

Orange VR

Enhanced Content

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A first look at the potential editing tools we can offer in the Orange VR 360 world.



Orange VR

Market research



The Vision

We see orange VR becoming the Virtual reality mobile app that can become mainstream, we want to give the users the capability and tools to make their content become viral, We can make this happen by looking at what successful applications have done already and implementing it into our product, this will by far give us the edge over our competitors and will make orange VR 360 a revolutionary app that leads in the VR space.

What problems does it solve

By adding enhancement features we are making the app more attractive to users giving an incentive to use the orange VR application, By giving users more creative freedom it allows them to put their own creative spin on content which incentivizes them to share with the world.



Opportunities



When you add your own Visual effects to images it helps you get better retention.

Embrace user generated content

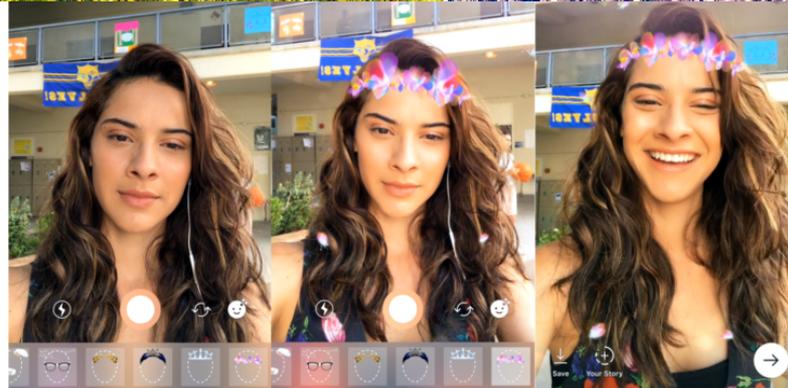
Instagram users provide a wealth of potential content for your business. Curating content from your followers can help you to build a vibrant and engaged community and user generated content can also incentivize your audience to share their own creative ways of interacting with your products, services or company.

<https://buffer.com/instagram-marketing>

before



after



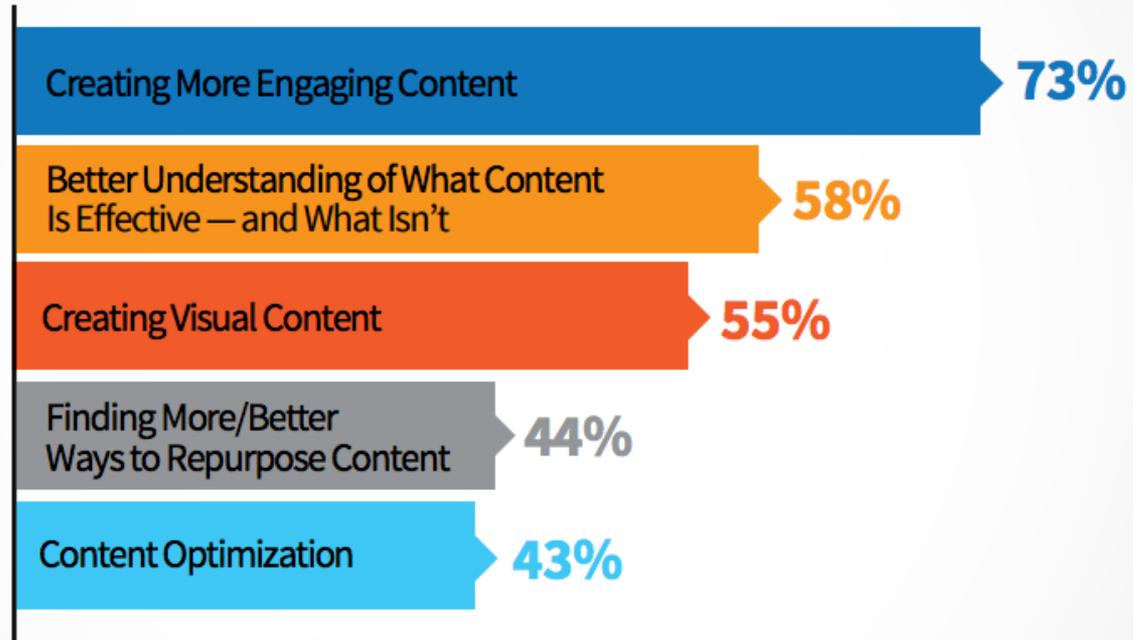
How does this benefit our users.

As you can see from these stats many users value having tools to create better engagement with their audiences.

By creating better tools for content creation we can potentially get better retention with our users and therefore grow our user base.

<https://buffer.com/instagram-marketing>

Top Priorities for B2C Content Creators

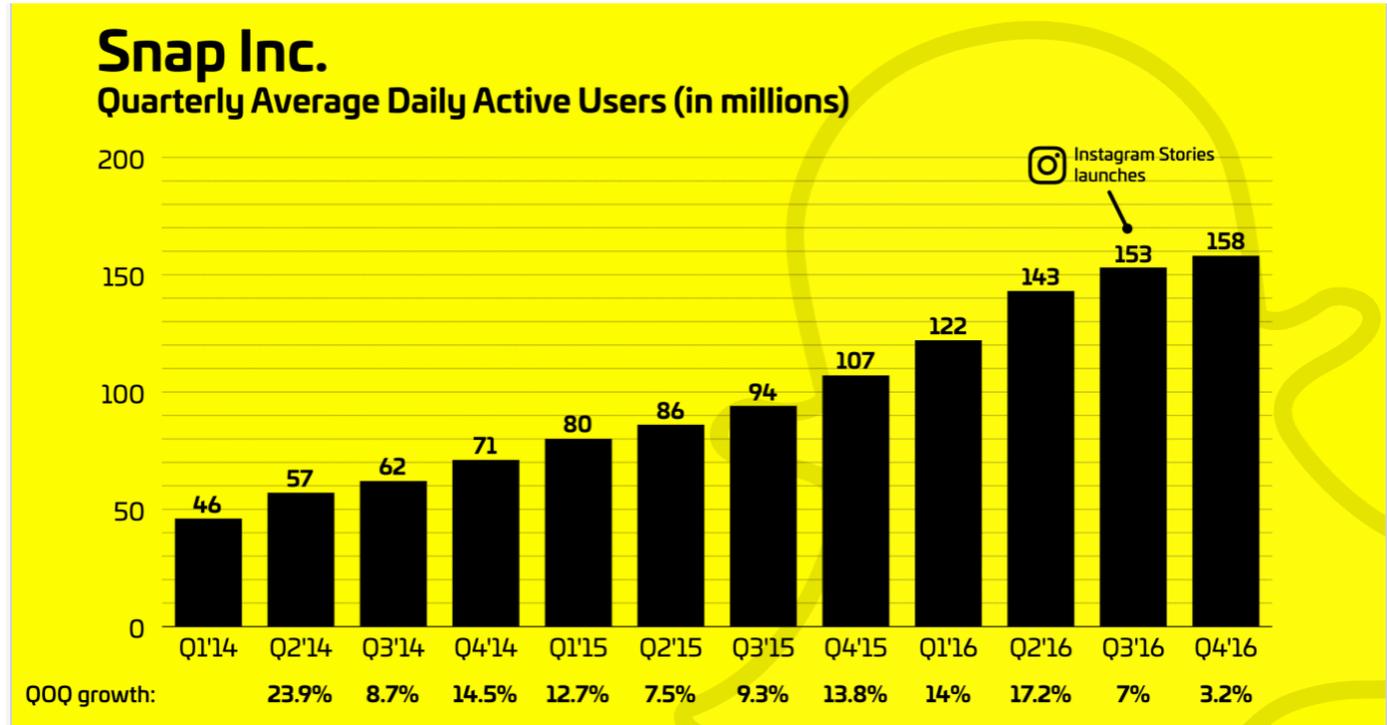


Barriers to Entry

Snap chat Competitors

This stats show that When Instagram launched there Instagram stories feature it has taken away the growth from snap chat. Showing that there is room in the market for other competitors.

This happened when Facebook who own Instagram tried to buy snapchat for 3 billion but they did not except the offer. In reaction to this Instagram stories was born.



