

What Users Expect to see in Virtual Worlds between 2009 and 2012

Results of the Virtual World Roadmap
Survey for Smarter Technology

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Original survey developed by Bob
Cohen and Mike Gialis

Questions to: bcohen@bway.net

Original Purpose of Survey

- The Virtual World Roadmap group is a loose coalition of firms and groups that were involved in the development of Virtual World technology. The group included: Intel, Samsung, IBM, Sun, Electronic Sheep.
- The group hoped to promote greater awareness of the technological innovations needed to advance greater adoption of Virtual Worlds. This survey was one part of the effort.
- The survey is at http://www.surveymonkey.com/s.aspx?sm=Z8DOutL8NOOAcV2Fnbjvvg_3d_3d

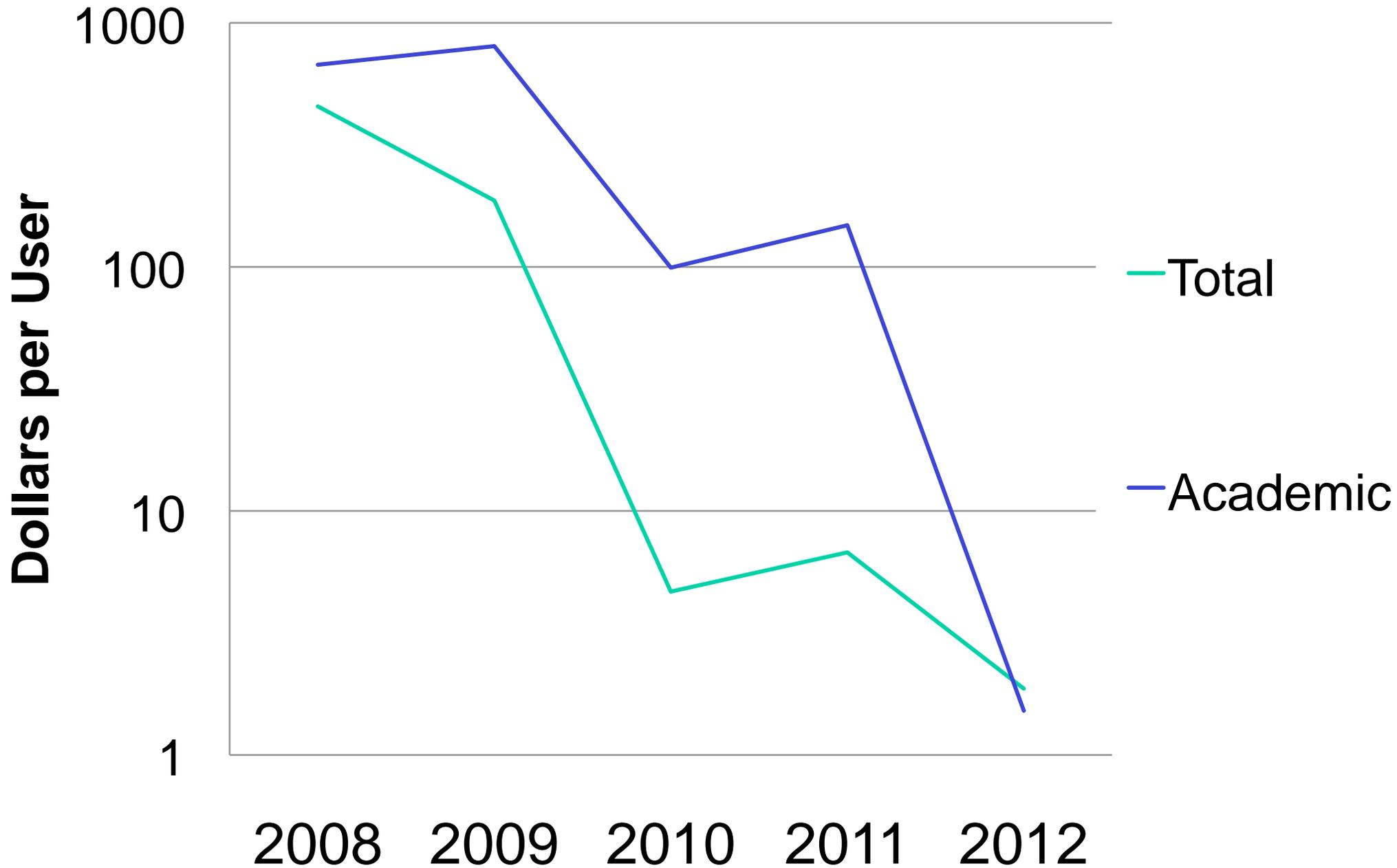
Purpose of Survey

- To illustrate changes that are expected to take place in how businesses and other organizations will use Virtual Worlds.
- The focus is on identifying user requirements that once met, will foster broader adoption.
- We expected these requirements would inform technology and service providers interested in VWs. We hoped to identify areas where cooperation may be needed to achieve results.
- The survey results are at: <http://virtualworldsroadmap.wikispaces.com/Survey+Aug+09>

