METAVERSE - NEXT GENERATION USER EXPERIENCE TECHNOLOGY

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Metaverse - Next Generation User Experience Technology

Those who think the Metaverse is some obscure sci-fi fantasy, should think again. The metaverse is not only here, it is also all over the news. It is the theater of choice for the latest movie releases, the mega storefront for big brand sales, already big in the arena of serious gaming.

It is also the future of every type of mainstream business. Kids in the United States spend five hours every day on social media, in transition to the metaverse within a few years. Businesses will have no choice but to go where their customers, employees and other stakeholders are spending most of their time, if they wish to inform, listen to, or engage with them meaningfully.
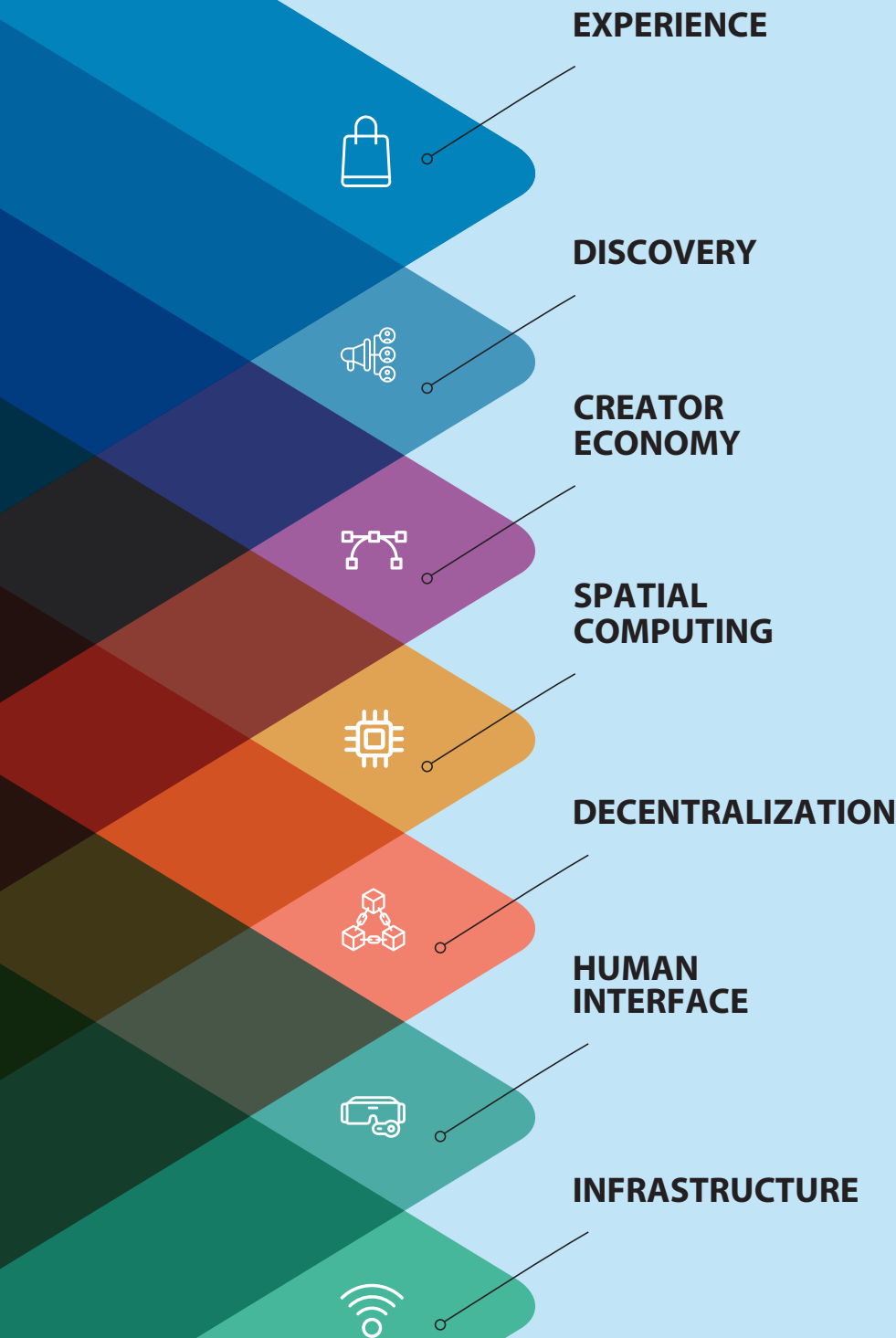
Organizations that dismiss the metaverse as "fringe" would do well to remember how social media, considered trivial in its early days, became all-powerful within a short time. We firmly believe the metaverse is an unstoppable phenomenon that will take digital user experience to new highs. Already, there is a sprawling metaverse ecosystem comprising hundreds of companies, from Fortnite and Roblox to Microsoft and of course, Meta, the tellingly-renamed Facebook.