<https://techcrunch.com/2017/02/02/slowchat/>

Filters



Why Filters

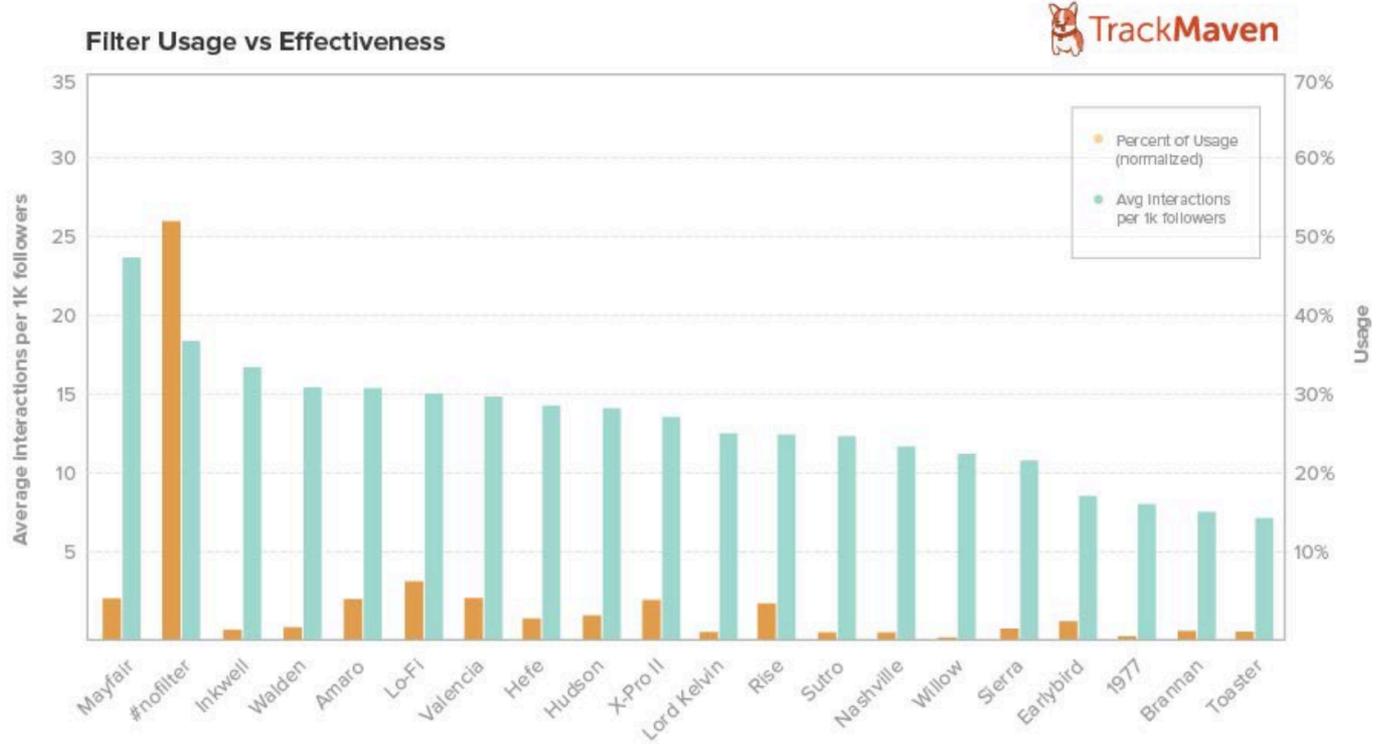
- Better Looking content
- Change the look and feel of your content
- More engagement when shared
- A simple but effective tool for enhancing



Instagram - Content Filters

Using filters gives you more effective engagement with users.

This stat shows that people who use filters have much more higher engagement than people who did not use one. This shows the value in adding a filter to your content.



Filters

Why We Filter Our Photos and How It Impacts Engagement



According to experts at Yahoo Labs and Georgia state University Photos with filters get much more retention. *“Our second contribution is an empirical study on 7.6 million mobile uploaded photos to analyze the effect of filters on viewers’ engagement. We find that filtered photos are more likely to be viewed and commented on. This work has several implications both for theory and design of technology.”*

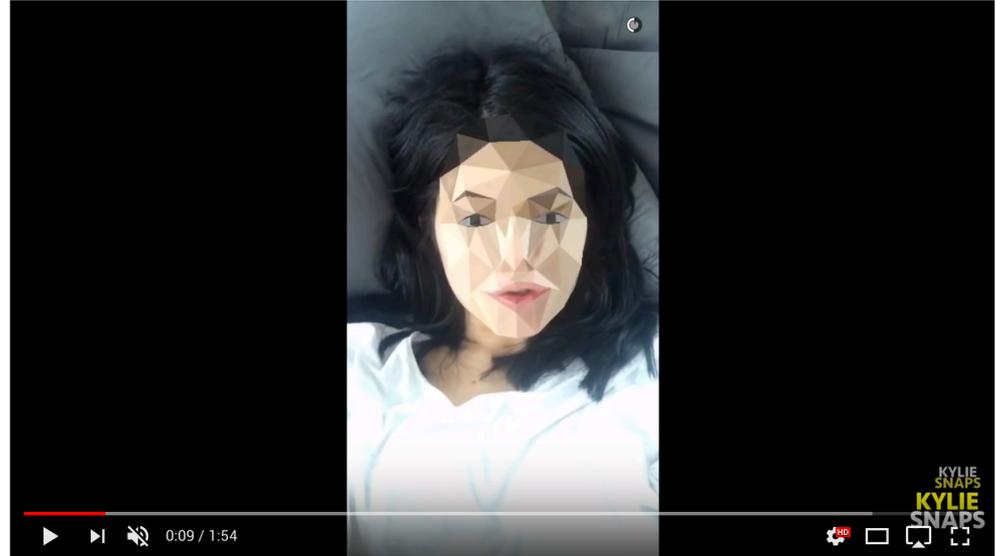
From this Case study we can see that adding Filters to images increases engagement to posts meaning that it is a great tool to add to any image / video application.

How effective are filters



Kylie Jenner

Kylie Jenner has used Snap chat and filters to her advantage making her the most viewed person on snap chat, she uses filters to engage her audience and keep her videos entertaining. With millions of views per story.



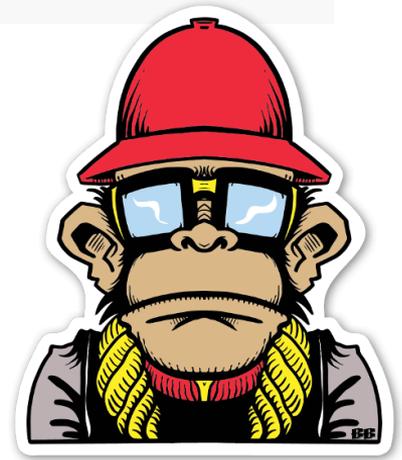
Click video to view filter video content.

Stickers



Why Stickers

- Making content more fun
- Express emotion on your content
- Improve your scenes
- A growing use in communication



Why Emoji's and Stickers Are Big Business

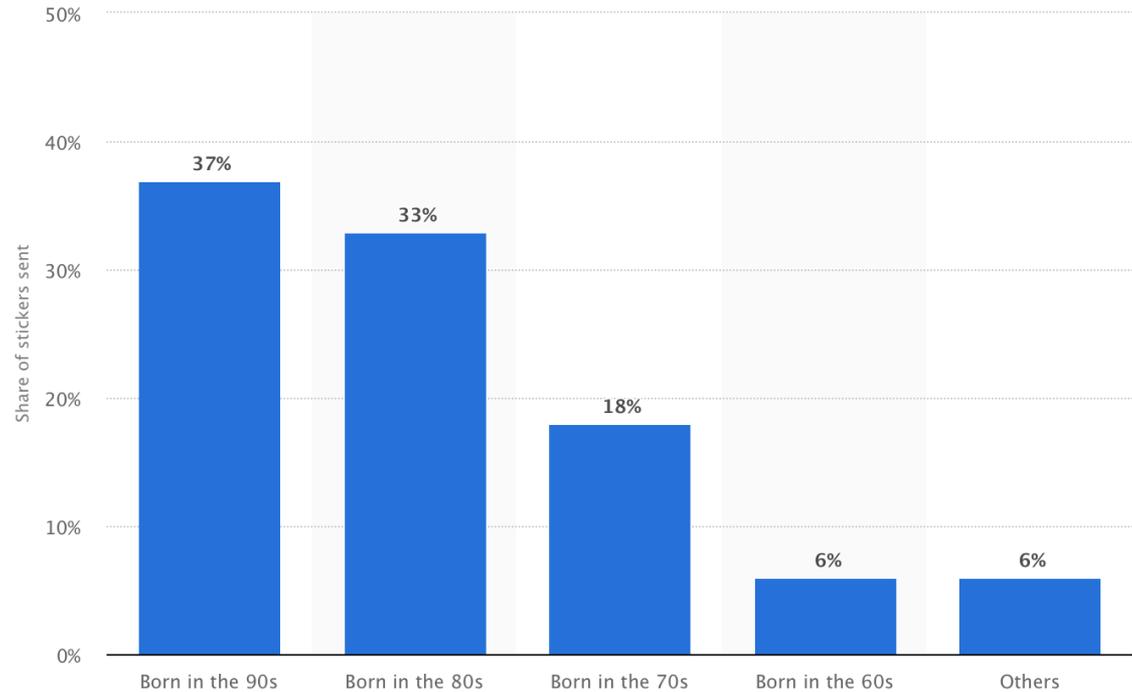
“With over **6 billion emojis** and stickers sent a day, it's safe to say that people love visually driven communication (“**emoji**” was even the **Oxford Dictionaries** Word of the Year for 2015). Nearly half of all **Instagram** posts include an emoji.”