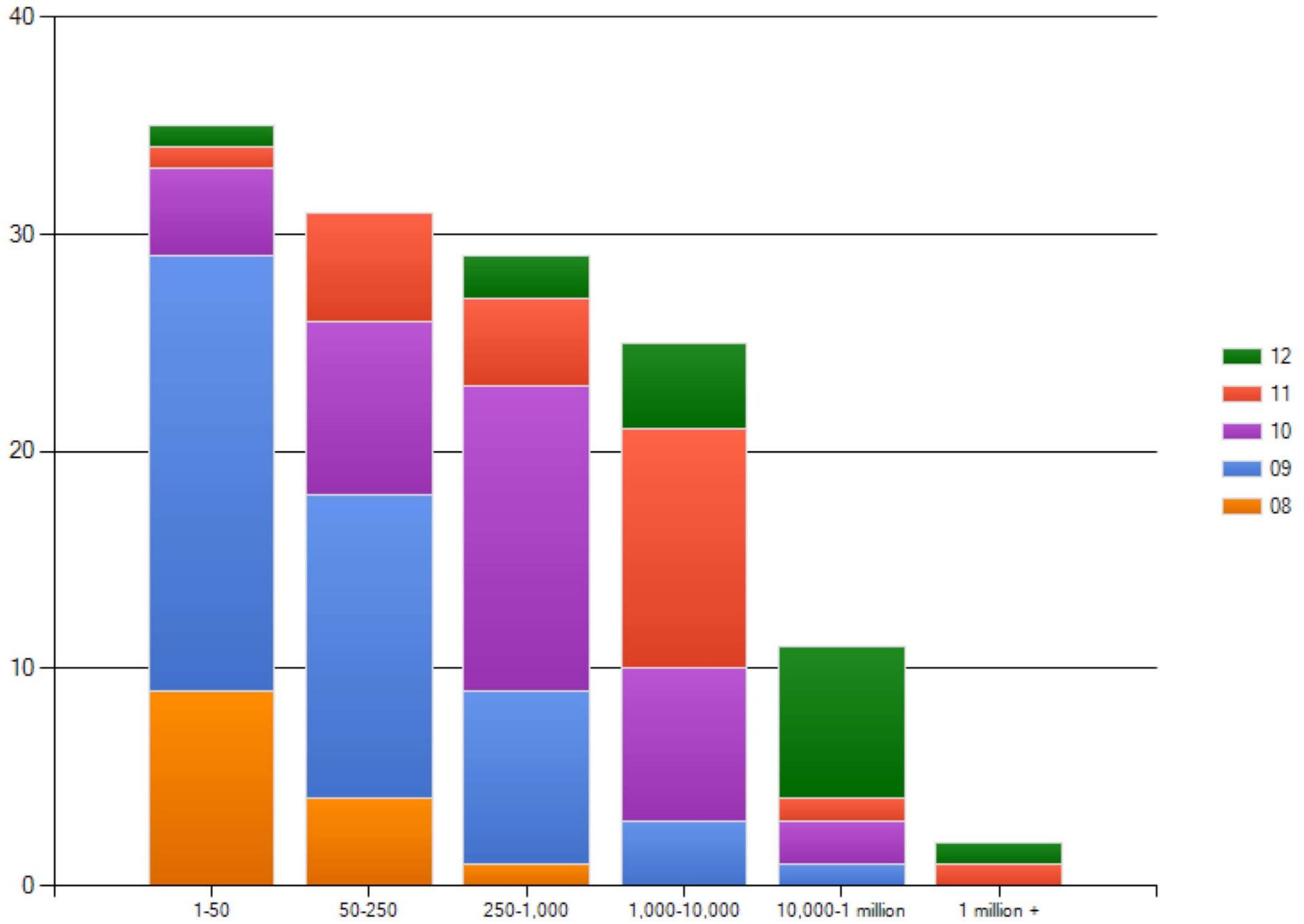
Initial Findings

- Users expect to pay far less per user by 2012 than they do today. In 2012, respondents expect there will be tens or hundreds of thousands and cost will be dollars per user.
- Survey responders indicated that for many features, there are “clusters” of technical requirements that are “absolutely necessary.” For platform extensibility, this included: Open APIs, User Ability to Extend the Platform, In-World Scripting, Graphical Asset Creation by Users using In-World tools as well as Importing from tools, and Physics Simulation capabilities.

