

Company Overview

Meta purchased Oculus, a promising and successful virtual reality start up in 2014. Since then, they have developed and released the Meta Quest line of VR headsets. These products took the VR market by storm by releasing their first headset in 2019. In 2023, they had captured over 80% of the global VR market.

The Meta Quest sets itself apart from other VR headsets due to 2 main features: price point and ease of use. The Meta Quest product line ranges from \$340-500, which includes controllers, cables, and the headset itself. It requires no external computer or motion tracking systems to purchase or set up and can run off an internal battery for portable use.

Other VR headsets start at around \$1300, which doesn't include in users needing a computer powerful enough to operate them and the time and effort required to set up a room for motion tracking. By greatly lowering the entry barrier for VR devices, Meta has successfully positioned their product as the most accessible unit in the industry.



Meta Quest 3 - <https://www.meta.com/ca/quest>

<https://www.pcmag.com/picks/the-best-vr-headsets>

<https://www.counterpointresearch.com/insights/global-xr-ar-vr-headsets-market-share/>

<https://www.crunchbase.com/acquisition/facebook-acquires-oculus-vr--30357598>

Product Strengths & Weaknesses

Strengths

- Low price point
- Extensive library of games and experiences
- Simplified user experience
- Backed by large company for support / warranty

Weakness

- Lower display resolution than competitors
- Less customization than competitors
- Integration with Meta/Facebook can be seen as an annoyance

Objective

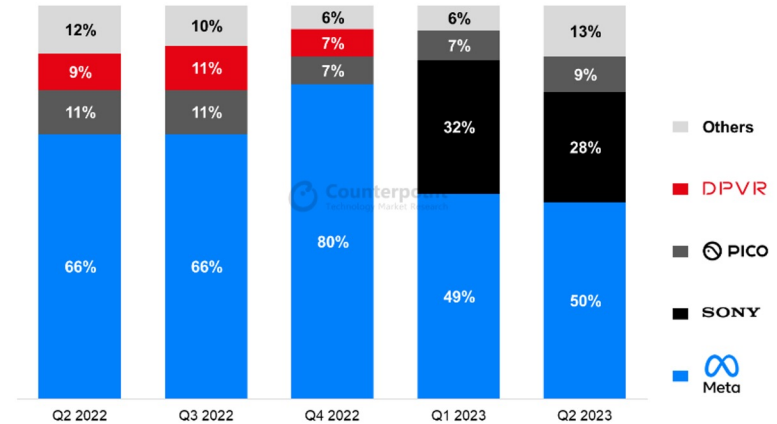
Meta would like to see a 10% increase in sales by the end of Q1 2024 through a wide reaching content marketing plan.

Justification:

Meta’s history of strong sales and dominant market share has been reduced by their biggest competitor, Playstation VR. The PSVR headset is tied to the purchase of a PS5 console, which is priced at \$550. However, it requires a user to have already purchased a \$500 PS5, bringing the total cost of the system well over Meta’s asking price for their product.

While Sony has acquired a significant portion of the VR market, the total market cap is expected to rise to 22 billion by 2025. Meta was reported to have sold over 20 million units in the first quarter of 2023, and by examining their previous jumps in growth with the release of new models and VR experiences, it is within reason that a 10% increase in sales figures is achievable.

Global XR (VR & AR) Market Share (Q2 2022 – Q2 2023)



<https://www.counterpointresearch.com/insights/global-xr-ar-vr-headsets-market-share/>

Stages	Awareness	Interest	Desire	Action	Validation
Cognitive State	Needs/Want Recognition	Exploring	Weighing Options	Make Decision and Make Purchase	Wants to see value from purchase
Emotions and Thoughts	Feeling bored and empty, it's time to find some interesting games.	What is VR? Why some of my friends mention about it recently?	Bored with current technology / gaming experiences. FOMO from consuming content on emerging technologies.	Emotions / Thoughts: Excited about trying cutting edge VR technology. Dreaming about potential new and transformative experiences.	Did I purchase the right headset? Am I actually going to get use out of this product?
Actions	Try to find some games on Google. Asking friends what games they play recently. Go to Facebook games suggestion and browsing.	Searching for VR information.	Searching for new consumer electronics. Exploring VR as a new entertainment platform. Examining what new experiences VR can offer.	Actions: Looking at VR exclusive games and applications. Going to VR gaming space to try one. Purchasing headset for personal use.	Seeking user reviews to validate purchase. Looking through documentation / setup materials for any extra information. Talking with other Meta Quest users / participating in online forums.

