Going on Safari
Researching Users in the Metaverse
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Backstory

Protocol Labs commissioned a user research study to:

- Uncover the characteristics of early metaverse users
- Identify the meaningful experiences and user pains
- Surface opportunities for platform improvements
- Deep dive on the themes of identity, ownership and portability

Full report to be published soon!™
Metaverse early adopter user journey

- **Inquisitive person**
  - Trigger: Personal intro or seeing opportunity/engaged

- **Creative**
  - Trigger: Cultural moments known by a friend

- **Investor**
  - Trigger: Opportunity to make money and subvert existing creative economy models

- **Someone already in Web3**

- **NFTs**
  - Try the Metaverse

- **Are handheld**
  - Experience social connection
  - Nostalgia
  - See earning or creativity potential
  - Experience wow moment
  - I want to make something/earn/be part of this

- **Now I work full time in the space!**
  - Onboard others/giving back

- **Playing just for fun**

- **Defi/NFTs/Gaming**

- **No handheld**
  - Graphics are important to them
  - Social connections not experienced/valuable

  - But not enough time/energy to commit to it, they dabble but across multiple Web3 use cases (esp if working in the space)

  - Unlikely to stick around much
“To me, the metaverse is the ultimate social platform. It reminds me of AOL chat in the 90s. But now you have visuals and tokens attached to it. It’s an improvement on life.”

Learning:

Metaverse early adopters might not be gamers anymore, but nostalgia for gaming (and the early internet) plays a big role in their expectations and reactions.
Learning:

Social connections make the metaverse meaningful, but hand-holding is essential for a positive first experience.

“I’ve spawned a lot of meaningful relationships in the metaverse. It holds tremendous value to me. It’s stuff I wouldn’t be doing in real life that I’ve always longed to do. It’s hard to go out there and make friends... in my job, nobody shared the same interests as me. The metaverse is an easy way to focus in on a group that has similar interests, and then continue those relationships - even outside of the metaverse.”
“I could see my art virtually on the gallery walls. It looked stunning. This would cost $10,000 to display in a gallery in real life, and here I am doing it for free. A collector had questions and everyone in the space could read my answer. I only had to answer one question once; at gallery shows I have to answer the same question 70 times and still make it seem like it was the first time the question was asked. That for me was like the golden “wow” moment.”

Learning:

The path from “explorer” to “full time creator in the metaverse” is short.
Using Netnography in the metaverse
Netnography

- Qualitative social media research
- An adaptation of ethnography.
- Focussed on human experiences and cultural understanding.
- Informed by the self awareness of the researcher.
  - “Action research”.

It involves:
- Observing what people do online.
- Collection of data.
- Immersion and reflection.
- Interpretation.
Getting started

- Set up a public notion page.
- Updated my Twitter profile.
- Began on social media.
- Then created an avatar and went exploring.
Enter your main point / statement here.
Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

You: I'd love to ask a question. In one word, how do you feel right now?

You: I'm ready.

You: Grind gang!

You: Hi! GM!

You: And... Woah!

You: How are you?

You: Gold eggs pls!

You: How does this work?

You: Hi... my first time here.

You: Try to click on a dirt plot.

You: Oohhh thanks.

You: Sunflowers grow quickly.

You: Love your bunny!

You: Thank you, is from the royal bunny collection. Made it.

You: Nice.
Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

guess I know what you're doing @imaresearcher XD

You: trying to be totally transparent!!!

You: I'm here to learn about people and cultures in the metaverse by being a part of it 😊

dinner will be rather simple this time around @

immersive research is the best kind

cool and welcome to dcl and the TRU band room then – great to have you!

You: pleasure to be here. I'm having a lot of

Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

in companies

You: my metaverse research will be a public report though at some point

Hey 😃!

That's awesome, let me know if anyone building in DCL whether that's building experiences, community, etc.

hey there 😃

You: yes 100% thanks.

Heyyyy 😃!

You: gonna present some of my learnings at devcon in a few weeks time

Awesome!
Fun first time at TRU venue in @decentraland. Thanks @teenybod and @CoconutSunday for a fun time. Check out the newbie at the front of the stage in the after-work drinks gear, I clearly need to up my outfit/wearables game lol. #Metaverse
Talk to the people around you. If you move far away from someone you will lose contact. All whispers will be displayed.

See you later all :)

-69.35

Have a great rest of your Sunday everyone!

I'll be at emoting my heart out :D

Jumped to -69.35!

Hello again!

garak, I forgot to mention... make sure you check your hidden folder on OpenSea for the TRU SHOAP

You: hiya

You: ooh thank you

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The band's debut album, "When the night seems so long," was released in December 2017 and the band was nominated for the 2017 Songwriter Awards for best new artist. A Songwriter magazine article is one of Thailand's biggest and longest established music magazines.

In Dec 2018, the band released a single, "Run My Flavor", a song about hopes, taking chances and pushing towards success.

Coconut Sunday

18 owners 18 total You own 1 2 views

Make offer

Price History

No item activity yet

Description

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wondering around dcl

You: what are you here for? any specific plans?

: no this is my first time

: i am learning

You: first time in DCL?

: yes

: first time in metaverse

You: very cool!

You: where is your avatar standing? i can't find you

You: will come say hi

You: if you click that you will jump away

: thanks tell me when you will jump and i will follow you

You: yeah or go to the coords in the map: 27,-118
Thank you @G_Rak for participating in the Holy Penguin Party. Pls dm us your wallet address

You accepted the request

hey!

Ox: 2

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Reflections

Going on Safari
Reflections

- Discussion online is greater(?) than actual platform participation, but we should view social media as an extension of the metaverse.
- Netnography in the metaverse is a crash course in web3 culture.
- It’s an excellent method for generating good research questions.
- It produces very deep empathy with users, and remember it’s about people not just products.
- Metaverse platforms should consider doing similar research to help build more meaningful experiences.
If you’re a metaverse user, please share your experiences.

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