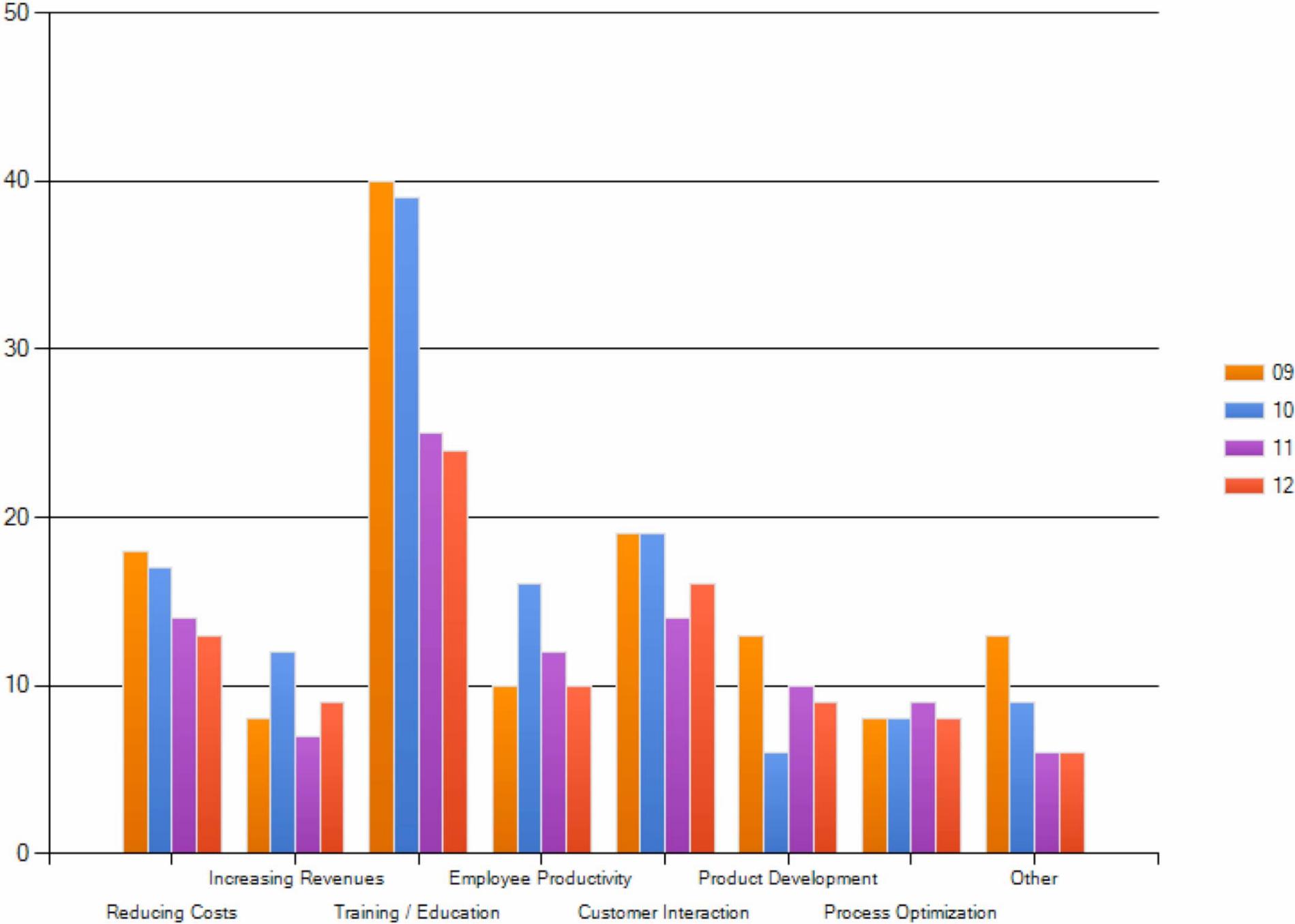
Expectation: Cost per User Drops Dramatically!



