

VT Recruitment Immersive Technology Assessment

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Overview

The Virginia Tech Office for Inclusion and Diversity (VTOID) strives to increase diversity and provide a welcoming, affirming, safe, and accessible climate.

VTOID expressed interest in exploring the potential for immersive environments as a component of recruiting and retaining underrepresented minorities and/or underserved communities through the development of an InclusiveVT Virtual Reality Tour.

Goal

Provide design recommendations for a new, improved, and inclusive virtual tour.

Objectives

- 1 Perform Technology-based Focus Groups
- 2 Perform Usability Assessments with PlayVT and Virtual Tours
- 3 Provide virtual tour redesign recommendations, based on data gathered from focus groups and usability assessments

End-Users

- VT Students
- Hokie Ambassadors
- Control Group

Target Audience

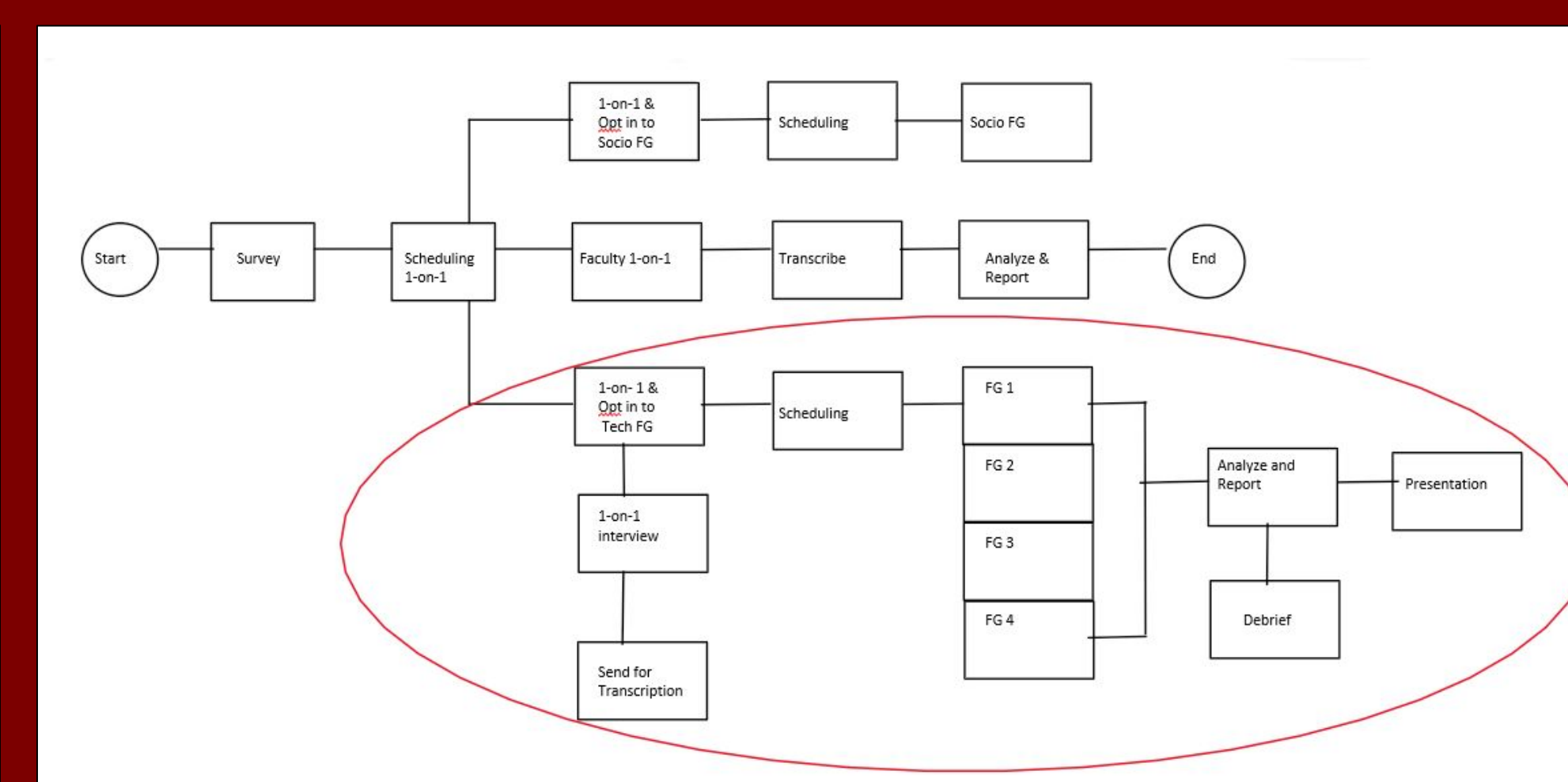
- Black Cultural Center
- LGBTQ+ Center
- Women's Center

Research Methodology

Our overarching project, *Reimagining diVersiTy*, consists of four interdisciplinary phases. Phase I, which is currently underway, consists of participant recruitment for one-on-one interviews (Phase II) and/or sociology and technology-based focus groups (Phases III and IV). Our ISE team was responsible for Phase IV.