Buyer Persona

Age: 25-40

Gender: Male or Female

Income level: Middle-High income

Occupation: Tech-savvy professional with background in cutting-edge technology (IT, Software Development)

- Tech Savvy Gamer
- Interest in cutting-edge technology
- Early adopter of newer technology
- Enjoys social interaction
- Interested in the social aspect of VR technology
- Interested in the fitness aspect of VR technology
- Conscious of overall cost
- Values comfort in long play sessions (Wireless and untethered experience)

Content Suggestion: Awareness Stage

Article: “Are you bored of the traditional gameplay model? Perhaps this new gaming innovation is for you”

Platform: Facebook

- Discuss how gaming is evolving with new ways of playing games
- Discuss how VR gaming is leading that charge
- Explain how VR is making that change happen

Article: “The gaming technology that enable more social interaction”

Platform: Website

- Discuss why social interaction is a good thing in gaming
- Discuss why VR gaming is a big benefactor for social interaction
- List social games that use VR in a social setting

Content Suggestion: Interest Stage

Article: “Why VR gaming is the future of gaming”

Platform: Facebook, website.

- Discuss why VR gaming is leading the charge of innovation in the gaming industry in regards to using the newest technology, social interaction and the increase in immersion
- Detail which popular games use VR
- Explain where VR is going in the near future

Podcast: “What makes VR gaming exciting!”

Platform: Youtube.

- Discuss the reasons why VR gaming is exciting through social interaction it offers, the ability to mix in fitness with exciting gaming and the immersion level being well above what came beforehand
- List them in ascending order of the most exciting in your opinion

Content Suggestions: Desire Stage

Video: VR Adventures (Entertainment, Educational)

Platforms: Facebook, Instagram, TikTok, Website Blog, YouTube

This is a short video showcasing different experiences available through the Meta Quest headset. It highlights the different virtual worlds that users can immerse themselves in when using the headset, focusing on the social interactions users can have. It will include different games (like table tennis or basketball) and feature a variety of virtual locations (like a comedy club and a beach) where users are shown to be meeting each other and introducing themselves. This content shows off the experience that only a VR headset can give, and the new ways users can interact with each other through the platform.

Article: My Weight Loss Journey Started in VR (Educational, Conversational)

Platforms: Facebook, Website Blog, LinkedIn

This is an editorial interview about a user that decided to use the Meta Quest VR headset and some of its available applications as a work out program. The interviewee will talk about how the novel experience of VR combined with the diverse set of activities provided by the platform provided a new and engaging way to exercise. Furthermore, they will highlight how they were able to interact with other users with similar experiences. This content shows the value of the headset to not be just entertainment or productivity, but to be potentially life changing.

Content Suggestions: Action Stage

Video: Trying VR For the First Time (Entertainment, Promotional)

Platforms: Facebook, Instagram, TikTok, Website Blog, YouTube

This is a short highlight of real reactions of users experiencing the Meta Quest VR for the first time. Initial reactions range from scepticism to excitement about trying the headset. The users are shown to be having a great time engaging with a variety of experiences, like racing simulators, climbing games and sword fighting. The goal of this content piece is to communicate the excitement and novelty of the experiences provided by the headset.

Article: Questing with the Meta Quest (Conversational, Promotional)

Platforms: Facebook, Website Blog, LinkedIn

This article is about the benefits of travelling with the Meta Quest VR headset. The author is taking a long train ride and decides to use the headset as their primary form of entertainment for the trip. Images of them using the product on the train are embedded within the article, as well as screenshots from the entertainment experiences used. The author focuses on the benefits of viewing traditional media (movies and TV), including no glare from external lighting, better engagement with the content itself and the feeling of privacy the headset provides. They highlight how transformative a journey like this is with a VR headset.

Content Suggestions: Validation

Short Video: Fitting your Headset (Educational)

Platforms: Facebook, Instagram, TikTok, Website Blog, YouTube

This video shows step-by-step instructions on how to properly fit a VR headset for use. It shows clear shots of the product being adjusted with captions and narration for each step. Many negative user experiences with VR headsets come from poor fitment, so easily digestible content like this is essential to supporting user's purchases. This reinforces that the purchase is the right product for you, if set up correctly.

