



BTS : JOURNEY TO THE

# METaverse



Reframing the researcher



Right-sizing the research

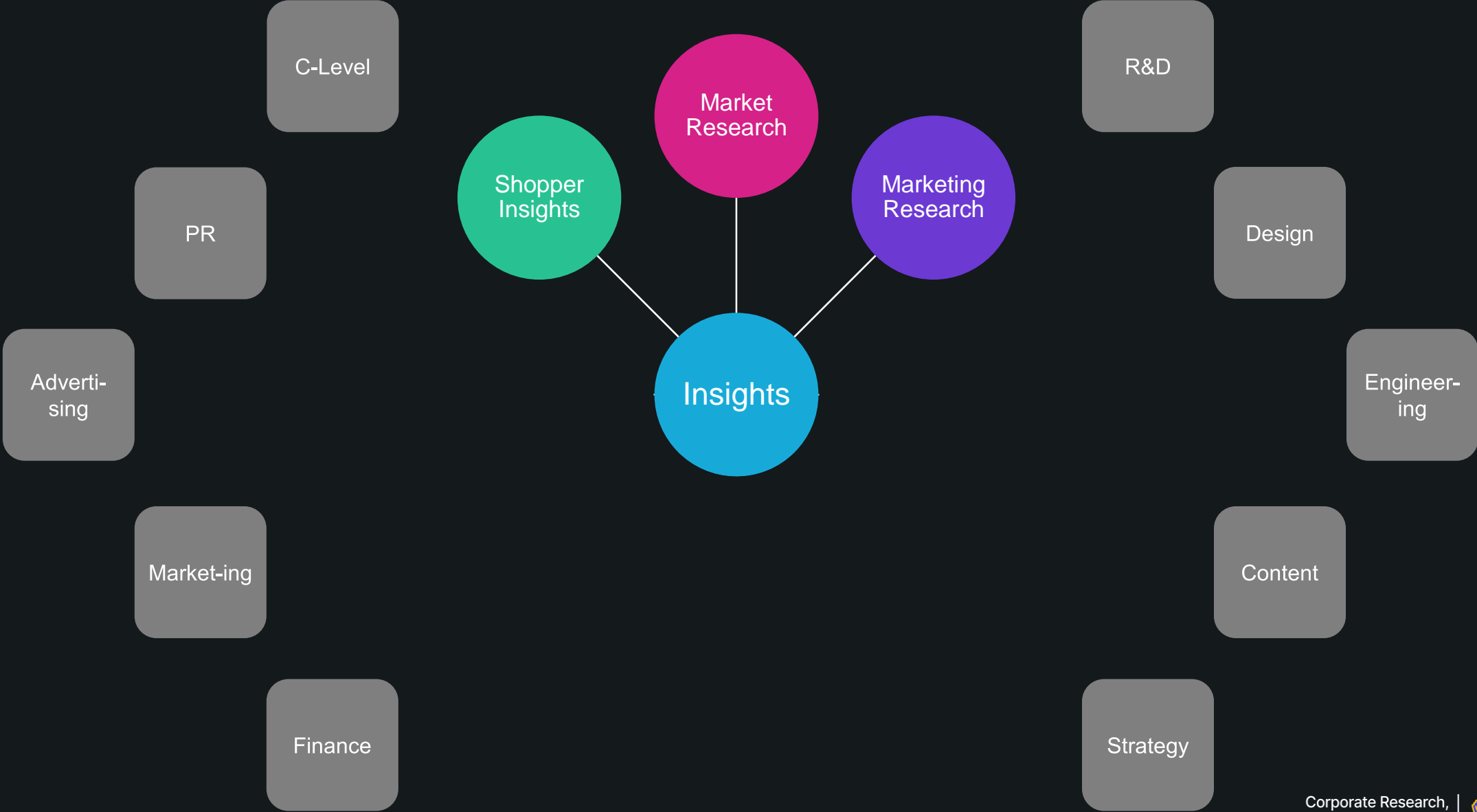


Creating your toolkit



Knowing is half the battle

# REFRAMING THE RESEARCHER



# CONVERGENCE

The metaverse concept represents the convergence of long-term trends and shifts across consumer needs, cultural trends, technology, and entertainment

## CONSUMER

Socializing virtually • Self-expression • Lean-forward • Agency

## TECHNOLOGY

Game engines • Gamification • VR/AR/MR • 5G

## CULTURE

Democratization of tools • Creator economy • Co-creation • Virtual idols

## ENTERTAINMENT

Massive, online games • Phygital experiences • Virtual production • Virtual events