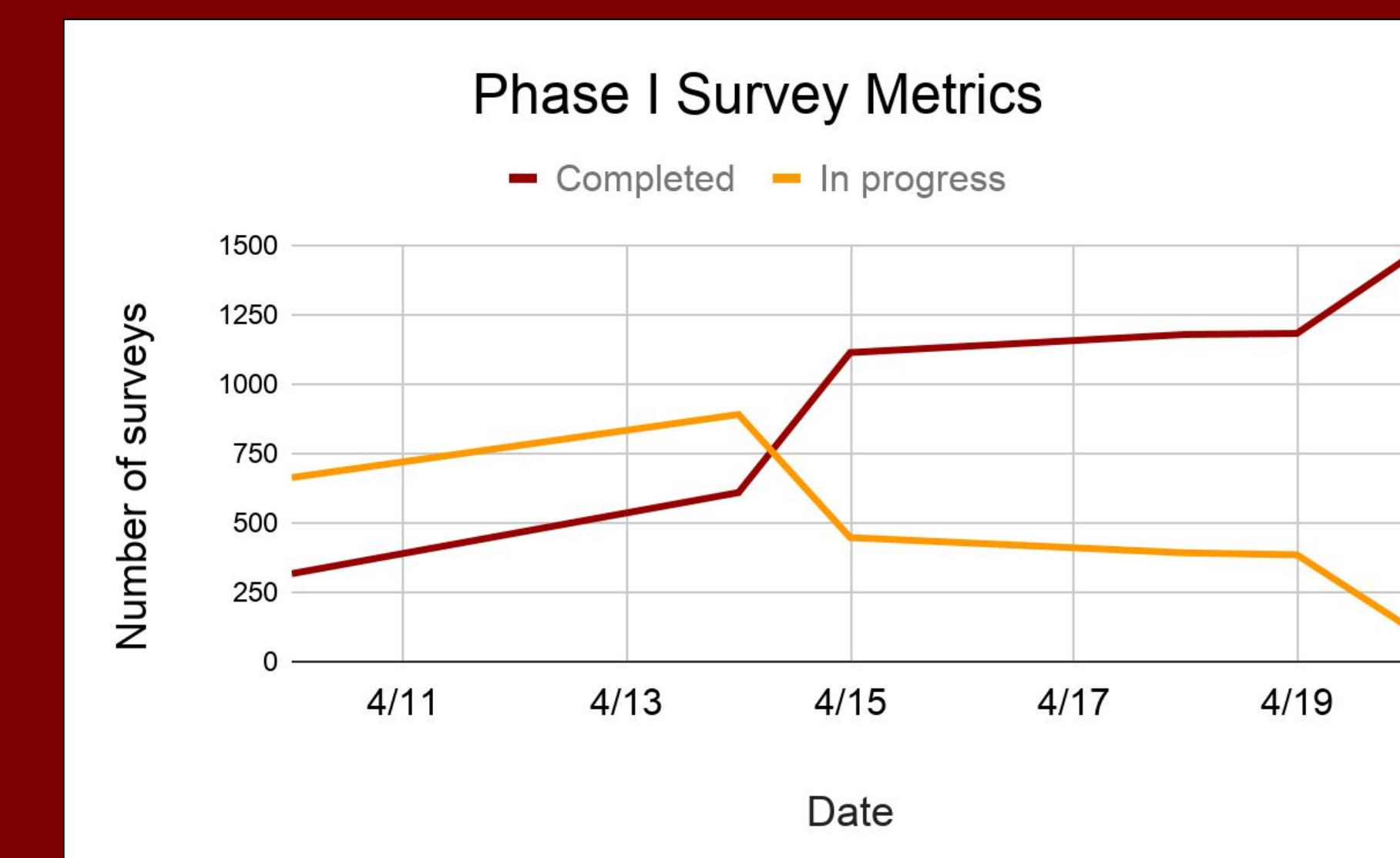


Reimagining diVersiTy Phase Outline



Reimagining diVersiTy Research Flow

Results & Deliverables



- Number of completed surveys nearing 1,500
- ~5% of population
- Design recommendations for PlayVT game
- Internal Review Board (IRB) study approval
- All research, training/certification information, Phase IV procedures compiled into shared drive for client and future team use