Infographic: Cleaning and Care for your VR Headset (Educational)

Platforms: Facebook, Instagram, Website Blog

This easily digestible infographic shows how users can properly clean and care for their headset to ensure they get the most out of the product. It highlights how this can be done with readily available household items, requiring no further purchase. It also gives information about contacting Meta about warranty and replacement parts if there are damages from use. This also plants the idea that users will stick with this product long enough to warrant maintenance.

Mock-Up

Article 1 (Awareness Stage) - The Gaming Technology that Enable More Social Interaction

Have you ever wondered how far you can immerse in role-playing games? How exciting would horror games like *Five Nights At Freddy's: Help Wanted* even be with integration with virtual reality? With the advancement of gaming technology, you can now live in this very game world.

1. Voice and Video Integrated in Real-time

Communication lies at the heart of social interaction, and gaming technologies have embraced this by integrating advanced voice and video chat features. Not only stopping at hearing each other's voices and seeing each other's images in videos, now geographical distance is almost non-existent when users can touch and interact with each other through virtual reality.

2. Emerging New Ways to Communicate.

Each character has a unique personality created based on the user's behavior, gestures, and thoughts. Player A (in Vietnam) can walk into the same virtual space, see character B (in Canada) and communicate as if they were in the same space. Obviously, geographical distances will become even shorter with the presence of VR.

Beyond that, friends and family members can meet virtually, attend events and celebrate occasions together, regardless of physical distance. This goes beyond conventional social media, allowing individuals to feel more immersive and closer in virtual interactions.

3. Entertainment: Forget the Flat Screen!

Entertainment is moving beyond traditional screens and into immersive experiences that engage all our senses. From interactive storytelling to virtual theme parks, the possibilities are limitless. The line between reality and fiction blurs as VR technologies continue to evolve, providing an unparalleled level of immersion.

Find it interesting, check our new podcast: [What makes VR gaming exciting!](#)

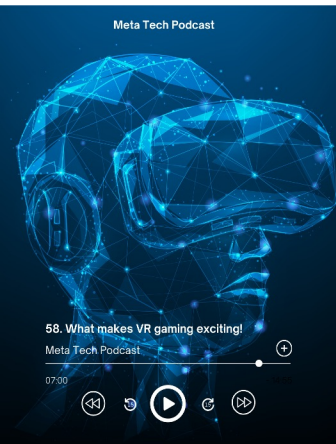
Reference:

Rangel, A. (2023). *Shaping Tomorrow: Insights into Technology, Society, and the Future*. Medium. <https://alexgrangel.medium.com/shaping-tomorrow-insights-into-technology-society-and-the-future-cc65d5f717cc>

Max Vision Solutions Private Limited (2023). *Navigating Tomorrow: A Look at the Top 20 Future-Shaping Technologies*. LinkedIn. <https://www.linkedin.com/pulse/navigating-tomorrow-look-top-20-future-shaping-technologies/>



Podcast (Interest Stage): What makes VR gaming exciting!



(Opening theme music and sound effects)

Intro by Pascal Hartig – Host: Hello and welcome to Episode 58 of the Meta Tech Podcast. The podcast by Meta where we talk about of different technology. My name is Pascal. Today, we will venture into a universe that not just a game changer, but a game lifer. Break down the barriers that conventional games bring and prepare to immerse yourself in realistic game worlds as if you were living in them with the help of VR.

(Duration: 0:30)

Part 1: What make us immerse in VR games?

The gaming world changes every day with the advent of new technologies. When the first 3D game console Virtual Boy and the Glove Power gaming accessory were released, did you use it to play Battleneck? I did! At that time, I truly believed we would get somewhere farther. There is a difference between playing games with or without accessories, when our bodies work together and in sync with the game, we become more immersive. And for a moment, I believe we completely escape reality.

The role-playing details that we can bring into the gameplay, that's what people want. To me, VR is the most immersive thing possible, where you can touch that reality and experience the world that humans create.

(Duration: 2:00)

Indeed, it's the ability to create experiences unlike anything seen before in traditional games on a 2D screen that gets people excited about the potential future of VR. I was a bit sceptical when I first put this device on, but I have to say I was really amazed by it. I saw emotions that I thought could never truly be recreated – a real sense of fear mixed with extreme excitement.