This shows the power of adding stickers inside your app and that it creates more interesting posts to users and gives better retention.



Share of WeChat stickers sent during the Chinese Lunar New Year in 2017*, by age of sender

This stat shows that people born in the 90s and 80s share stickers more than the older generations, meaning that people under 35 would be a good target market for the sticker feature.



How stickers can communicate your message

Emoji's and stickers

Stickers are widely used as another means of communication in various different social media platform such as snapchat, Instagram and WhatsApp, They are now becoming so popular that they are now used as an alternative to messaging. People are now expressing them selves less with words in messages but with emoji's/ stickers.



Click video to view his backward video content.

Cropping



Benefits of cropping video

The main benefits for having a crop tool.

Reduce the size off the content.

Highlight better moments in your content.

Better conversion with its audience.

According to Video production company 'Mini Matters' shorter video is a lot more popular

“ComScore reported that in January the duration of the average online content video was 4.4 minutes. Basically, it seems like short video still rules the day on YouTube, but that there is a range of lengths.”

Shorter video works better.

Create Short Videos



According to Research website 'Social media examiner' also says

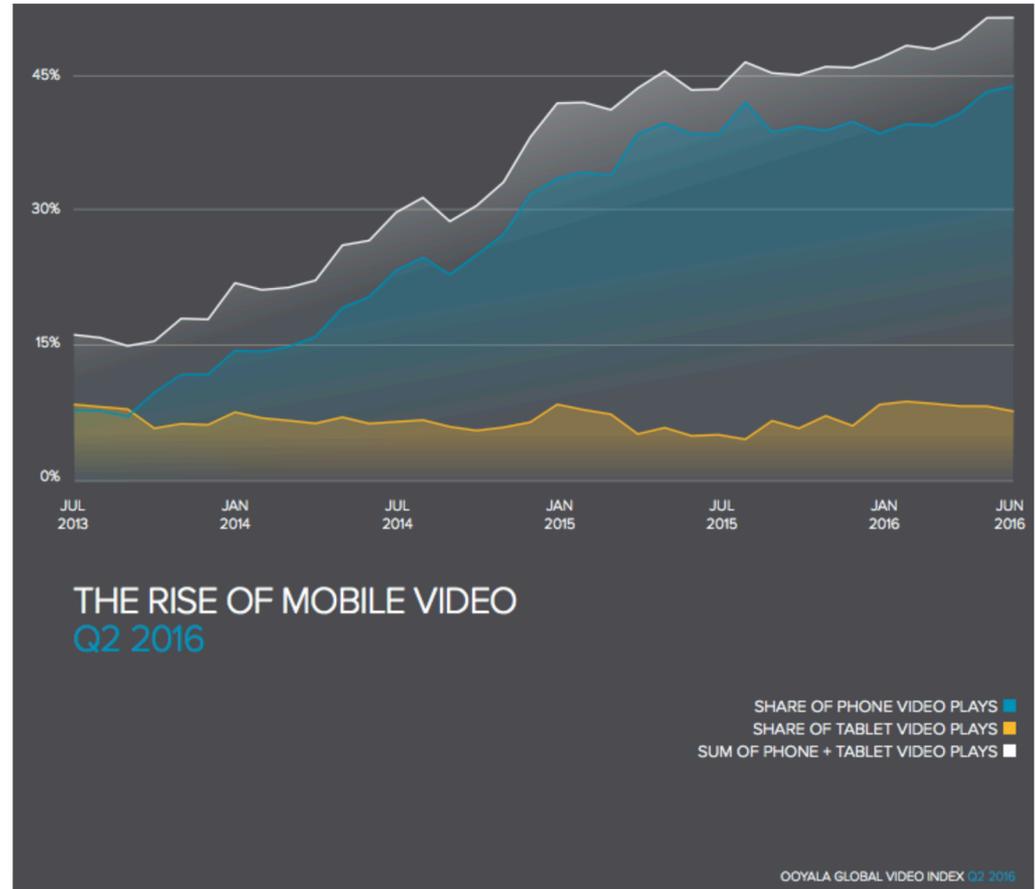
"Short videos suit our busy lives, brief attention spans and the need to consume content easily and quickly. Because fans are consuming content via their mobile devices while they're on the go, the shorter the content is, the better."

From this we can see it would be a huge benefit for our users to shorten there videos as it increases viewers retention

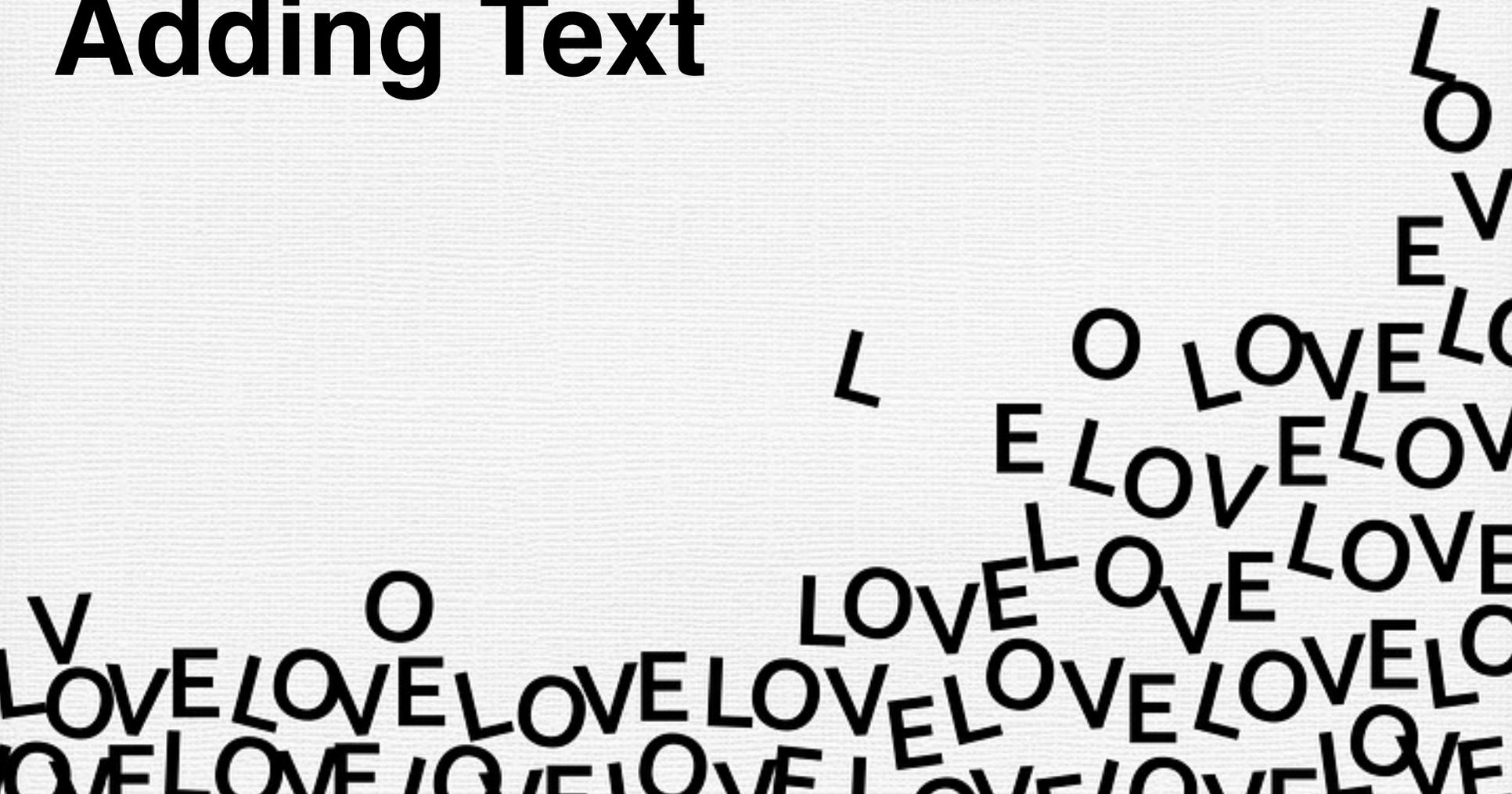
Benefits of cropping video

As you can see from this chart Video is growing in popularity on mobile so allowing video editing tool with VR we can grow with the mobile video popularity.

