

META-BAR

With the continuous development of night economy, more and more young people choose to go to bars to relax themselves. But most bars on the market today have poor user experience. In the future, consider combining the Metaverse with the bar to create a friendly and social bar.

DESIGN BACKGROUND

Awkwardness of the newbie



Unfamiliar

They are unfamiliar with the whole process of the bar and lack guidance within the bar.



Confused

They have no idea about the wine list and have to choose at random. Only if they are lucky can they order the right one.



Abashed

They're worried about acting like they're coming to a bar for the first time and don't know how to act comfortable.

Social disorder in bars

Hard to say.

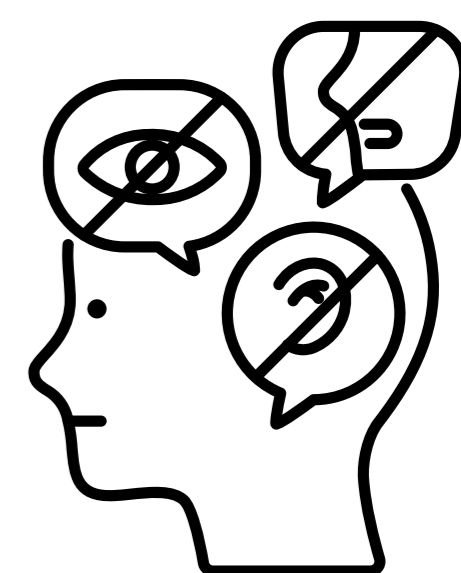
They go to a bar with the intention of socializing, but always have difficulties to say 'hi' to strangers.

Too shy.

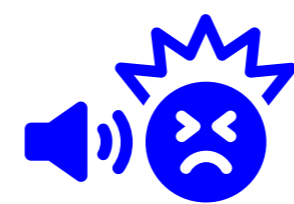
They talk a lot with their friends and become introverted with strangers.

Acting weird.

They can't talk to strangers naturally and always feel embarrassed.



Stereotypes about bars



noisy



dangerous



mysterious



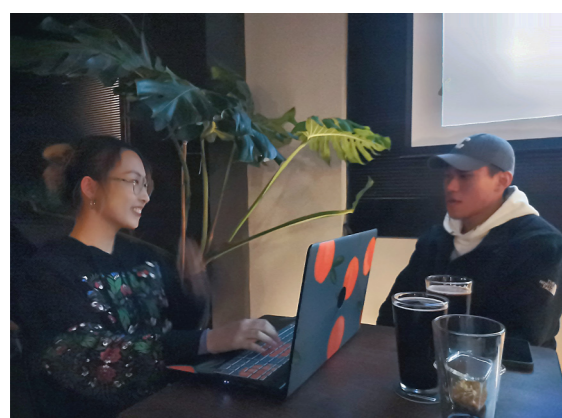
unrest



luxurious

USER RESEARCH

User interview



Jafria

Age: 24
Designer
frequency: twice a week



Annie

Age: 23
PM
frequency: once a week

Be'er, Fengqi road No.68, Hangzhou

2021.11.12 21:30-23:00

This user interview took place in a bar in Hangzhou. The bar has soft music and not too dim lights. Over craft beers, the group exchanged ideas about the bar.

A few key words can be gleaned from this in-depth talk

Sense of ritual about night



Identity transformation



Escape from daytime identities



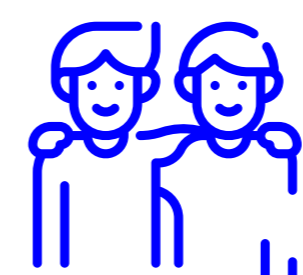
Easier to socialize after drinking



Expectations



Can always order good taste wine.



Meeting new friends in the bar.



Can totally open my mind at a bar.



You can fully relax your mind in the bar.

Persona



Name: Zhou Zhou
Location: Shanghai
Age: 20
Occupation: student

energetic / optimistic / easygoing

Bar experience:

Comments on the bars:

Needs of social:

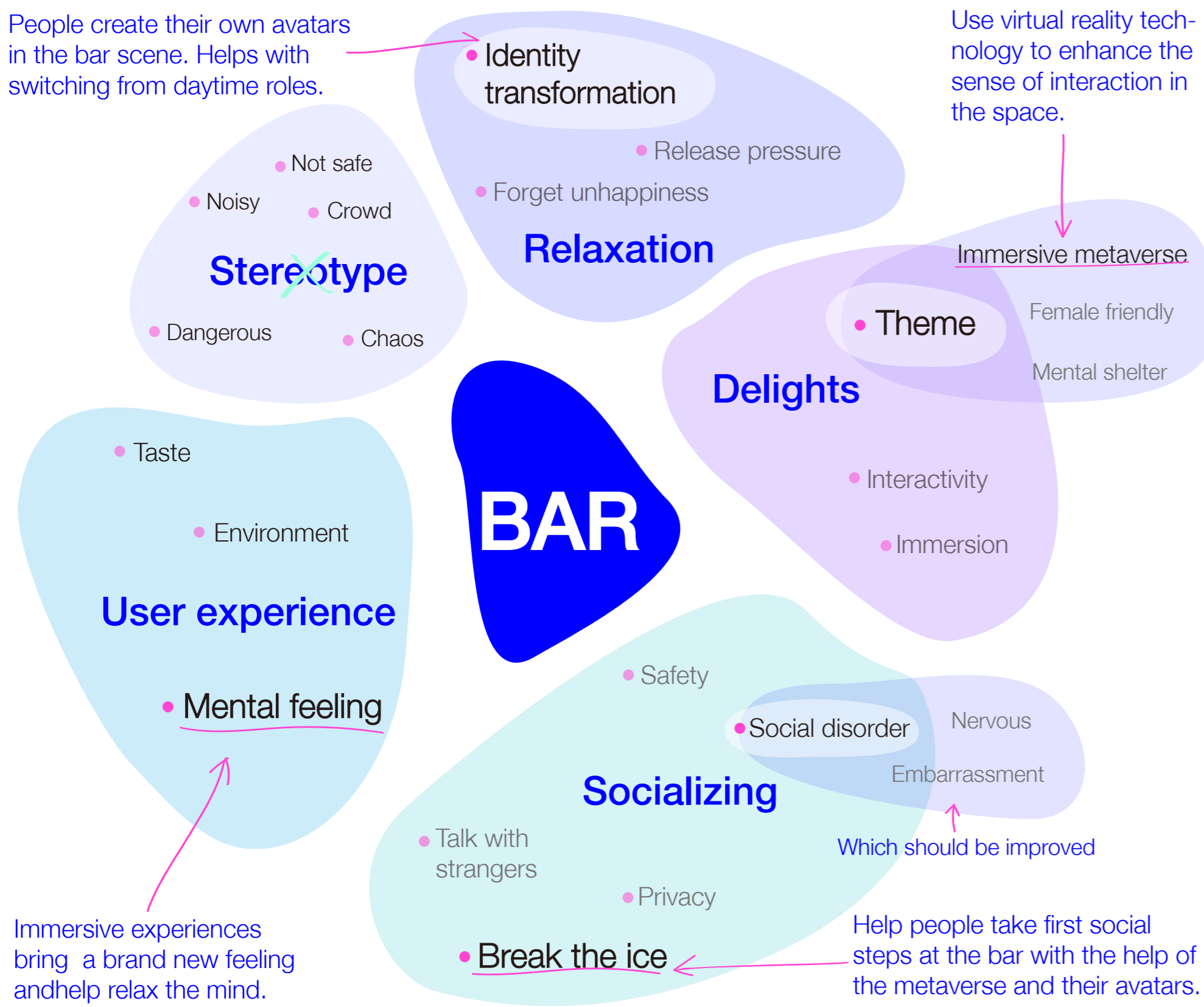
Painpoint:

Every wine order is like opening a blind box.

Expectation:

It makes it easier to order wine. I can having a more relaxed bar experience.

MIND MAP



Noticable



New identity



Socializing

MOODBOARD

SOCIALIZING

Sometimes people will live in their own world too long. There are some invisible barriers prevent them from approaching others.

IDENTITY

Humans are social animal. And all of us need to socialize. It is human nature to be sociable.

IMMERSE

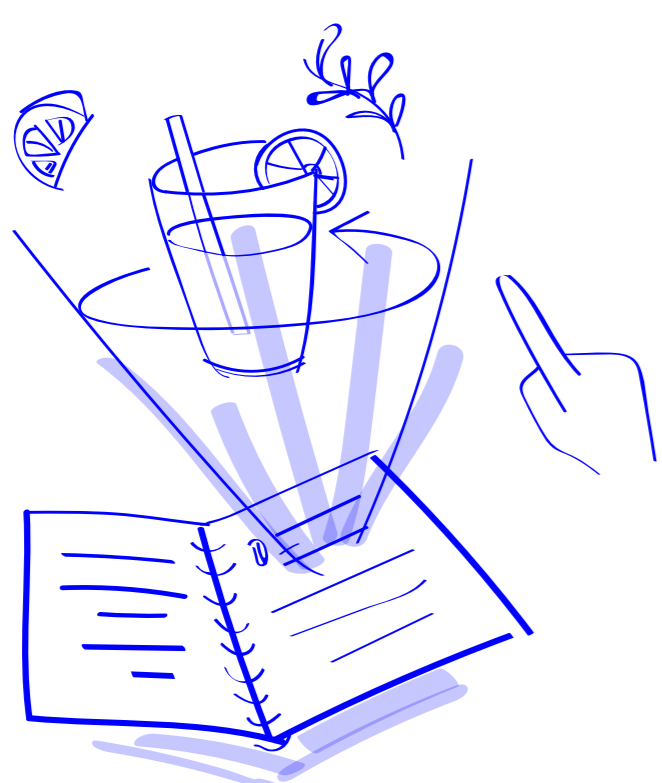
Immersive experience can help bar goers get into the zone more quickly. It can also improve people's feeling.