(Duration: 1:30)

Remember the first time I played the game Haft-Life: Alyx. When they opened a deep hole on the floor, and I felt like I was going to fall right at that moment. My reaction at that time was the fear of falling to the ground and my body became unsteady. No matter how we do it on a 2D screen, I don't think our bodies can react that way. In VR, you don't play game, but you **LIVE IN THE GAME.**

(Duration: 2:00).

(Segue - Soft, melodious theme music)

Part 2: Social Interaction in VR

This is what I'm most excited about with the integration of VR into the game. Virtual reality allows players to interact with each other in a more realistic way. We can touch other players, make different gestures, or even fight them directly.

(Duration: 0:30)

Furthermore, imagine a character created for us. Something that is unlikely to happen with 2D role-playing games, where the characters in the game are often pre-designed and have fixed personalities. For VR, we can completely create a simulated character with our own attributes, from gestures, voice, actions, way of thinking expressed in behaviour that is clearly revealed when we face challenges in the game.

(Duration: 1:30)

(Closing and recap)

Host: And there you go! We've uncovered the secrets of immersion, the joy of immersing, and the magic of social interactions that make VR gaming the heart-pounding but no less exciting.

(Duration: 0:30)

Host: If you want to learn more about any specific area in terms of VR, please let me know. You can also reach me on Twitter with @metatechpodcast and on Instagram. For those who are first listeners, if you find it interesting, please follow our podcast channel for further updated technology topics.

(Closing music jingle or sound effect)

(Duration: 0:30)

Total time estimated: 7:80 to 8:00 minutes.

Article (Desire stage): My Weight Loss Journey Started in VR

We all know how VR can be used for entertainment, but there are other ways to use it to support other aspects of your life, like weight loss. We would like to bring some of the story from candidates who successfully use VR to support them in the journey of finding their ideal body. In addition, we will introduce you to know some of the workout applications integrated with VR and how they work.

1. The story from Emma:

Emma is a typical office worker. She spent most of her day working in the office. After work, she came home so tired that she couldn't think of doing any exercise. Besides that, moving between her home and the gym also takes some of her valuable time after work.

In January 2023, Emma was introduced to the workout app named Supernatural by her friend. For 6 months straight, Emma was hooked to the exercise. Now she just needs to get home, turn on the game, and exercise right in her living room. She feels relaxed and healthy since she follows the exercise schedule from the app.

Supernatural is a workout application, where user can experience beautiful visual while working out. It has a variety of programs from easy to difficult. Supernatural also create a well-planned workout based on user's body type. What's more? The monthly subscription, starting from \$11.90 per month, which is significantly lower than a typical gym's.

2. The story from Jay:

Jay is a father of one. Jay's life was juggling between full-time work, family responsibility, and social life. Finding time for the gym was always a challenge, and traditional workouts felt more like a chore to him than a choice.

This all changed when Jay discovered Holofit that not only fit into his erratic schedule but also aligned with his love for technology and gaming. With his VR headset, Jay found himself transported to virtual environments where exercise is more like an adventure. The gamification is not only made exercise accessible but also incredibly engaging.

Jay saves time commuting to the gym. Moreover, with the subscription from \$13.99 per month, Holofit allows Jay to pair his VR headset to workout machines to increase the effectiveness of the exercise, which is one of the key factors that supported Jay's decision to adopt this approach.

3. How can VR fitness work?

Most VR workout apps combine motion tracking with an immersive experience, which makes users move their bodies to achieve some of the challenges. The movement can be varied from aerobics to strength training. Some apps can be even paired with workout machines like treadmills, indoor cycling bikes, and rowing machines, making them even more effective for the user's body.

As the trend is rising, we expect that soon people can even have VR gym class. In these classes, everyone can not only workout, but they can also make friends without leaving their homes.