And from the data in the previous screen you can see that shortening your content it can drive up engagement. Having video and cropping will help our users get better retention.



Adding Text



Why Add Text

- Set the scene
- Narrate your content
- Improve your scenes
- Improve your conversion on interaction by narrating your scene



Adding Text can makes your content more interesting

Adding text you your scene can create a whole new feeling to your audience as seen with such things as Memes.

According to Hub spots statistics *“Eye-tracking studies show internet readers pay close attention to information-carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.”*

This shows that by adding text to your content you can get more engagement with users and give more context to your message.

When you're about
to leave work and the boss
says "Before you go.."



HubSpot



Adding sound



Why Add Sound

- Set a scene with added sound
- Change the mood of your content
- Communicate with sound as well as visuals

Potential to explore partnerships with B2B clients



By Adding sound you can blend your content with current trends in music

The online music industry has been growing for many years, where music can now go viral through the internet for such platforms as Youtube and facebook.



By allowing users to add sound to there content they will be able to take advantage of current music trends by adding sound into video, Also for users who could use our app to create music videos.



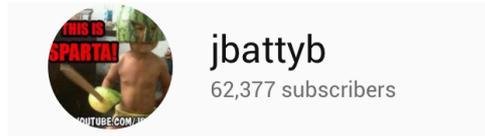
How effective is Sound to video.

Gang man style

Gang man style was a song / music video which went viral through social media, getting 3 billion views.

Other content creators have also used this song on there videos and it has increased there views.

An example of this is seen here. This dance video has 40 million views and for its Youtube channel is by far the most popular video.



Click video to see gangman style original viral video



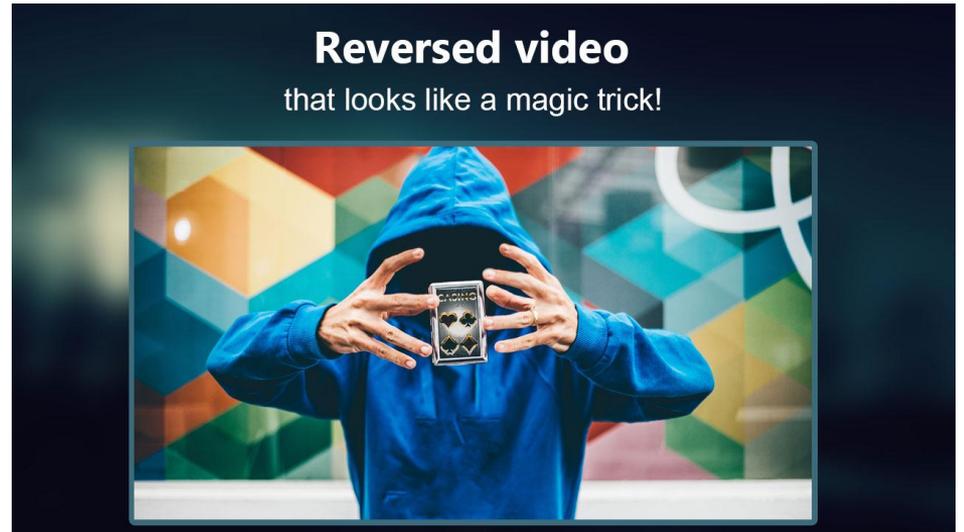
Click video to see how gangman style has been used

Reverse video



Why Reverse

- Totally change the experience of your video
- Users can Entertain there audience with this simple but effective tool.
- More tools to improve retention with users.



How effective is Reverse video.



Zack King

Zack King has used backwards video extremely effectively. He is an online magician who uses editing tools to create his magic. This has helped him have a huge following with over.

118,701,940 views

2,332,098 subscribers

on Youtube



Click video to view his backward video content.

