CUBICLE
NINJAS

VIRTUAL REALITY (VR) WORKBOOK

HELLO!

Virtual reality applications have transformed VR from novelty entertainment into a priceless tool for marketing strategies and business solutions.

This workbook reaffirms our design decisions, outlines the open questions, and draws the line in the sand for our favorite word: launch. With a completed workbook we can provide you a clear, fixed launch date for our ninjas to work against.

Tired of homework? As long as you know this information we're all set. Our expert development team can capture this information by phone or in person if it would be a better fit.
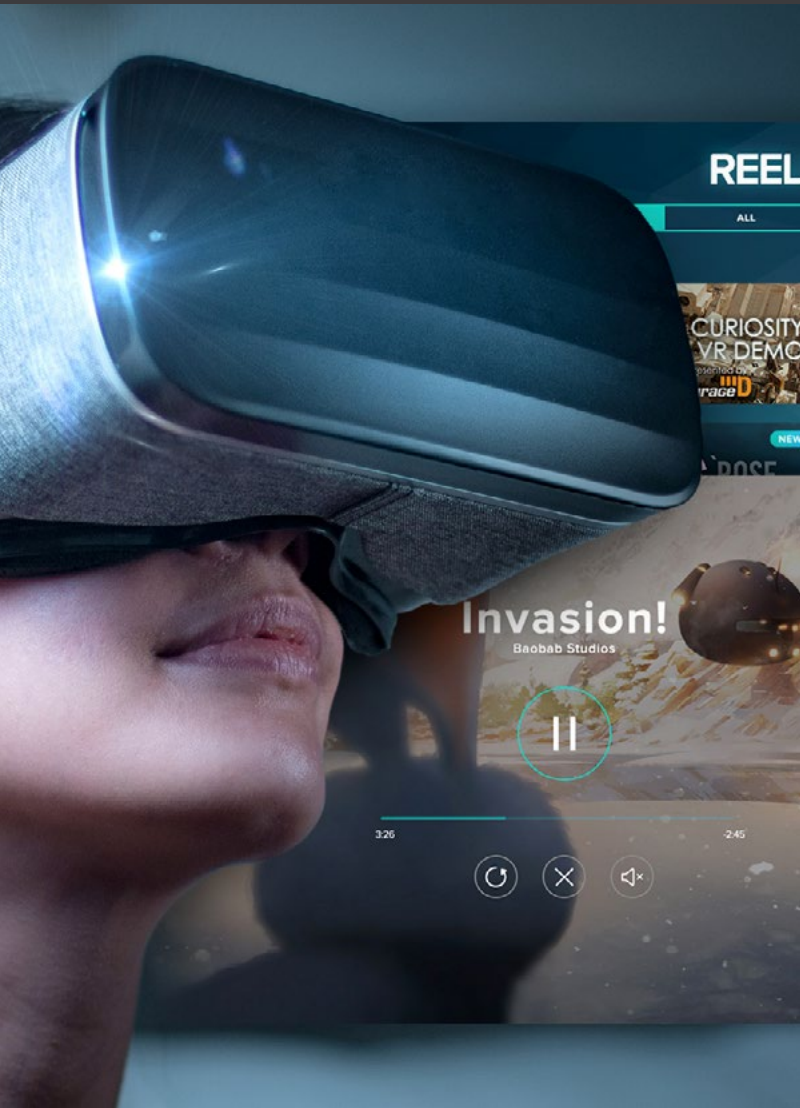
PROJECT
DETAILS

Name

Email

Phone

Project Name

Project Deadline

Project Budget

YOUR
VR GOALS

What is your vision for the experience?

Can you describe your target audience(s)?

What actions should your target audience(s) take because of this VR app?

YOUR
VR GOALS

What functionality should the application have?

How long do you want your average user's experience to be?

Are there any similar VR applications that you enjoy or dislike? If so, why?

Select one of the options below:

**Option 1:
360 Video**

I need assistance in capturing my 360 video content

I have already captured my 360 video content

**Option 2:
3D Computer Graphics**

I have VR ready 3D models

I do not have 3D models

If you need help creating 3D models, what art would you like our team to create?

YOUR VR GOALS

Is the application interactive or "on rails"? If interactive, please provide additional detail.

What devices are you targeting? (e.g. Google Cardboard, Samsung Gear VR, HTC Vive, Oculus Rift)

Do you need assistance publishing the application?   Yes   No

Does end user information need to be collected?   Yes   No

Is there a need to push new, updated content over time?   Yes   No

Should this experience integrate with any current systems or utilize existing APIs?   Yes   No

If yes, please provide more information about the preferred integrations.

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YOU'RE READY!

We've got everything we need now to have an effective conversation about your VR project. Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations throughout the process. Be sure to save this document and refer back to it throughout the design process. Let's get started!