Interested in trying VR? [See how people react when they try VR for the first time](#)

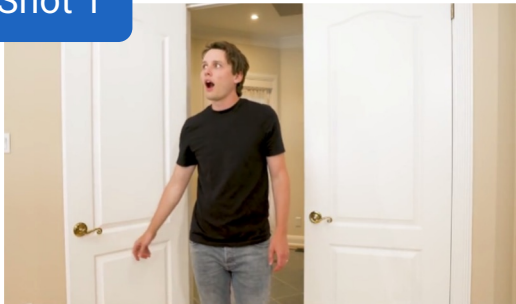
References:

["Supernatural: The Most Fun You'll Ever Have Working Out." Supernatural, Within Unlimited, Inc., www.getsupernatural.com. Accessed 4 Dec. 2023.](#)

["Holodia." Holodia, Holodia SA, www.holodia.com. Accessed 4 Dec. 2023.](#)

Video (Action stage): People trying VR For the First Time And how it changes the way they think about it

Shot 1

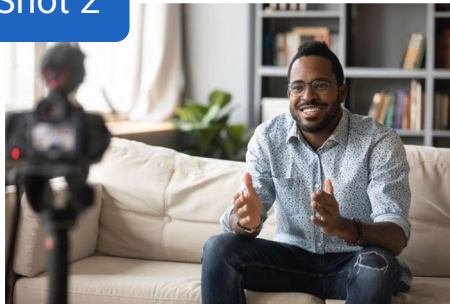


Visual: Users enter interview room

Topic: Introduction

Script: Welcome to VR for the first-time experience. We are glad to have our candidates here today. They have heard about VR before, but today they decide to try it for the first time.

Shot 2



Visual: User sitting on a couch answering questions

Topic: Pre-experience Interview

Script:

- What do you think about VR in general?
- Do you think VR could be a must-have item (like mobile phone) in the future?
- How do think about people using VR to increase their social interaction?

Shot 3



Visual: User 1 experiencing VR racing, immersive screen show combination of both VR perspective and real world reaction

Topic: VR experience

Sound: Sound: Sound bite from the game and user's voice. Especially some words like "This is so amazing", "it feels so real", "I feel like I am actually racing"

People trying VR For the First Time and how it changes their thinking it

Shot 4



Shot: User 2 experiencing VR climbing. Immersive screen show both VR perspective and real world reaction
Topic: VR experience
Sound: Sound bite from the game and user's voice. Especially some words like "This is so amazing", "it feels so real", "I feel like I am actually climbing"

Shot 5



Shot: User 3 experiencing VR sword fighting
Topic: VR experience. : immersive screen show both VR perspective and real world reaction
Sound: Sound: Sound bite from the game and user's voice. Especially some words like "This is so amazing", "it feels so real", "It's scary"

Shot 6



Visual: Mixed shots capturing Joy and amazement moment
Topic: VR Experience
Sound: Sound bite from the game and user's voice

People trying VR For the First Time and how it changes their thinking it

Shot 7



Visual: Users sitting on a couch sharing their experience

Topic: Post- experience Interview

Script:

- What do you think about the experience that you just had?
- Did you enjoy it?
- How does it feel navigating in VR?
- Does it change any way that you think about VR before?

Shot 8



Visual: Users leaving the room

Topic: Closing

Text: Expand your world with Meta Quest

Infographic (Validation Stage): Cleaning and Care for your VR Headset (Educational)

5 USEFUL STEPS TO CLEAN VR HEADSET

1. GETTING START

- Turn off and unplug your VR headset.
- Wash and dry your hands thoroughly.

2. LENS AND EXTERIOR

- Gently clean lenses with a microfiber cloth and lens cleaning solution.
- Wipe down the exterior with a dry microfiber cloth.
- Do not use chemical cleansers.
- Do not use alcohol.

3. STRAP AND CUSHION CARE

- Clean detachable cushions according to the manufacturer's instructions.
- Wipe straps with a damp microfiber cloth.

4. SENSOR MAINTENANCE

- Use compressed air to clean vents and sensors.
- Be gentle to avoid damage to delicate components.
- For additional cleaning, remove the component(s) from the headset and hand wash with cool water and a mild liquid detergent.

5. DISINFECTION

- If sharing, use disinfectant wipes on user-touched surfaces.
- Establish a regular cleaning schedule and follow manufacturer guidelines.

5 USEFUL STEPS TO CLEAN VR HEADSET

1. GETTING START

- Turn off and unplug your VR headset.
- Wash and dry your hands thoroughly.

2. LENS AND EXTERIOR

- Gently clean lenses with a microfiber cloth and lens cleaning solution.
- Wipe down the exterior with a dry microfiber cloth.
- Do not use chemical cleansers.
- Do not use alcohol.