# CONVERGENCE

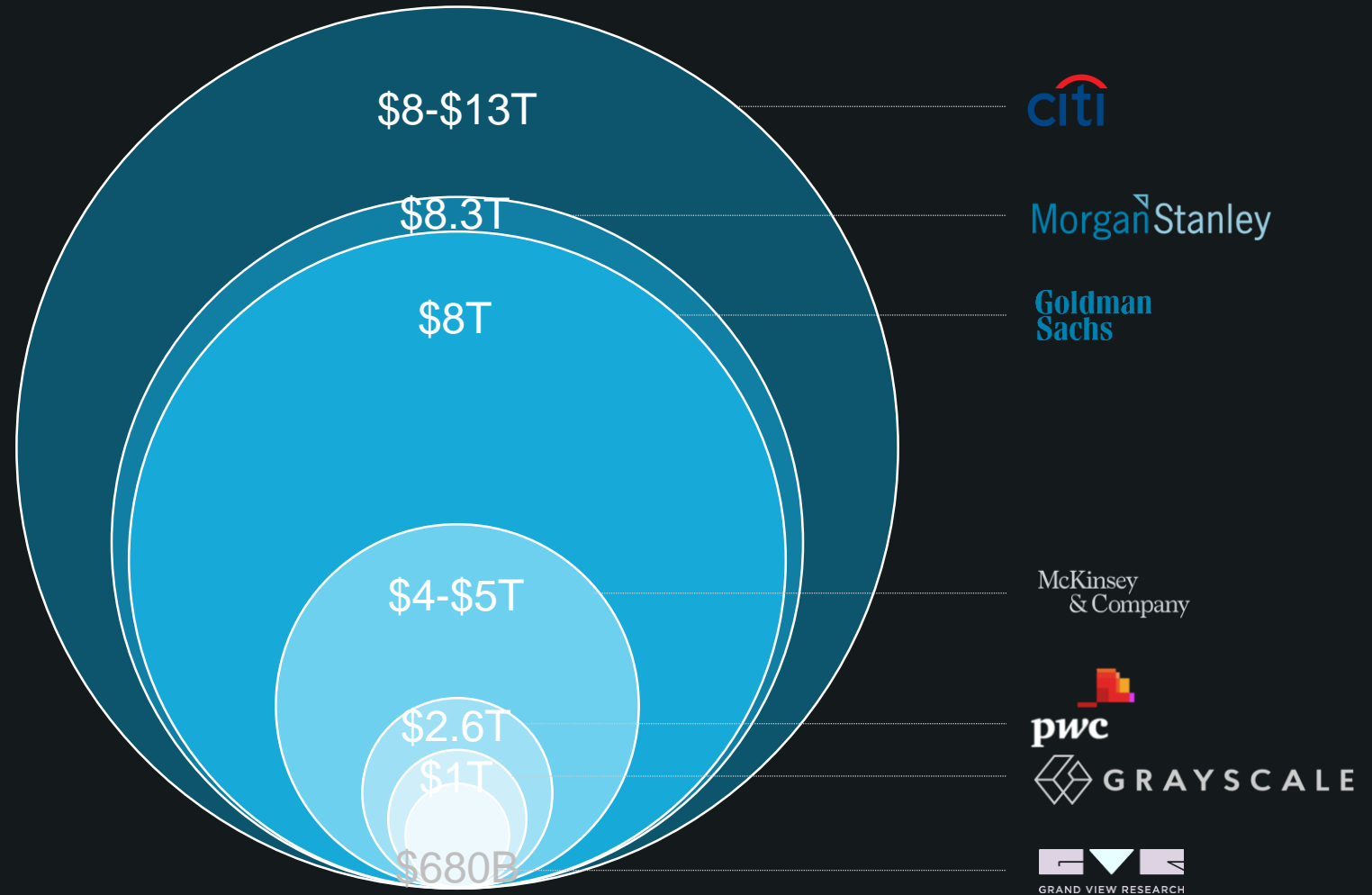
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**METAVERSE**

# MARKET SIZE

In terms of sizing the metaverse market opportunity, consensus appears to now be gravitating around the trillion dollar (plus) mark by 2030 from key consulting and investment firms