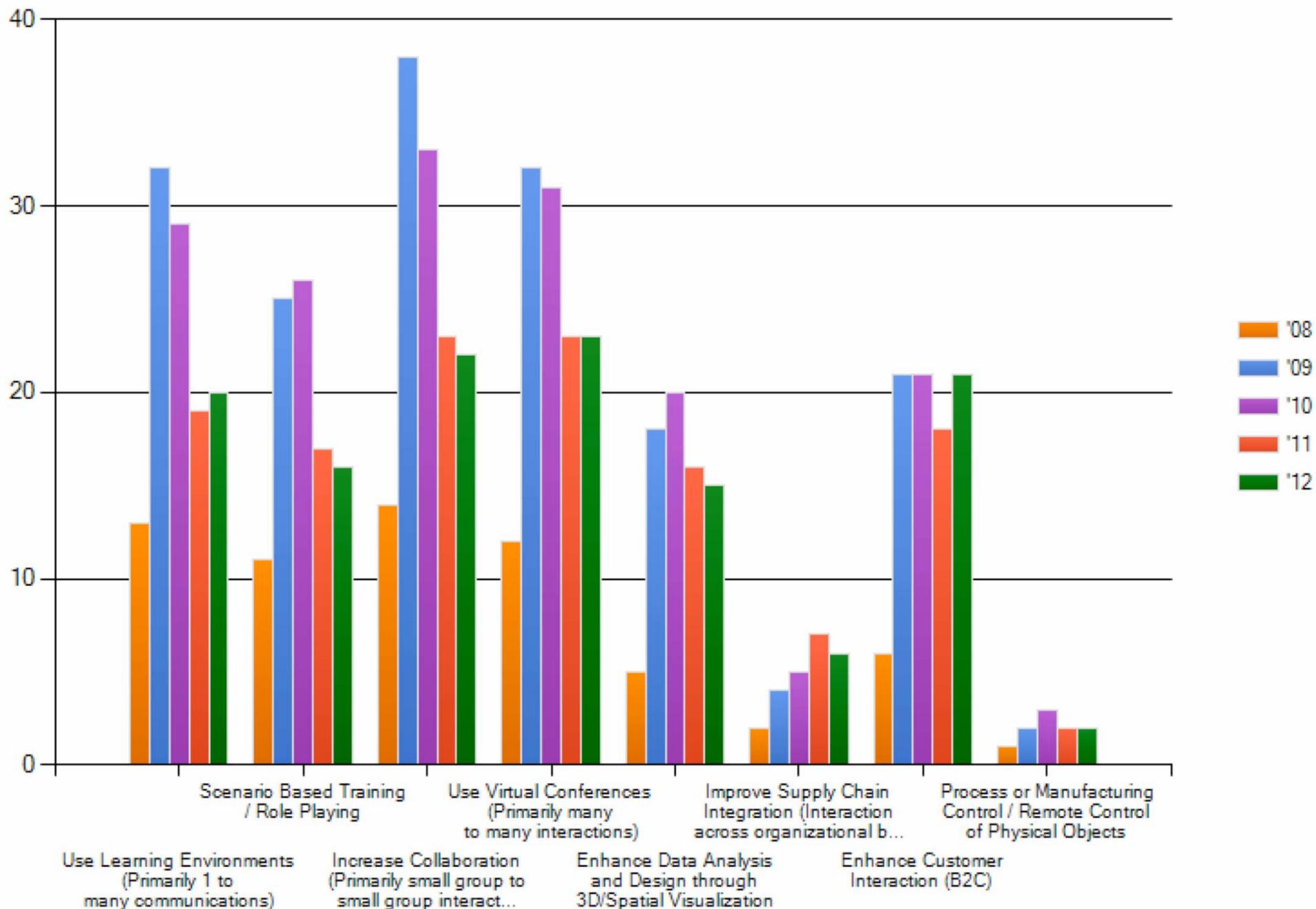
How many users do you expect your virtual environment to serve?