> "
> Kids in the United States spend five hours every day on social media, in transition to the metaverse within a few years. "

Credit: Grayscale_Metaverse_Report_Nov2021.pdf

The roles in the metaverse, and that of Infosys

EXPERIENCE

DISCOVERY

CREATOR ECONOMY

SPATIAL COMPUTING

DECENTRALIZATION

HUMAN INTERFACE

INFRASTRUCTURE

Credit: The Metaverse Value-Chain. Trillions of dollars are pouring into… | by Jon Radoff | Building the Metaverse | Medium

Every provider in the metaverse ecosystem serves one or more of its seven layers, namely: experience, discovery, creator economy, spatial computing, decentralization, human interface and infrastructure . Another way of understanding the metaverse is by role: a **metaverse creator** provides a (metaverse) framework that hundreds of **experience creators** leverage to host various experiences – shopping, gaming, entertainment, banking etc. – engaging millions of **end users.**

Infosys is exploring the metaverse opportunity by seeking to partner with a variety of **experience creators.** Through these partnerships, we will dedicate our wide technology expertise to help clients to: identify the best metaverse opportunities, craft an entry strategy, Conceptualise and build new MetaVerse experiences designed to address business objectives of our customers, be it product launch, customer acquisition, providing a shopping experience, a game experience, learning or creating digital twins. We will also look at existing experiences of our customers that are suited for lift and shift experiences to the metaverse or even build new ones from scratch.

Infosys is already geared for helping enterprises to create a fresh metaverse experiences or simply take their existing experiences out there. For example, the Australian Open created a new "Art Ball" game for the metaverse.

Infosys is preparing to lift and shift the Virtual Living Labs experience from its current platform to the metaverse.

In a few years, experiences, which are today hosted only in a public metaverse, will also have the choice of a private or boutique variant. A private metaverse is open only to a closed group, such as the employees of an organization; a boutique metaverse, however, is a publicly accessible metaverse where a single organization hosts all its experiences.

Also, metaverse experiences will have different lifespans depending on the objective. Gucci's campaign on a Roblox platform lasted only two weeks, just enough time to build awareness. Other experiences, such as e-sport, may prevail for much longer.

Another thing that companies need to consider is whether their experience is entirely self-contained inside the metaverse – such as the Australian Open game – or needs a handoff from outside. For example, if our Virtual Living Labs were in the metaverse, the leads it generated there would have to be handed off for downstream attention, outside. In such cases, creating a seamless transfer is crucial.

> "
> Gucci's campaign on a Roblox platform lasted only two weeks, just enough time to build awareness. "

Credit:
Gucci Garden | Roblox Wiki | Fandom
https://blog.roblox.com/2021/05/gucci-garden-experience/

How the metaverse is evolving

The monolithic public metaverse as we know it, is already evolving variants. We expect that the boutique and private metaverses will become visible in the short-term. The industry metaverse – a mega portal for each sector, such as automobile, fashion, sporting goods, hospitality, finance, interior spaces etc., where consumers can indulge in immersive experiences – is further down the road.

The local metaverse, a universe of curated virtual experiences for a city, region or country, where customers can plan future travels, or simply enjoy the sights without ever leaving home, will also likely emerge in the long-term.

The metaverse is making great strides towards rapid adoption. We believe that organizations in every industry could go very quickly from a state of partial understanding to wanting a piece of this opportunity. While the metaverse has plenty to offer, it also presents a few hurdles to adoption. An experienced technology partner can help enterprises navigate these challenges and make a successful crossing into the exciting universe that is the metaverse.

How organizations can be part of the metaverse

Infosys recognizes that our clients will approach the metaverse in different ways. Some will prefer to wait and watch, to see how things unfold. Others, like the Australian Open, may make a gentle foray to test the waters. Companies, including ours, which have spent some time understanding this phenomenon, may take some key user experiences to the metaverse. Organizations concerned about the metaverse disrupting their existing business model may want a strategy to counter that. Some of our large, diversified clients may seek to do a bit of everything.

We agree that there is no one-size-fits-all metaverse solution for enterprises. The right answer depends on the organization's business, its customers, partner and competitor ecosystem, regulatory environment, and of course, its immediate context. It is important to work with an experienced partner who, based on these considerations, charts a suitable roadmap to the metaverse.

At Infosys, a client engagement begins with a 30-day program to build in-depth understanding of the client's business, including strengths, weaknesses, opportunities and threats in relation to the metaverse. Our business analysts and industry consultants work closely with the client's leadership team to apprise them of industry events, competitor activity, possible opportunities, successful use cases, etc., leaving them with a clear roadmap at the end of one month.

Once the client decides to build a new experience for the metaverse, we bring together designers and various agencies to conceptualize, build and deploy the same in a metaverse of their choice. We do this by leveraging specific tools and SDK provided by the metaverse itself for:

- building the experience layer,

- for creating experiences suited to different end-user devices (laptops, mobiles, VR headsets, smart glasses),

- to create spatial environments,

- to ensure immutability,

- decentralization and user privacy,

- to exploit the advantages of a democratized creator economy,

- and to facilitate discovery with a view to create viral growth.

Every one of these layers is necessary to create an experience for the metaverse, but it is the last two that make or break it.

Infosys packs all the required capabilities, including consulting, conceptualization, game programming, and knowledge of metaverse tools and SDK, to help clients launch their metaverse experiences with confidence. We have an experience foundry where clients can sift ideas to identify what works, what can be discarded, and what to pursue next. Following that, we will work with clients to evolve and scale experiences with strong user engagement, refine experiences with moderate engagement, and sunset those experiences where engagement is inadequate. Through alliances with companies such as Microsoft, nVidia and Epic and many more we put the best technologies and tools available in service of our customers.

Our engagements span the spectrum of metaverse applications, from building a "tennis" game on the experience layer, to creating a marketplace for the creator economy, to using spatial computing for creating a digital twin.

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