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# CREATING YOUR TOOLKIT

## Methods

### Generative

Explore problem space and learn about potential users



### Evaluative

In/Validate design decisions and measure impact



- |                       |                   |               |
|-----------------------|-------------------|---------------|
| Beacons / Sensors     | A/B Testing       | CES           |
| Click Paths           | Card Sorts        | CSAT          |
| Customer Service Logs | Cloze Tests       | SEQ           |
| Eye Tracking          | Fake Door Tests   | SUPR-Q        |
| Heat Maps             | First-Click Tests | SUS           |
| Scroll Maps           | Top Task Analysis | Time on Task  |
| Search Logs           | Tree Tests        | True Intent   |
| Session Replay        | Usability Testing | UEQ           |
| Video Analytics       | Wizard of Oz      | Web Analytics |



# METaverse RESEARCH APPROACH

## SECONDARY RESEARCH

- Syndicated reports and data
- Industry articles, financial reports, academic research, etc.
- Key conferences

## SOCIAL LISTENING

- Volume, sentiment, themes surrounding metaverse
- Strengths/weaknesses of specific events

## IDEATION SESSIONS

- Online communities
- Ideation sessions with forward-thinkers & early adopters

## ONLINE SURVEY

- Quantify familiarity and receptivity to metaverse
- Probe ideas, themes from ideation sessions

# OVERALL, IN CONSUMERS' MINDS' EYES, THE METAVERSE IS...

“Close your eyes and picture what a Metaverse looks like to you – what images come to mind?”



## SOCIAL

Consumers envision the metaverse closing distances between people, enabling them to host meetings, attend events, and share moments from the comfort of their homes.

## THROUGH VR

Consumers assume that VR headsets enable them to access the metaverse.

## LIMITLESS

Consumers think that the sky is the limit when it comes to the metaverse. Analogies range from train stations to massive libraries.

## TOUCH DYSTOPIAN

Consistent with the concerns raised around privacy, some consumers also uploaded the potential dark side of metaverses, where people lose sight of the “real world”.



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# TIMELINE/RESOURCING

07/2021

01/2022

07/2022

01/2023

SECONDARY RESEARCH ?

SOCIAL LISTENING ?

IDEATION SESSIONS \$\$

ONLINE SURVEY \$

DATA VIZ ¢

SOCIALIZATION ?



# WHAT'S NEXT?

Monitor developments in metaverse space

Ideate metaverse concepts & explore with consumers

Deep dive into other metaverse adjacencies

Organize internal metaverse thinktank

Develop short/mid/long term metaverse strategy





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# 'PROFESSIONAL' CONTENT EXAMPLES



Fortnite: Ariana Grande



Fortnite: Gameshow The Void



SXSW Online



Fortnite: Time Martin Luther King experience



AT&T Station: Featuring 100 Thieves



Minecraft: BTS Concert

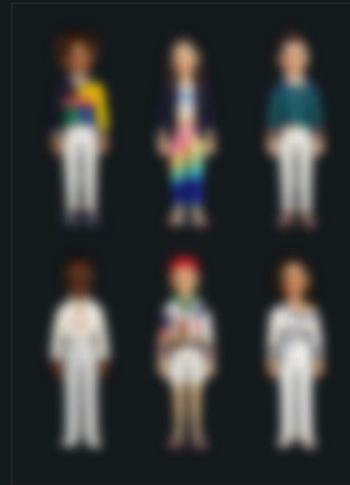
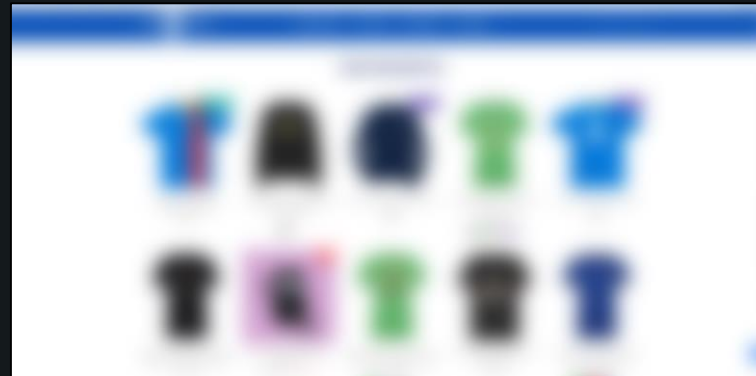