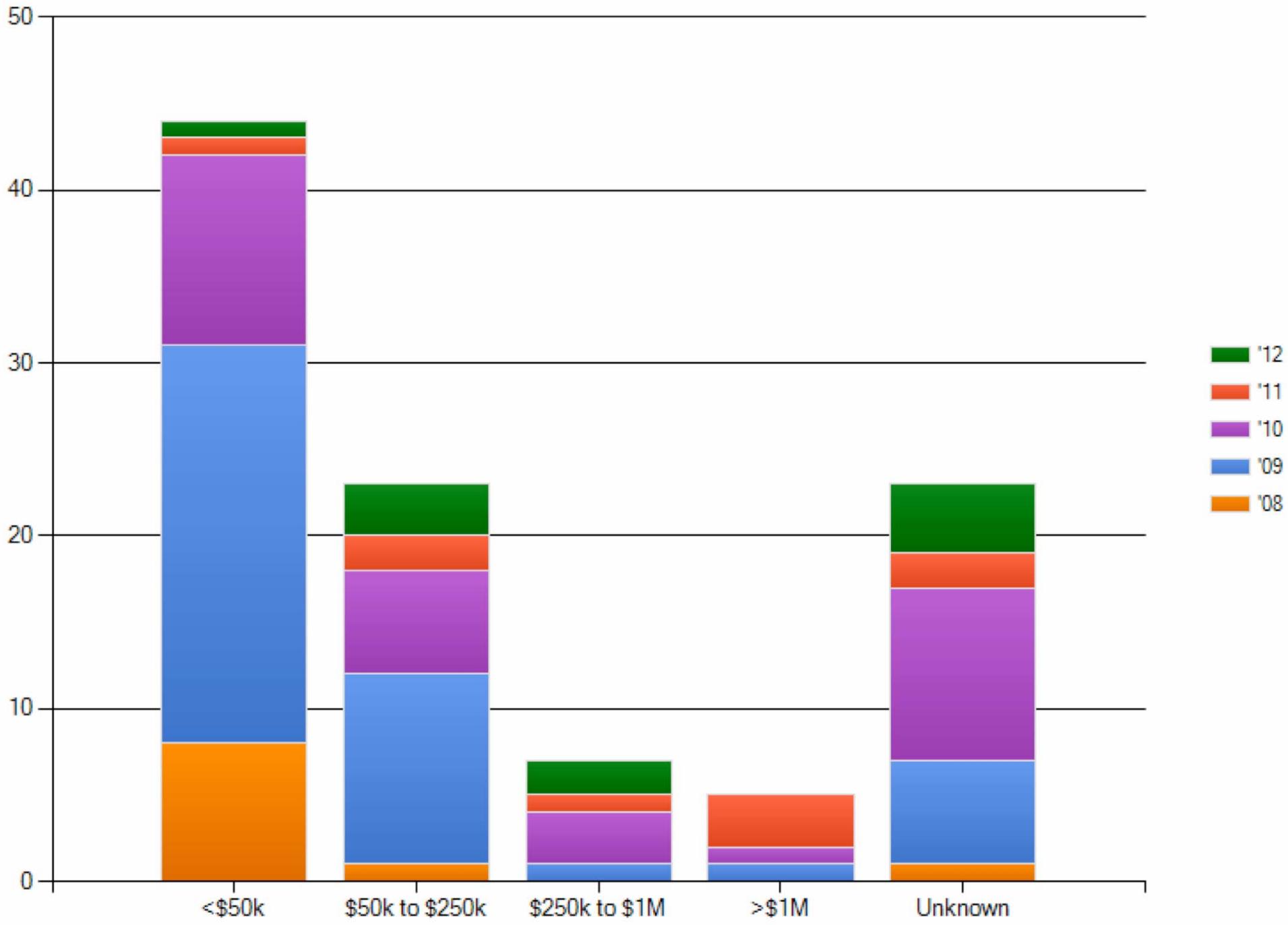
What is your organization's primary motivation for employing Virtual Worlds?