Phase IV

PlayVT Game

- Gameboard features campus locations & services
- Allows prospective students to explore campus remotely
- Informs users of available campus resources



Our team and advisor testing the PlayVT usability assessment

Virtual Tours

- Three existing tours:
 - Official University 360 Tour (maybe include link)
 - CS4984 Designing 3-D Experiences Tour
 - ARIES Tour
- All tours fail to address diversity



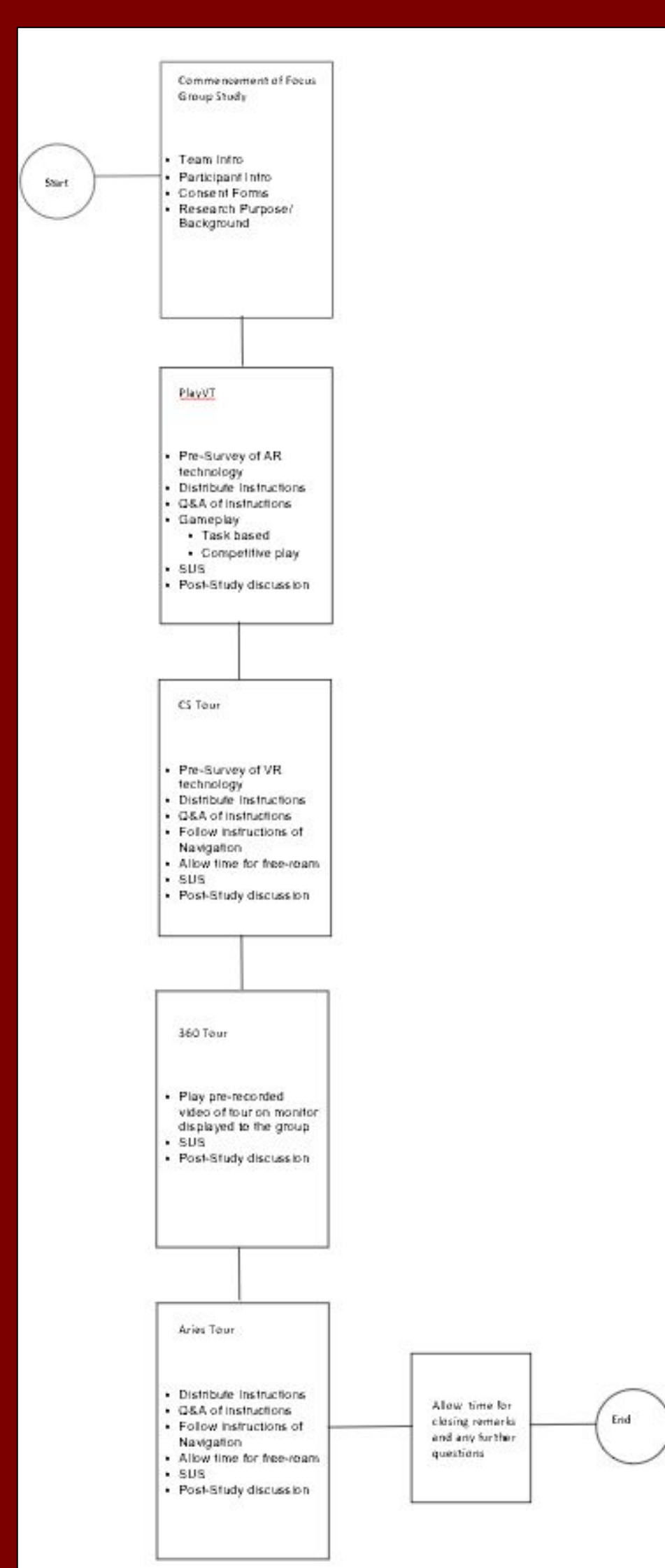
Pictured clockwise from top left: 360 Tour, CS4984 Tour, New Classroom Building, Virtual Reality Headset, ARIES Tour

Impact

- Phase IV procedures scripted to encourage feedback regarding diversity and technology capabilities
- New VR Tour will improve university recruitment via inclusion of underrepresented campus resources
- New VR Tour will increase recruitment population by being remotely accessible

Next Steps

- Focus group and usability assessment procedures are complete and ready to be administered
- Diversity and technology-related data gathered during Phase IV will be used to form design recommendations for the new virtual tour



Phase IV Research Flow