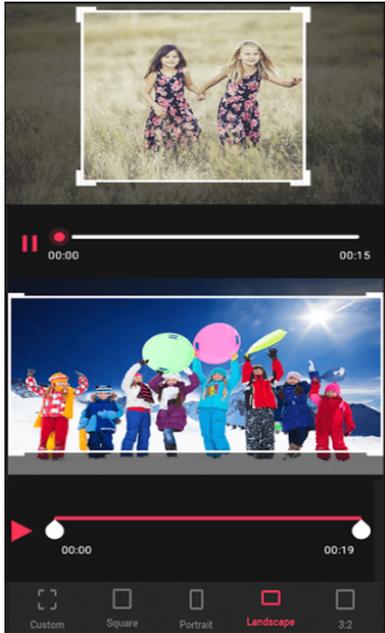
Enhanced Tools

Discovery

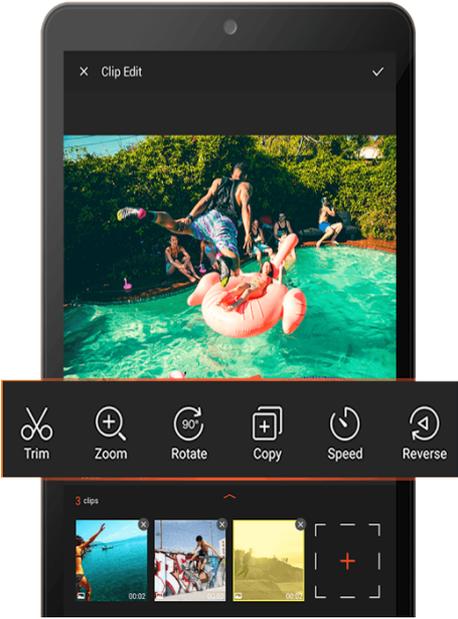
Crop



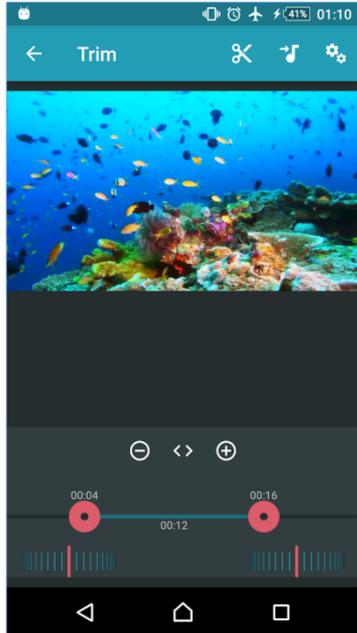
Video Crop app



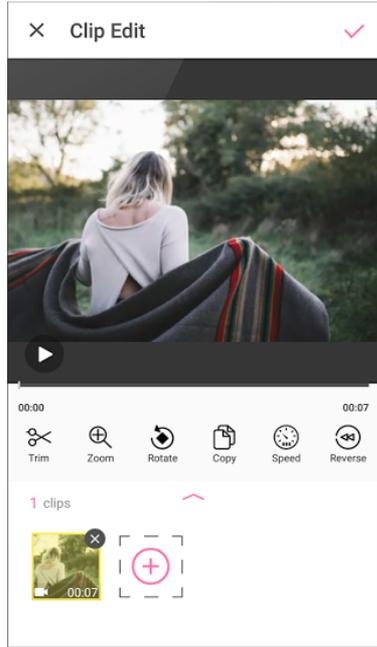
VideoShow app



AndroVid app



Vimady app



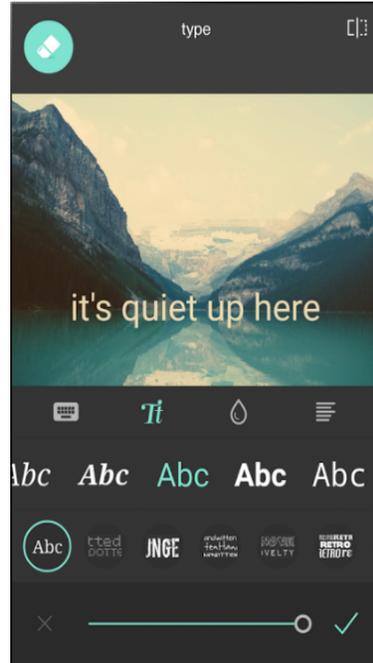
A Text



Textgram
app



Pixlr
app



Text on Pictures
app

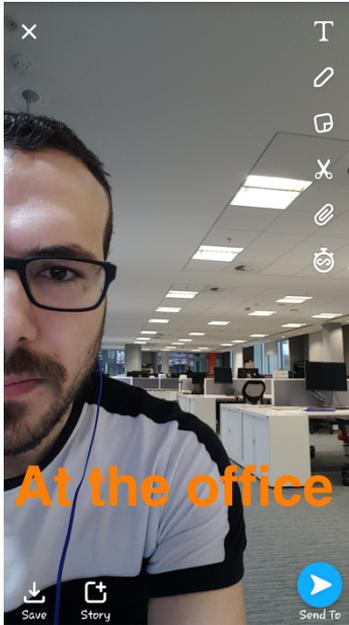


Cover Photo Maker
app





Snapchat Text



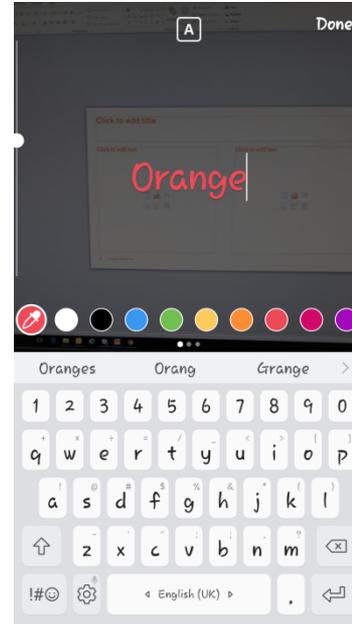
Text & colour



Instagram Text



Free writing



Text & colour

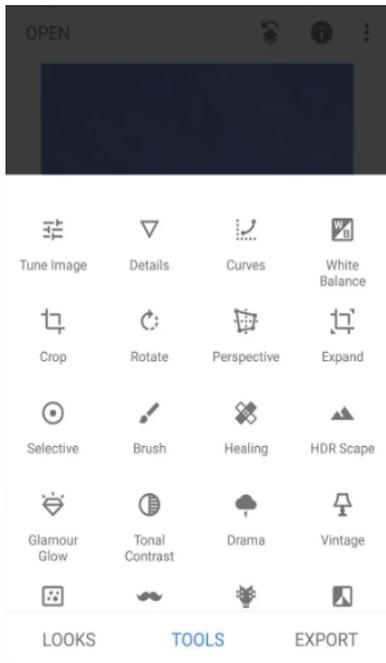


Free writing & Pen change

Filters