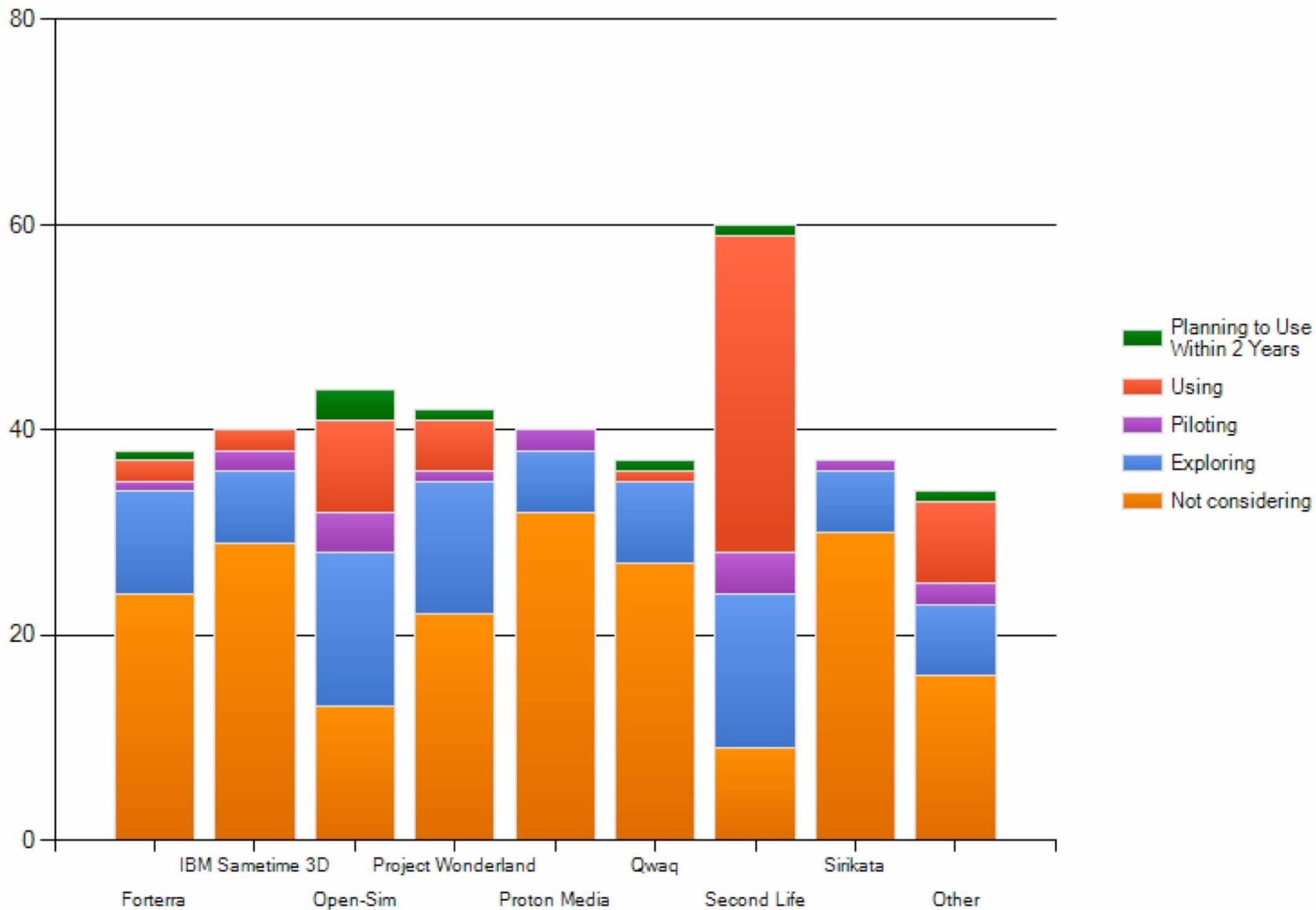
How do you think your organization is going to improve productivity using Virtual Worlds?



How much money is your organization likely to spend on Virtual Worlds?

