.

The blurring line between IRL experiences and metaverse experiences will connect communities in whole new ways.

WHEN WE REMOVE THE BOUNDARIES FOR MAKING MEANINGFUL CONNECTIONS, WE CREATE INFINITE WAYS TO FIND YOUR TRIBES.





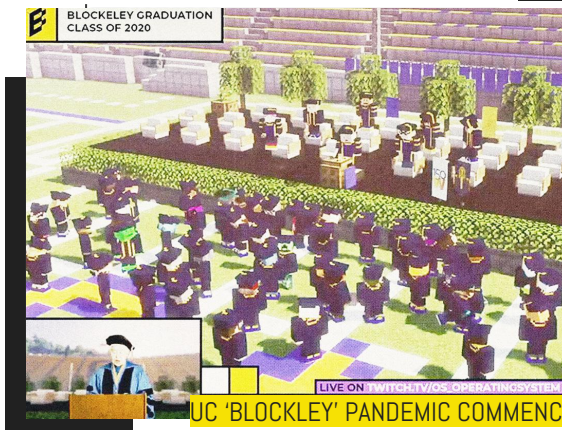
Today.

WE ARE VIRTUALLY CONNECTING COMMUNITIES WHEN PHYSICAL ISN'T POSSIBLE.



Yesterday.

ONLINE COMMUNITIES HAVE ALREADY TRANSFORMED HOW WE INTERACT



UC 'BLOCKLEY' PANDEMIC COMMENCEMENT

Tomorrow?

WE'RE SEEING THE FIRST SHOOTS OF VIRTUAL GATHERINGS THAT ARE GAINING WIDER INTEREST

TRANSFORMING COMMUNITIES...



Do it.





Metaverse Readiness

Let's target the right opportunities

IS MY
ORGANIZATION
READY?

IS MY
AUDIENCE
READY?

ARE MY
EXPERIENCES
READY?

IS THE TECHNOLOGY
READY?





**WE'RE NOT ASKING YOU TO
BUILD THE METAVERSE.**

WE'RE INVITING YOU TO JOIN US IN DEFINING
THE FUTURE OF HUMAN EXPERIENCES





JOIN THE

MOVEMENT

WITH US!



THANK YOU



MATT SOMMA

**SENIOR STRATEGIST
NORTH AMERICA**



KEN MADDEN

**SVP, HEAD OF
DIGITAL ENGAGEMENT
AMERICAS**



ZARA KERWOOD

**EMEA DIRECTOR
CREATIVE
TECHNOLOGIES**



JAMES BENNETT

**APAC DIRECTOR CREATIVE
TECHNOLOGIES**