Snapseed app



Moldiv app



After Focus app

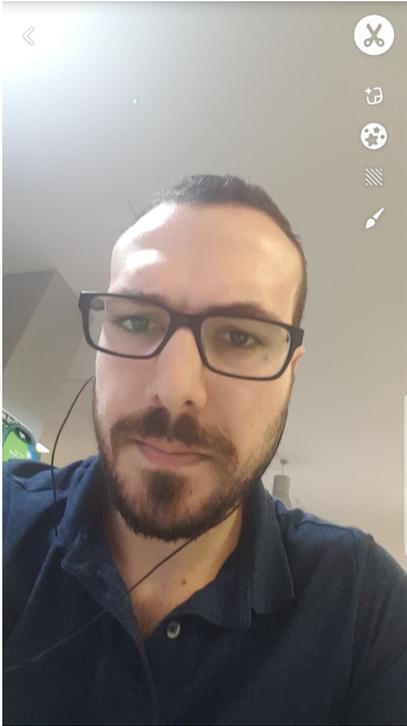


Fotor Photo Editor app

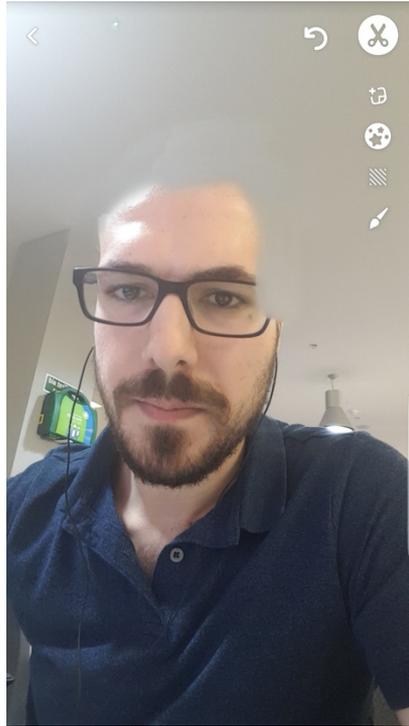




Snapchat Filters



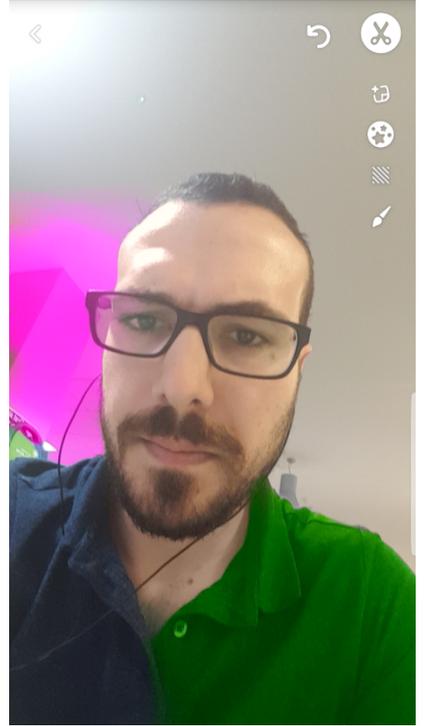
Original



Eraser



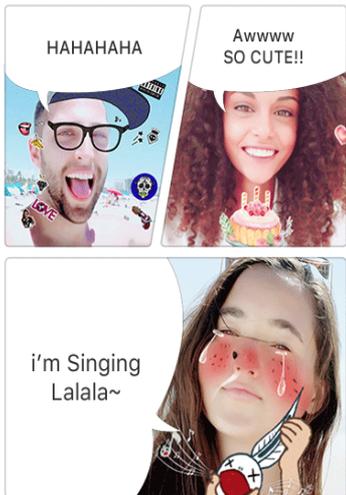
Background



Brush

Stickers

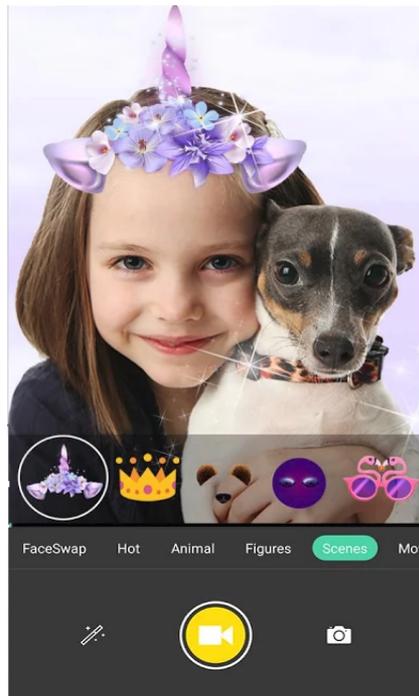
B612 app



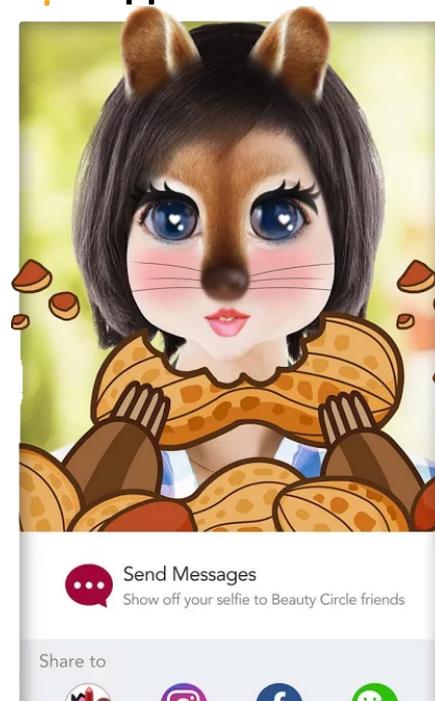
Snow app



Face Camera app



YouCam Fun app





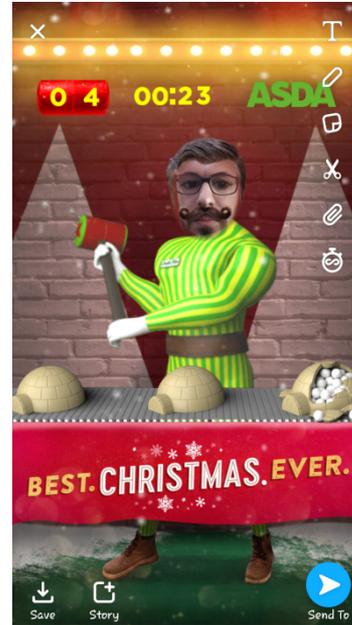
Snapchat Stickers



Face Filters



Stickers



Interactive sticker

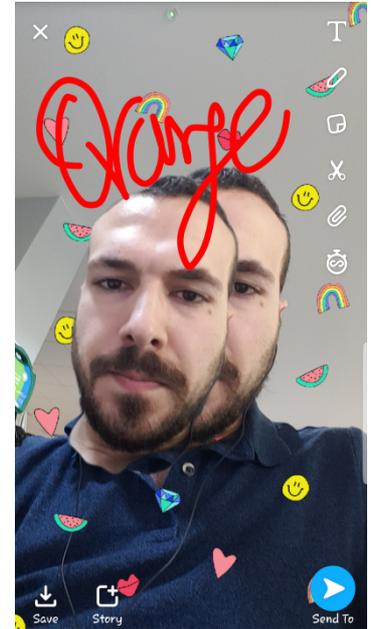
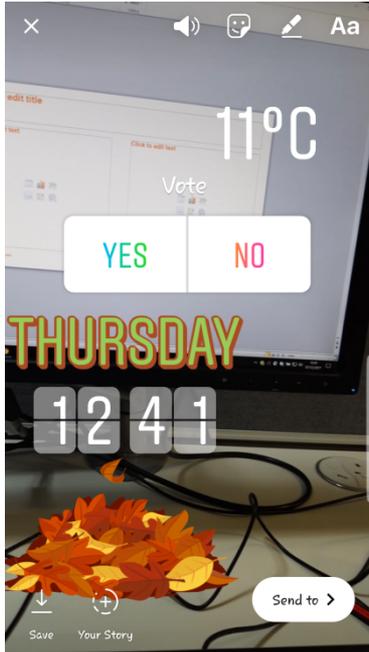