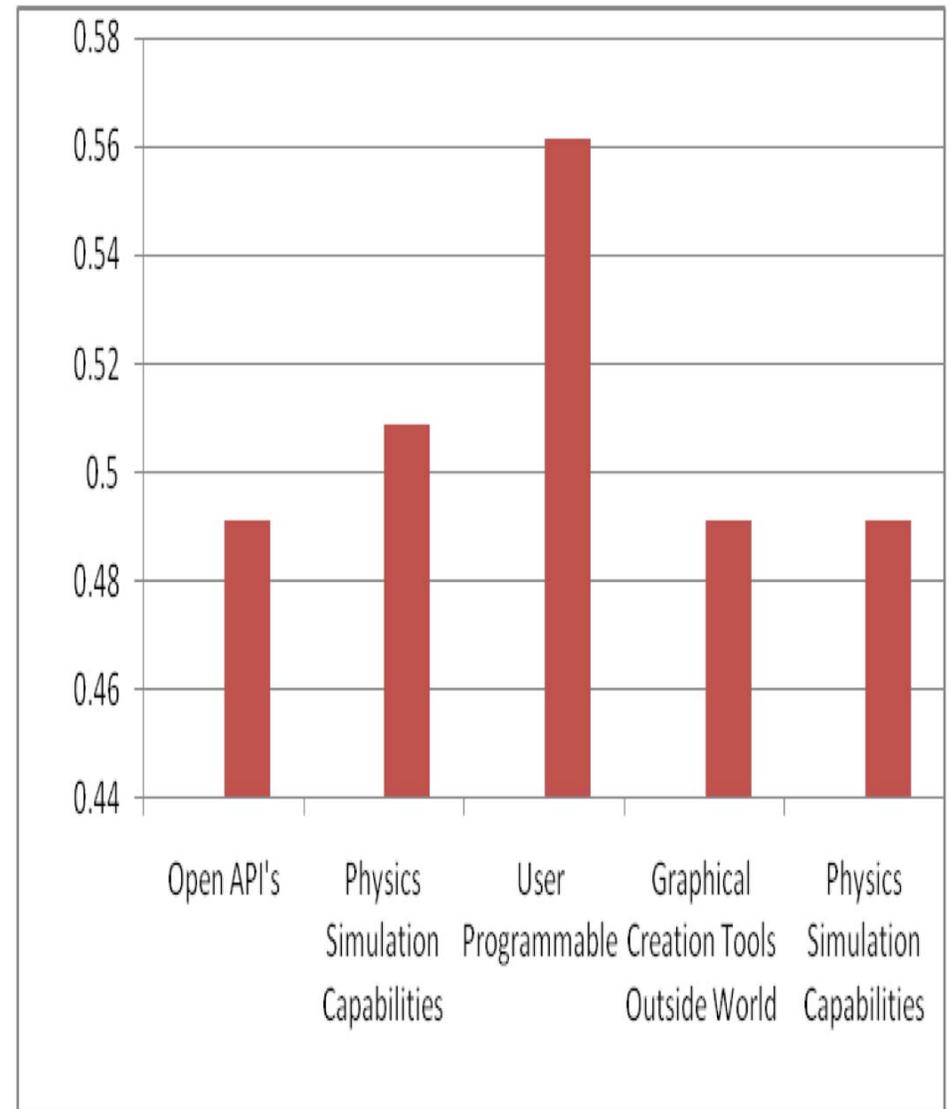


Is your organization currently using or planning to use a virtual world environment? If so, please identify the platform(s).



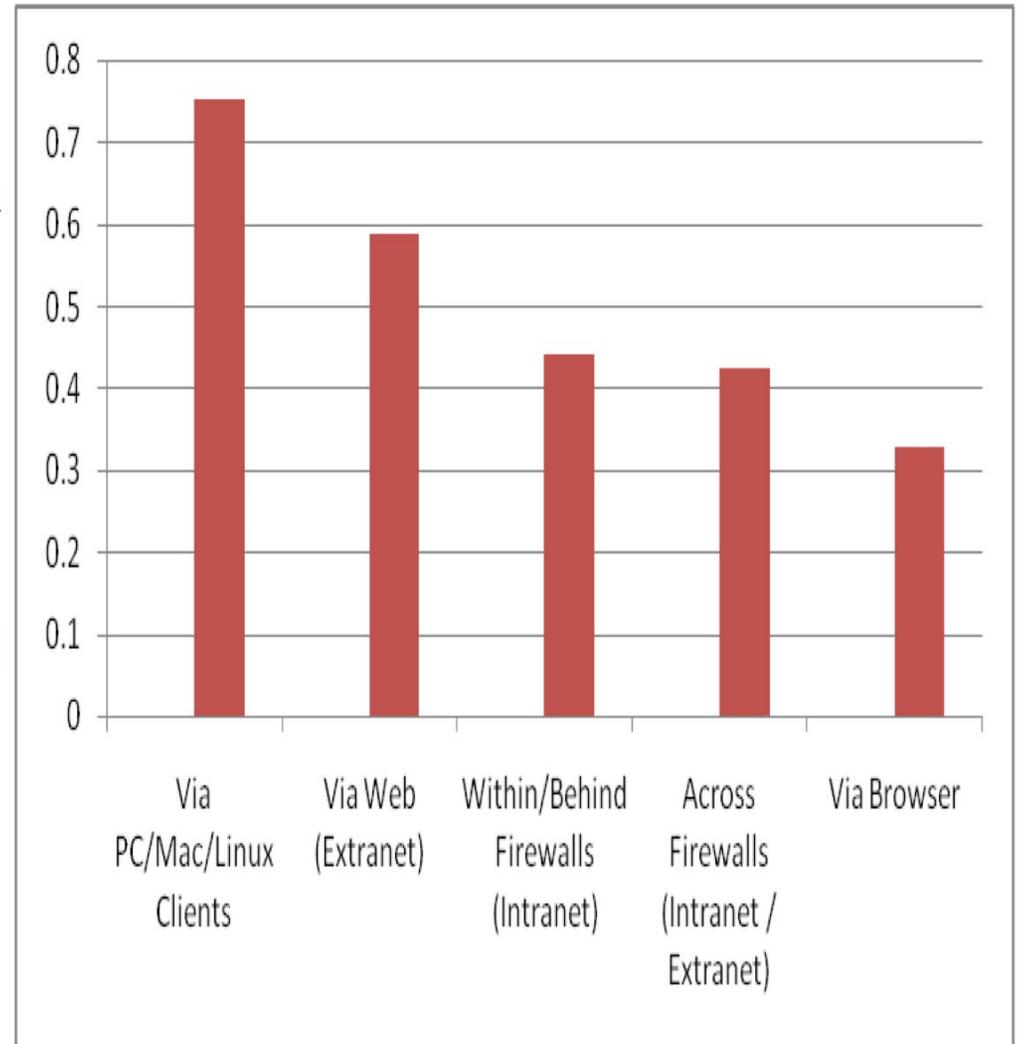
Platform Extensibility: Many Users Want a Cluster of 6 Features

- Key “Absolutely Necessary” features:
Open APIs;
Users extend Platform; In-world scripting;
Graphic creation using in-world tools;
Graphic creation importing from tools; Physics simulations
- 16 of 62 respondents wanted all 6. 19 wanted 4 or 5 of 6.