3. STRAP AND CUSHION CARE

- Clean detachable cushions according to the manufacturer's instructions.
- Wipe straps with a damp microfiber cloth.

4. SENSOR MAINTENANCE

- Use compressed air to clean vents and sensors.
- Be gentle to avoid damage to delicate components.
- For additional cleaning, remove the component(s) from the headset and hand wash with cool water and a mild liquid detergent.

5. DISINFECTION

- If sharing, use disinfectant wipes on user-touched surfaces.
- Establish a regular cleaning schedule and follow manufacturer guidelines.

Content Calendar

Platform	Content	Weeks												Hashtags	Measurement
		1	2	3	4	5	6	7	8	9	10	11	12		
Facebook	Content Title 1: Are you bored of the traditional gameplay model? Perhaps this new gaming innovation is for you.(Post,Info,Story)	█				█				█				#GameChanger #InnovativeGaming# NextGenExperience #VR headsets#MetaQuest	Clicks,Reactions, Comments, Shares,Reach, Impressions
	Content Title 2: Why VR gaming is the future of gaming (Post,Video,Story)		█				█				█			#VRFitness #WeightLoss#HealthJ ourney#VR headsets#MetaQuest	Impressions, Clicks, Likse, Shares
	Content Title 3: My Weight Loss Journey Started in VR (Post,Info,Video)			█				█				█		#MetaQuest#VirtualQ uest#VRGaming#VR headsets#MetaQuest	Likes, Share, Repost, Save, Clickes
	Content Title 4: Questing with the Meta Quest (Post,Info,Story)				█				█				█	#MetaQuesting #VRQuest #VirtualAdventures#V R headsets#MetaQuest	Engagement Rate, Reach, Clicks, Like, Share
	Content Title 5: Cleaning and Care for your VR Headset (Post,Info,Story)				█				█				█	#OculusQuest#Gamin gComparison#VRvsTr aditional #VR headsets#MetaQuest	Impression, Likes, Clicks, Share, Comments

Platform	Content	Weeks												Hashtags	Measurement	
		1	2	3	4	5	6	7	8	9	10	11	12			
Instagram	Content Title 1: The gaming technology that enable more social interaction (Post, Info, Story)	■				■									#GamingTech #SocialVR #TechNetworking#VR headsets#MetaQuest	Clicks, Like, Views, Save, Shared
	Content Title 2: What makes VR gaming exciting (Post, Reel, Story)		■				■					■			#VRGaming#Excitement #InnovativePlay#VR headsets#MetaQuest	Comments, Likes, Clicks, Views
	Content Title 3: VR Adventures (Post, Info, Reel)			■					■				■		#VRAdventures #VirtualWorlds#VR headsets#MetaQuest	Save, Share, Repost, Comments, Impressions, Views,Clicks
	Content Title 4: Trying VR For the First Time (Post, Video, Poll)				■					■				■	#FirstTimeVR #VRExperience #VirtualReality#VR headsets#MetaQuest	Comments, Impressions, Clicks, Likes
	Content Title 5: Fitting your Headset (Info, Reel, Post)					■					■			■	#VRHeadsetFit #VRPodcast #GamingGear #VR headsets#MetaQuest	Clicks, Like, Views, Save, Shared

Platform	Content	Weeks												Hashtags	Measurement
		1	2	3	4	5	6	7	8	9	10	11	12		
Website	Content Title 1: The gaming technology that enable more social interaction	Dark Blue	Light Blue	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	#SocialGamingTech#InteractiveGaming#GamingCommunity#VRheadsets#MetaQuest	Views, Average Time on Page, Engagement Rate, Conversion Rate
	Content Title 2: Why VR gaming is the future of gaming	Light Blue	Dark Blue	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	Light Blue	Dark Blue	Light Blue	Light Blue	#FutureOfGaming#VRGaming#GamingEvolution#VRheadsets#MetaQuest	Page Views, Unique Visitors Average Time on Page, Conversion Rate
	Content Title 3: My weight loss journey started in VR	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	Dark Blue	Light Blue	Light Blue	Light Blue	Light Yellow	Light Blue	#VRWeightLoss#FitnessJourney#VRHealth#VRheadsets#MetaQuest	Page Views, Unique Visitors Average Time on Page, Likes, Shares, Conversion Rate
	Content Title 4: Questing with the Meta Quest	Light Blue	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	Dark Blue	Light Blue	Light Blue	Light Blue	Light Yellow	#MetaQuesting#VRQuest#VirtualAdventures#VRheadsets#MetaQuest	Page Views,, Traffic Sources Likes, Shares, Conversion Rate
	Content Title 5: Cleaning and Care for your VR Headset (Post,Info,Story)	Light Blue	Light Blue	Light Blue	Light Yellow	Light Blue	Light Blue	Light Blue	Dark Blue	Light Blue	Light Blue	Light Blue	Light Yellow	#OculusQuest#GamingComparison#VRvsTraditional #VRheadsets#MetaQuest	Engagement Rate, Conversion Rate, Page Views, Shares