Image Cut



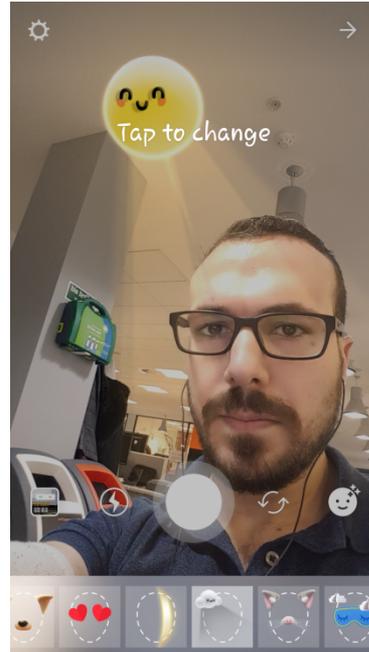
Instagram Stickers



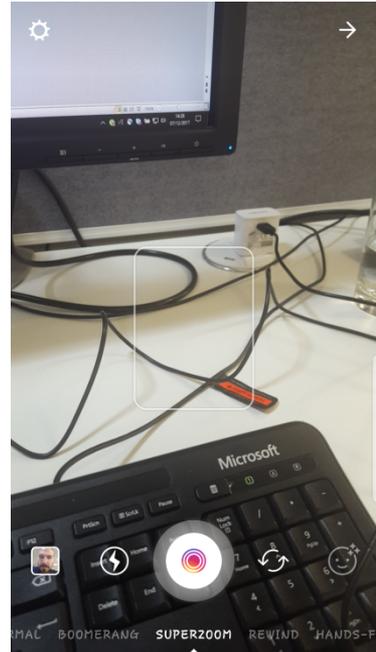
Stickers



Face filters



Animation Gif



Camera Options

Sound



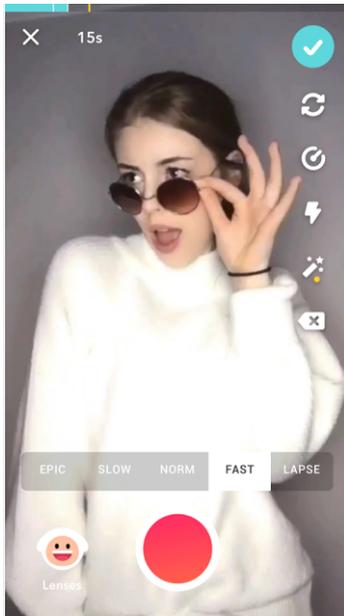
**Sing!
app**



It's karaoke with audio effects and video filters



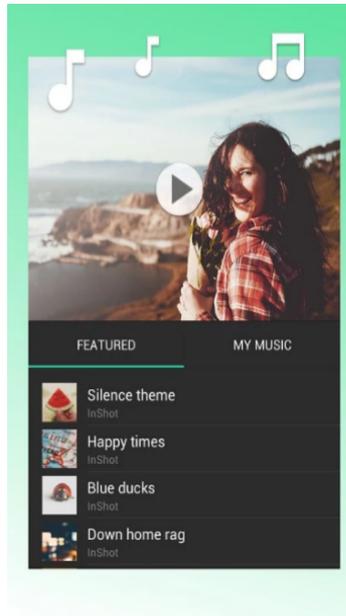
**Musical.ly
app**



It allows users to make their own music video with video effects



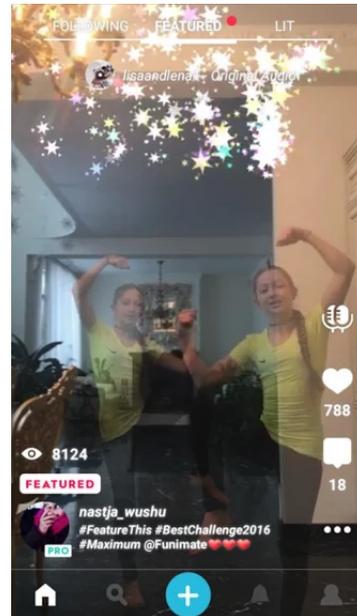
**Video Editor Music
app**



You can add music, text on video, and lip sync videos



**Funimate
app**



Create music videos, lip-sync, slow motion with effects, music, text, and emoji

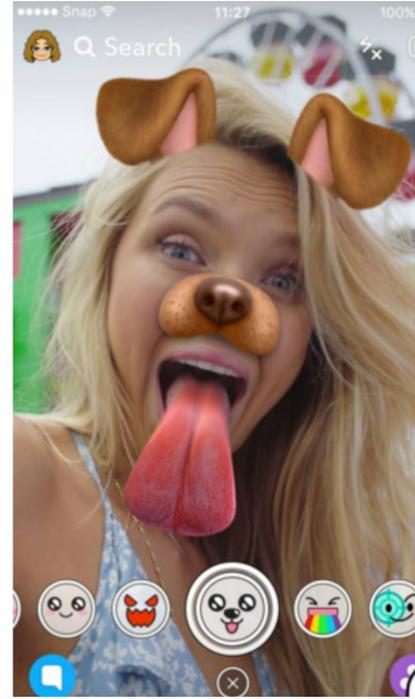
Augmented Reality



Instagram app



Snapchat app



MSQRD app



Snapchat Spectacles

Purchase



Record



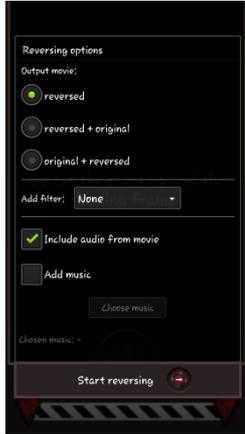
Edit and Share



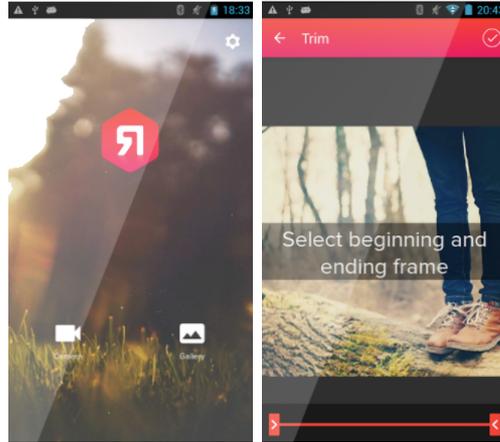
Reverse video apps



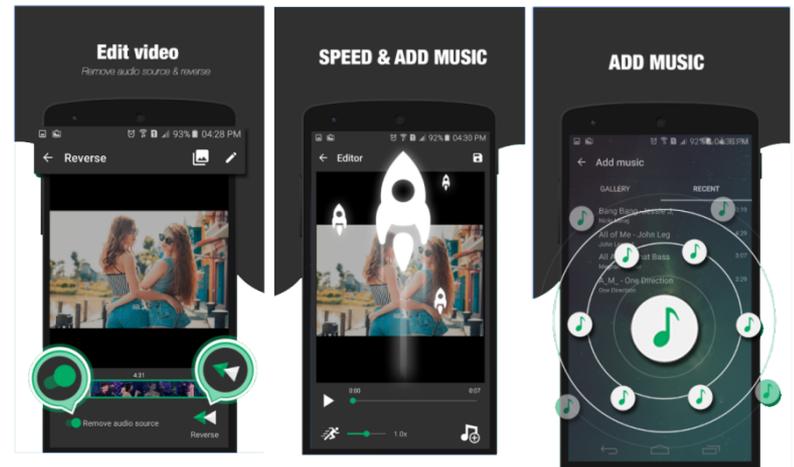
Reverse Movie FX



ReverX



Reverse video Backward



Enhanced Tools

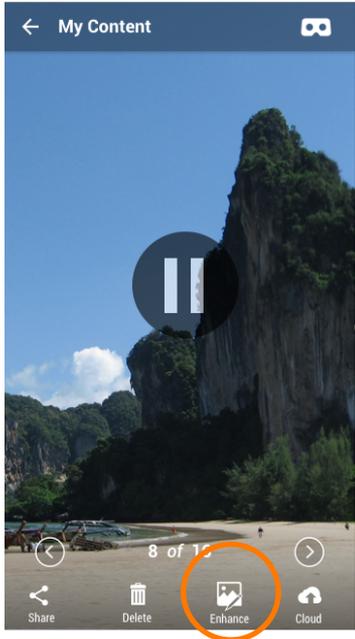
Design Exploration

Enhanced Tools

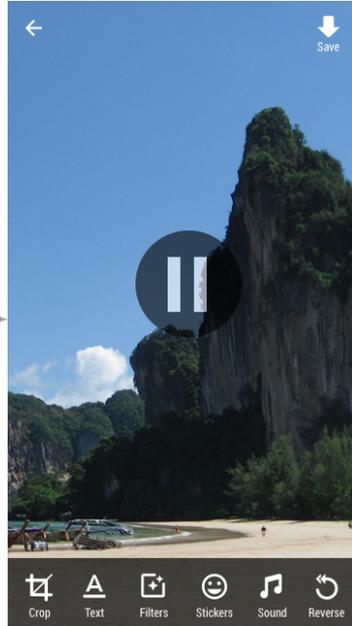
Potential features



Enhance icon in content view



A new enhancing content menu



- **Cropping video**
 - Users will be able to crop there video.
- **Adding Text**
 - You will now be able to add text in the 360 space
- **Adding Filters**
 - You can now enhance your scene with Filters
- **Adding Stickers**
 - Make a scene your own with a fun collection of stickers
- **Adding Sound**
 - Add music and sound effects into the 360 world
- **Adding Reverse video**
 - Add reverse video to create magical experiences.



Enhanced Tools

Cropping

Cropping – 360 Video

Before



Cropping UX / UI

Select crop



Start cropping



View your crop



Video cropped



You can now crop your video to make your video shorter. This can enhance your video by focusing on the best bits that you want to keep.

Cropping – 360 Video

After



Enhanced Tools

Adding Text

Adding Text – 360 Video Before

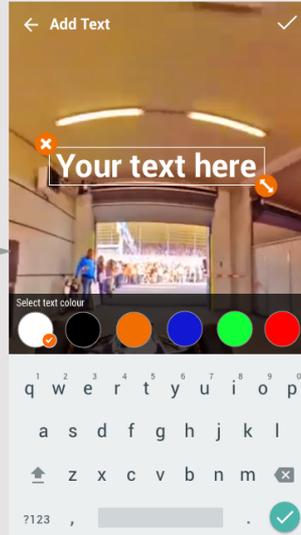


Adding Text – 360 Video UX / UI

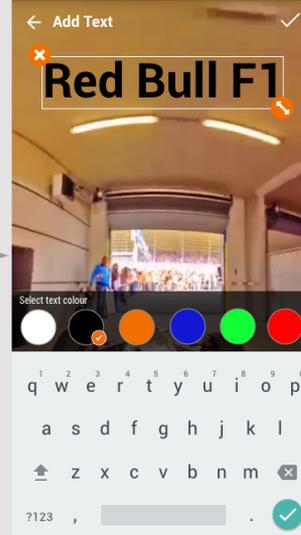
Select Text Button



Type your text



Change text colour
and size



Applied text



You can now add text to your 360 videos giving the user a fun customisable experience. You can resize, position and change the colour of your text to our default colours.

Adding Text – 360 Video After



Enhanced Tools

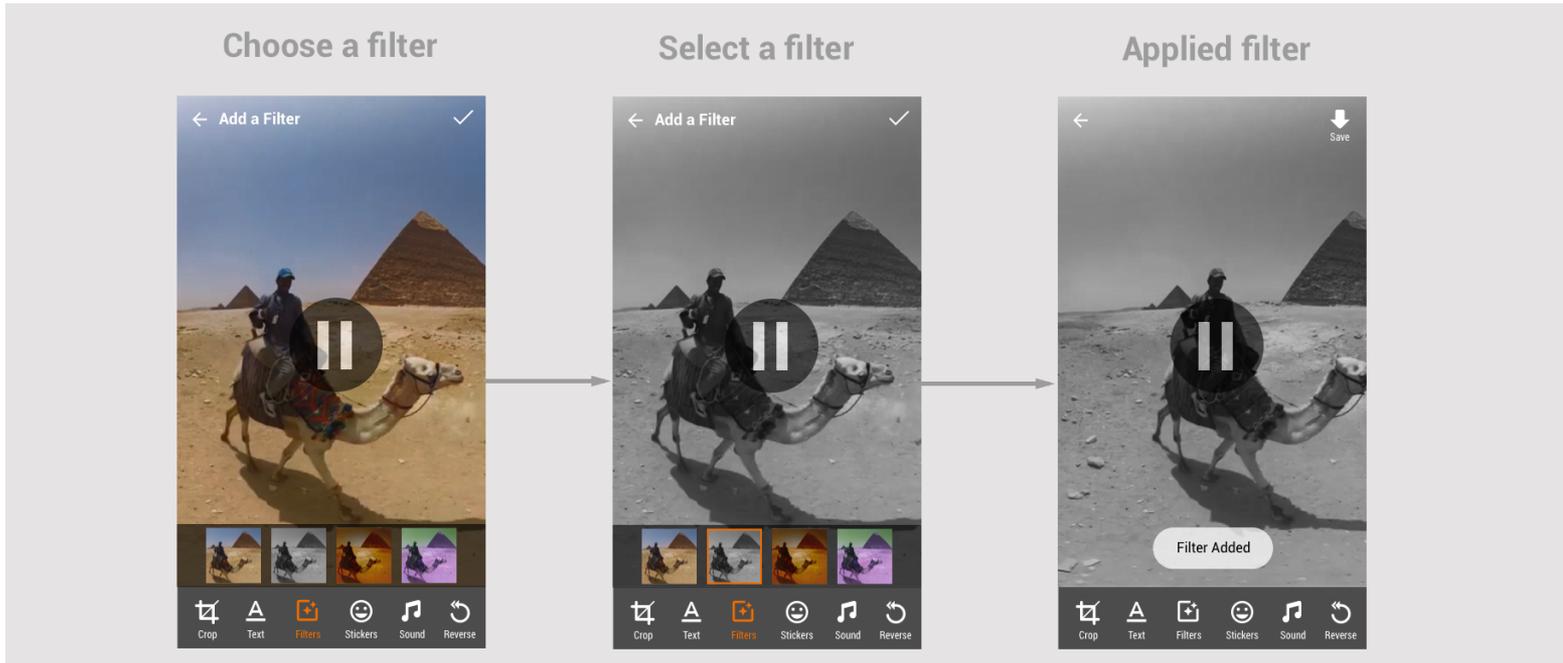
Adding a Filter

Adding a Filter – 360 Video Before



Adding a Filter— 360 Video

UX / UI



Adding filters can enhance your 360 content by giving you a whole new experience. The feature can add value to the user and we have seen this in such cases as Instagram.

