3D The User Experience Story

Philip J. Corriveau
Principal Engineer - Intel Corporation
ST5 Human Factors Chair - 3D@Home
Key Messages

User Experience Is Critical

Experience Research Is Required
The Power of the User Experience!

Standardization of HDTV for North America
Determined by Consumer Quality Expectations
3D TV set unit shipments will reach over 100 million in 2015, comprising more than 1/3 of all DTV sets shipped worldwide.
Our Users (Consumers)
Reality......

...or more than Reality
Virtual 3D
Everything Is Going 3D!
Human Factors Research @ Intel & Industry

Translating the Subjective to the Objective

Creating Experience Metrics
Creating UX Baselines

Every Experience Is A Ride

Meeting Expectations

Successful Deployment
Moving UX Beyond 2D – 3D
What’s The Status Now

3D TV set unit shipments will reach over 100 million in 2015, comprising more than 1/3 of all DTV sets shipped worldwide.

Households with 3D TV sets will eclipse 300 million in 2015, as a large number of DTV sets sold will have the 3D feature.
Current Estimations

80% Comfortably see Stereo 3D
20% Experience Issues with S3d
2-5% Can’t see S3D
Filling the Gap

Technology Education is Required!
Steering Team 5 - Human Factors 3D@Home

Research and report on the human physiological experience of 3D viewing and make recommendations to enhance the 3D in-home experience.
3D@Home

Literature Search ..

80 Papers / Articles

28 Conducted User Studies

N=14  some  N=1
Research

And many more..
Pacific University & Intel

Roadmap extends beyond..
## 3D@Home Steering Team 5 - Human Factors

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<th>Run Meetings, Presentations, etc.</th>
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<td>Matrix for at home 3D Testing</td>
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<td>3D and Children</td>
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**3DFIA (KEA) & 3D@Home Relationship**

**Oversee small committee groups**
Ecosystem + Technology

There is more than just the end display at play here!
One Critical UX Aspect

 Scalability

 Scalability
There's Much More
Circling Back!

User Experience Is Critical

Experience Research Is Required
Thank You!

Questions