Platform	Content	Weeks												Hashtags	Measurement
		1	2	3	4	5	6	7	8	9	10	11	12		
YouTube	Content Title 1: Best 5 VR Amazing Games That Impress You (Videos,Live Streams, YouTube Shorts)	Active	Passive	Passive	Passive	Active	Passive	Passive	Passive	Active	Passive	Passive	Passive	#TopVRGames#AmazingVR#ImpressiveGames#VRheadsets#MetaQuest	Likes & Dislikes, Comments, Shares, Views
	Content Title 2: What makes VR gaming exciting! (Podcast, YouTube Shorts, Community Post)	Passive	Active	Passive	Passive	Passive	Active	Passive	Passive	Passive	Active	Passive	Passive	#VRAdventures#VirtualWorlds#NewRealities#VR#MetaTechPodcast#MetaQuest	Likes & Dislikes, Watch time, Save, Shares, Views
	Content Title 3: Trying VR for the First Time (Videos,Live Streams, YouTube Shorts)	Passive	Passive	Active	Passive	Passive	Passive	Active	Passive	Passive	Passive	Active	Passive	#FirstTimeVR#VRExperience#VirtualReality#VRheadsets#MetaQuest	Clicks,Likes & Dislikes, Comments, Shares, Views
	Content Title 4: Video interviews with top VR content creators (Videos, YouTube Shorts, Community Post)	Passive	Passive	Passive	Active	Passive	Passive	Passive	Active	Passive	Passive	Passive	Active	#VRInfluencers#ContentCreators#IndustryInsights#VRheadsets#MetaQuest	Likes & Dislikes, Watch time, Save, Shares, Views, Comments, Clicks

Appendix 1. Chat GPT

Name: Alex Virtualis

Demographics:

Age: 25-40 years old

Gender: Male or Female

Occupation: Tech-savvy professionals, gamers, and enthusiasts

Income: Middle to high income

Background: Alex is a tech enthusiast with a keen interest in cutting-edge technologies. They are likely to have a background in a tech-related field, such as IT, software development, or gaming. Alex might also have a stable income that allows them to invest in premium entertainment experiences.

Behaviors:

Gaming Enthusiast: Enjoys playing video games and exploring new gaming technologies.

Early Adopter: Typically among the first to adopt new tech products and gadgets.

Social Connector: Enjoys socializing and might be interested in VR social experiences.

Fitness Conscious: Appreciates the potential of VR for fitness and may use VR for workouts.

Needs and Goals:

Immersive Entertainment: Seeks a high-quality, immersive entertainment experience.

Wireless Convenience: Values the wireless and untethered experience that Oculus Quest provides.

Social Interaction: Interested in VR experiences that enable social interaction and virtual gatherings.

Versatility: Appreciates the versatility of the Oculus Quest, being suitable for both gaming and non-gaming experiences.

Challenges:

Cost Considerations: While willing to invest in premium experiences, Alex is still conscious of the overall cost.

Content Variety: Seeks a diverse range of VR content to ensure ongoing engagement.

Comfort and Fit: Values comfort during extended VR sessions and seeks a comfortable headset design.

How Oculus Quest Meets Their Needs:

High-Quality VR: Oculus Quest provides a high-quality VR experience with a variety of games and applications.

Wireless Freedom: The wireless nature of Oculus Quest aligns with Alex's desire for convenience and freedom of movement.

Social VR Features: Oculus Quest offers social VR features, allowing Alex to connect with friends in virtual spaces.

Versatility: With a range of VR content and applications, Oculus Quest caters to both gaming and non-gaming interests.