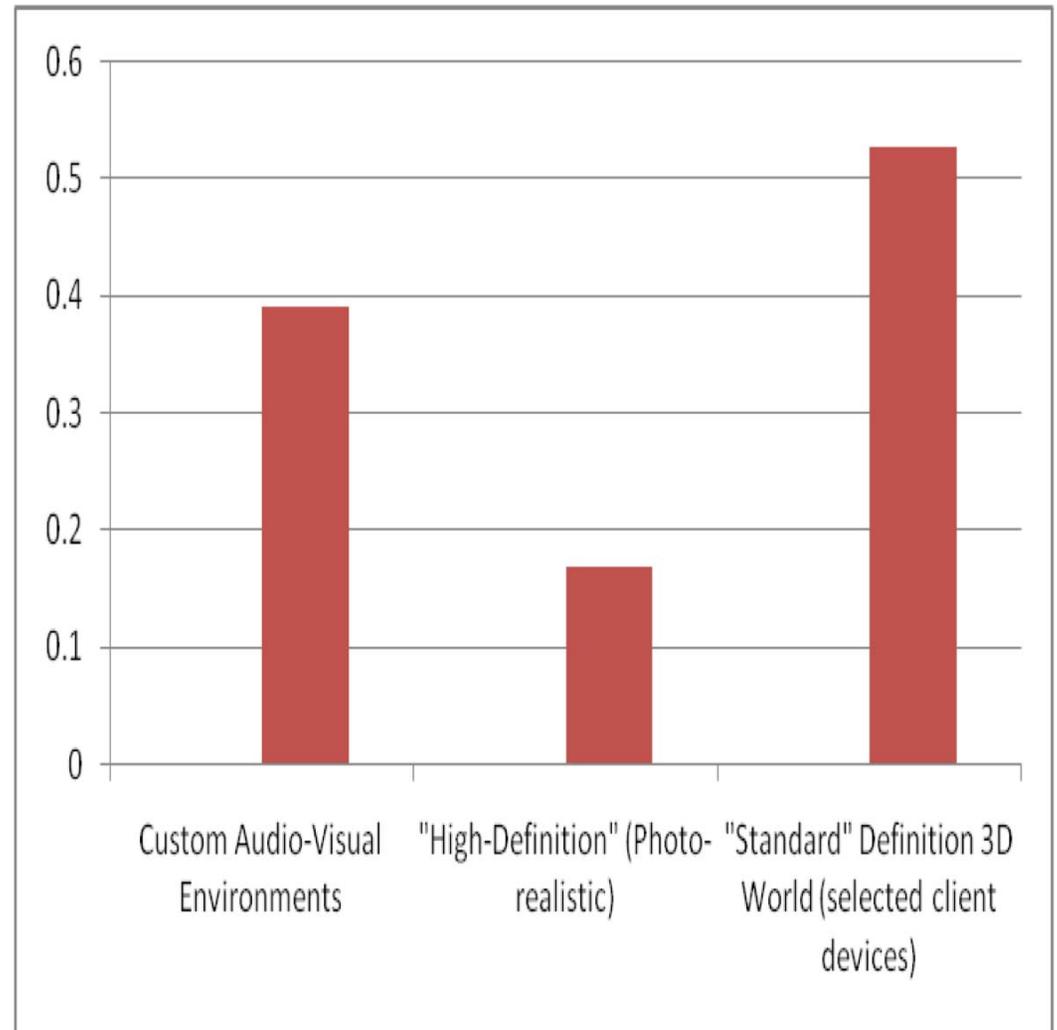
User Interactivity: Many Users Want Five Main Features

- Key “Absolutely Necessary” Features: Via PC/Mac/Linux; Access via WWW –Extranet; Access behind Firewalls; Access across Firewalls; Access via Browser
- 17 Respondents chose all 5 features. 8 Chose 4 of 5. 13 Chose 3 of 5



Graphics Quality: Many Users Want Three Key Features

- Key “Absolutely Necessary” Features:
- Custom AV Environments; HD 3D World; Standard Definition 3D World Client
- 8 Respondents chose all 3. 22 Respondents chose 2 of 3.



Interoperability

- Large Share of Users wanted 7 Characteristics:
 - Transportability of Avatar Appearance
 - Transportability of Avatar Inventory
 - Single Sign On
 - Avatar interacts on Different Platforms
 - Ind. Standard Graphics
 - Assets move among Platforms
 - Platforms use External Apps/Web Services