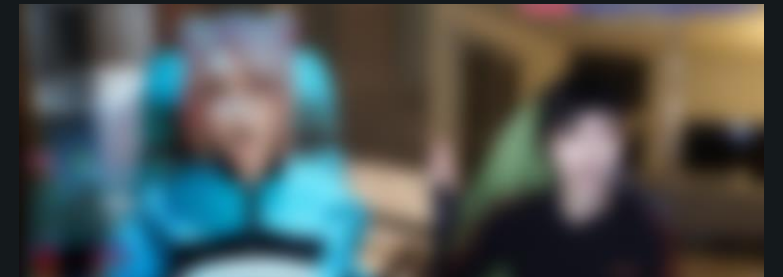
# THOUGHTSTARTERS



Next-Gen Mouse Tracking/  
Experience Maps

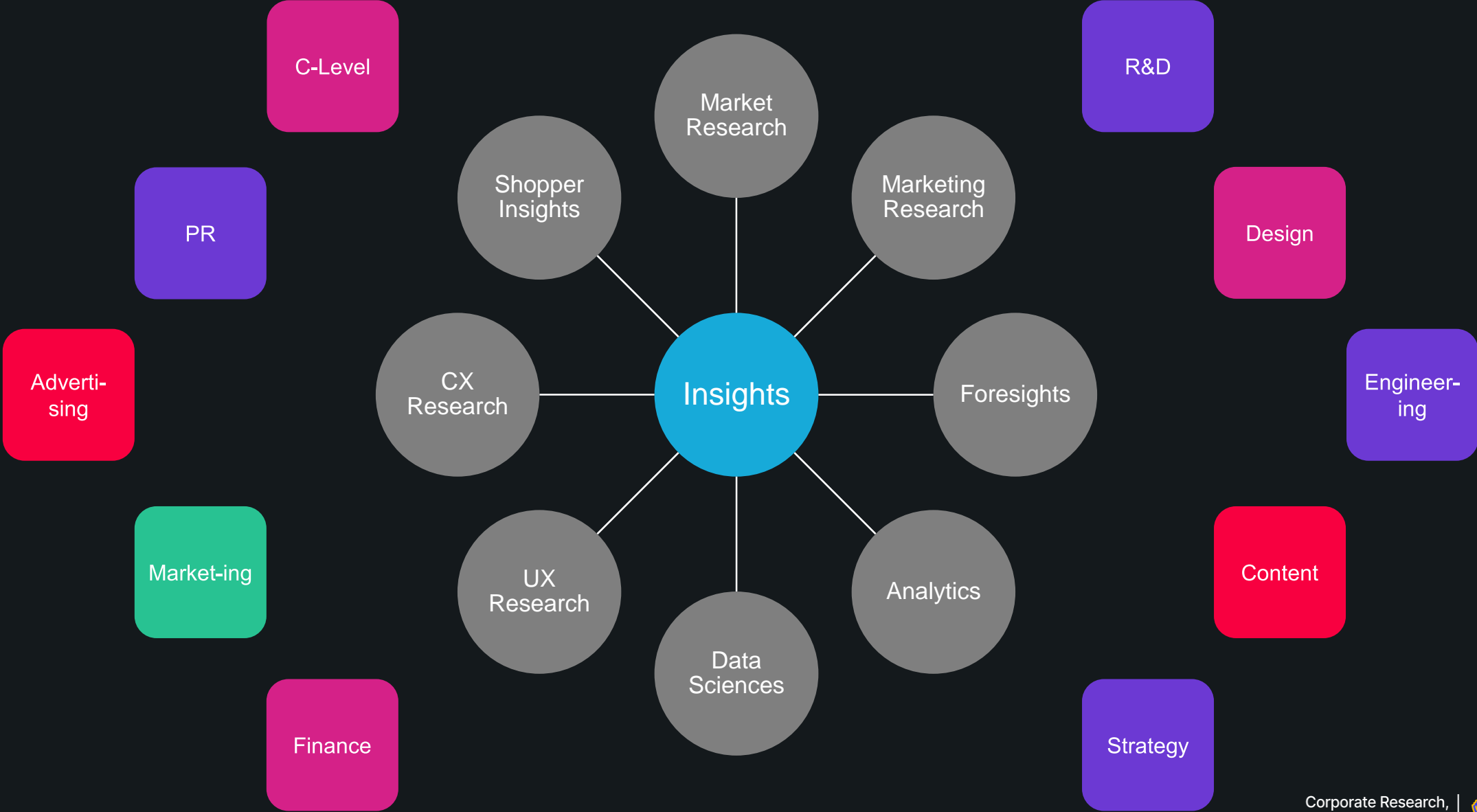


Creating A Virtual CP  
Business



Biometric and An  
Enhanced Experiences

# IMPACT







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THANK YOU