Adding a Filter – 360 Video After



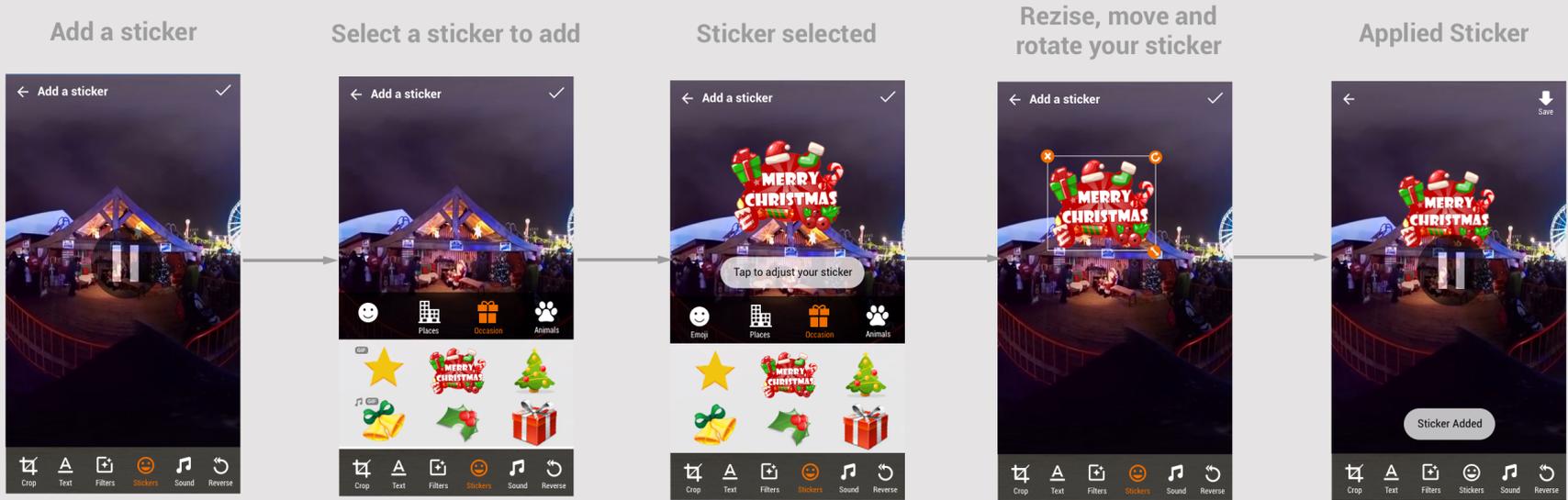
Enhanced Tools

Adding Stickers

Adding Stickers – 360 Video Before



Adding Stickers – 360 Video UX / UI



Adding stickers can enhance your scene dramatically, you can position, scale and choose your stickers. This user case has been implemented successfully in apps such as snapchat

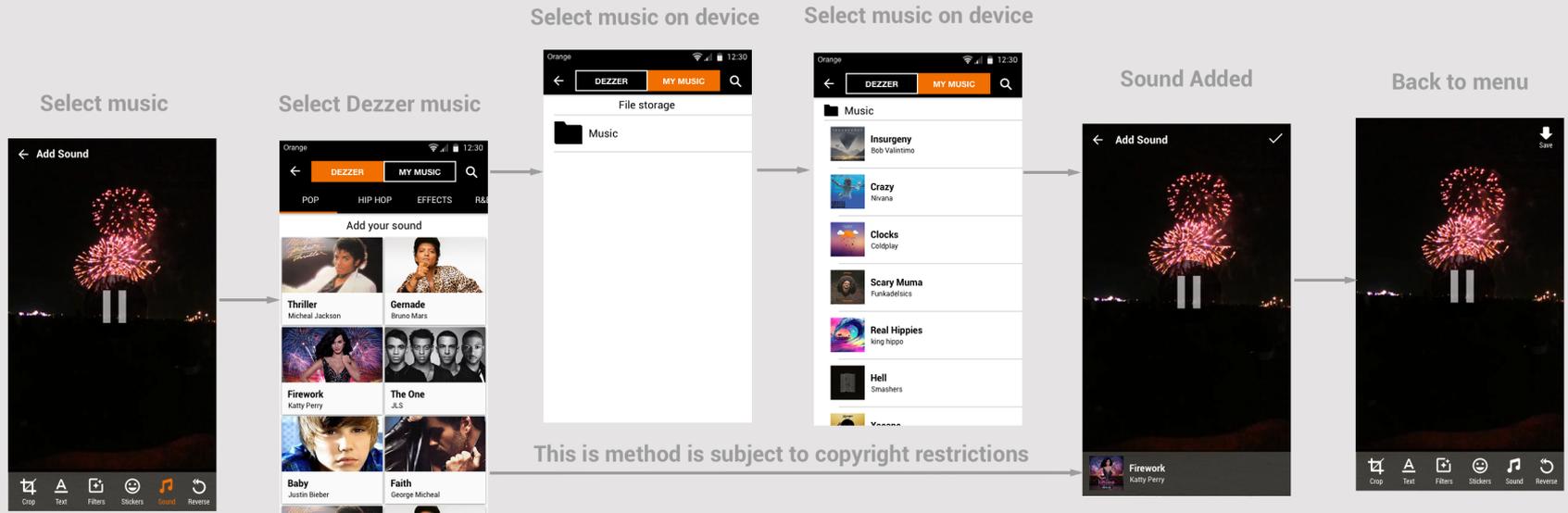
Enhanced Tools

Adding Sound

Adding Sound – 360 Video Before



Adding Sound – 360 Video UX / UI



Adding sound effects can enhance your scene and make a scene sound great as well as look great. The music can come from your device storage or a third party provider such as Deezer.

Adding Sound – 360 Video After



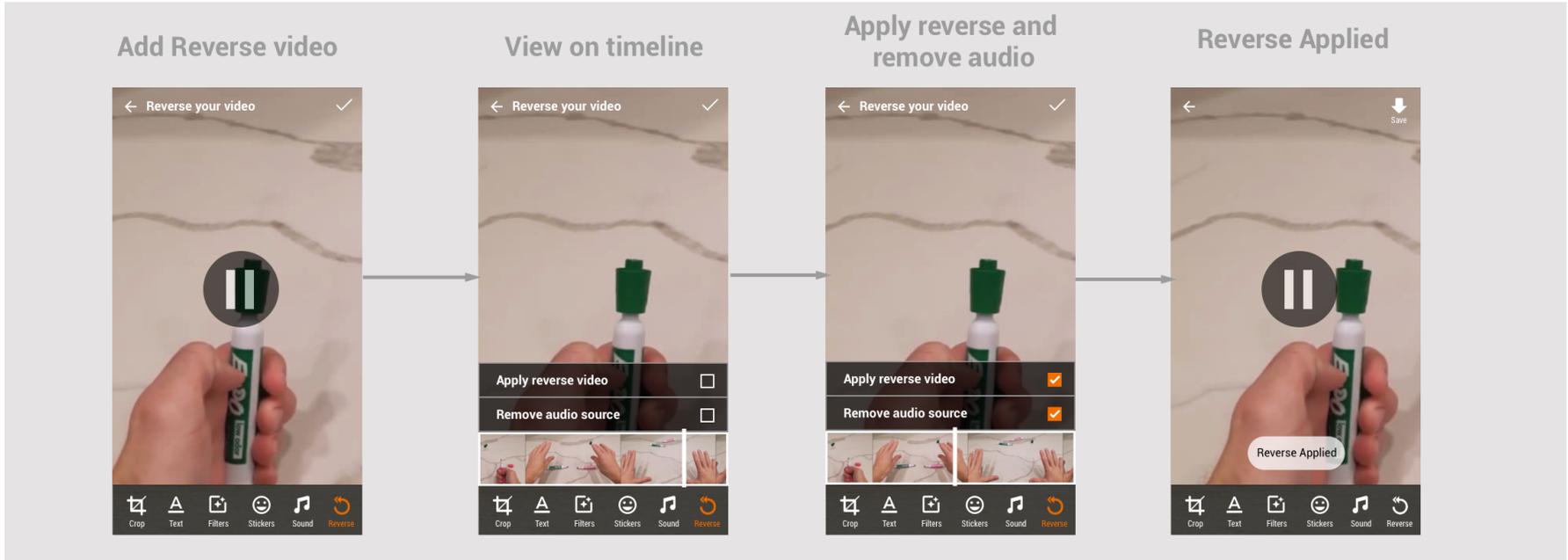
Enhanced Tools

Reverse video

Reverse video Before



Adding Reverse video UX / UI



Adding reverse video can add great effects in enhancing your video, it is mostly used to create magic tricks or to give mystical effect to a video.

Reverse video

After



Thank you