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|  | **Ideas** | **Intended effect on the user** | **Important considerations** |
| What elements would you include in your own VR experience? | How do you want to engage or impact the user? | What would you need to consider when creating this experience? |
| Worldbuilding and style | * What central mood or feeling are you trying to evoke through the VR environment? | * Will the experience be accessible to all users? * What impact could the worldbuilding and style have on a range of different users? | * How will the style and world limit possible interactions or objects placed within the scene? |
| Room design | * What size will the space the user interacts with be? Is it all contained within one environment or is it a series of locations? | * Could the spacing of the environment intimidate or overload the user? If this is not an intended part of your experience, how could you address this? | * How does the design and scale impact interaction or puzzle design? * Is there enough space for experimentation but limited enough for puzzle solving? |
| Scale and reach | * Will your experience feature free movement, rigid transportation or no movement options at all? | * How will your choice impact objects the user can see but can’t reach or interact with? | * What type of experience are you creating for the user? What will be required of them physically? |
| Interaction design | * What are the central interaction systems within your experience? * How will the user navigate the environment and affect their surroundings? | * Will the user understand what’s required of them to make progress in the VR experience? * Do the systems support exploration of a VR environment or are they limiting, either to the user or to the design of the experience itself? | * How will all the mechanics within your experience interact? Are they accessible and clear to understand? |
| Lighting | * How will the lighting within your experience impact the mood or support the style? | * Will the user be able to see everything clearly and within comfort? | * How can you avoid user eye strain when designing this experience? * Can you use elements other than light to give the user a feeling of presence? |
| Use of color | * How does your color palette support the style and worldbuilding? | * Can you use color to create moments of connection or highlight objects of importance? | * Is color recognition required to progress? If so, how will you meet the needs of all users, including those with visual impairments? |
| Sound | * How can you ensure the sound increases immersion by fitting in with the world and room design? | * Will the sound effects create a spatial comfort for the user? * How will the lack of any sound impact engagement? | * Should your experience include interactions that don’t have a corresponding sound effect? * How meaningful will those interactions feel? |
| Virtual interpretation of reality | * Are you trying to authentically minic reality? * What constraints are you imposing? * Are there things impossible in reality that your users will be able to do? | * What choices are you making to engage the user? What is unique about their presence or the interactions possible? | * How will you integrate the elements of this experience to create a cohesive and immersive whole? |