METAVERSE

A bar is a great place to relax. When people open the door of a bar, there is a psychological identity shift. People will forget the heavy, unhappy title as a worker.

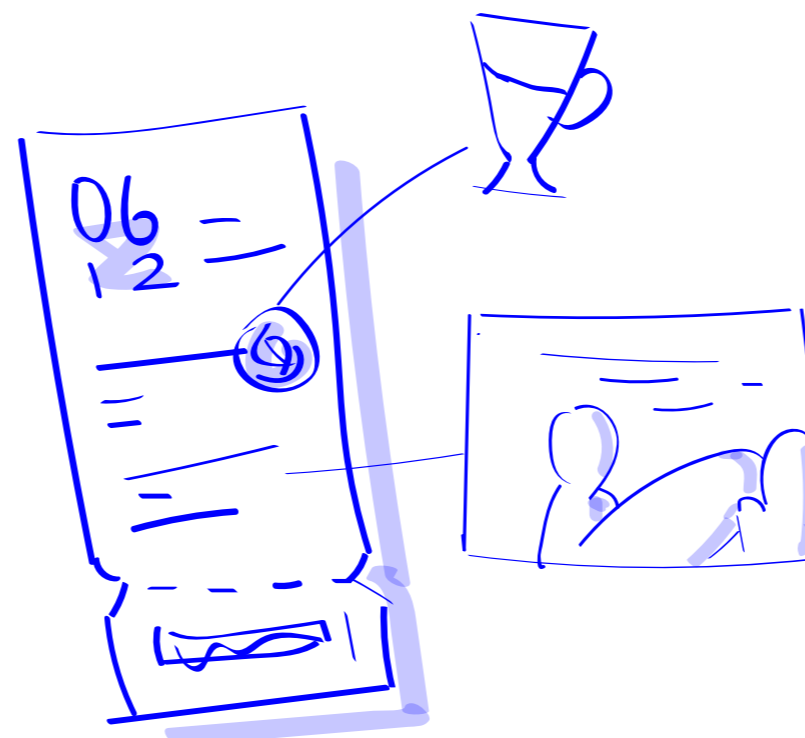
Beginners can be confused at the bar in the first or second time. Especially not knowing anything about the menu, and don't know what

DESIGN IDEATION



A bar with metaverse

Using virtual reality augmented technology to create a meta-universe inside the bar. Change the way consumers interact in bars.



Tangible souvenirs

Use physical records of the user's time at the bar. Deepen users' memory, at the same time make the service available to be seen.

Goals

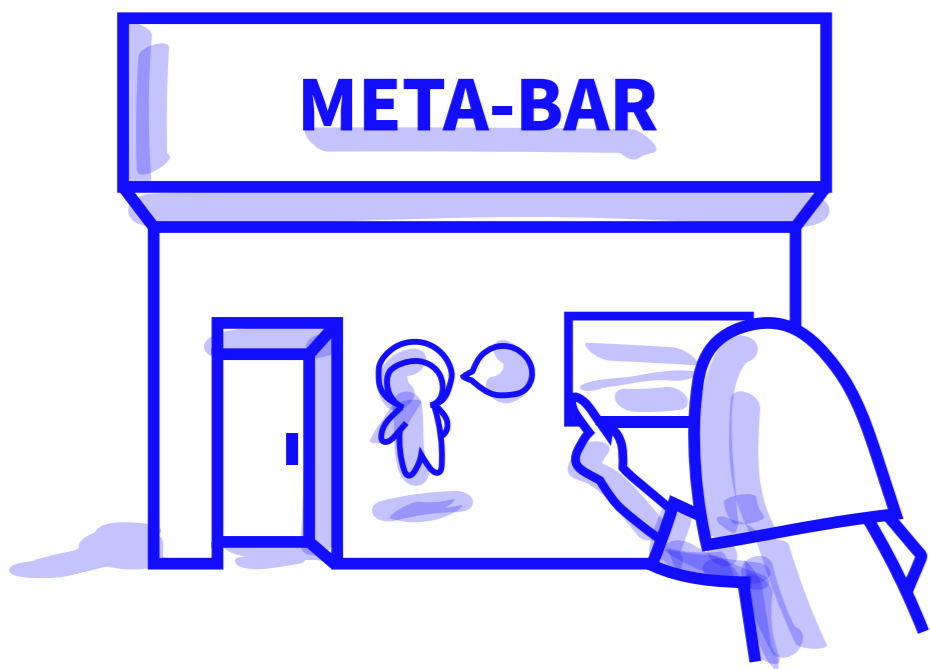
Create a
newbie friendly
 / **easy to social**
 / **immersive**
 bar experience.

META-BAR

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USER EXPERIENCE FLOW

1. Notice the bar



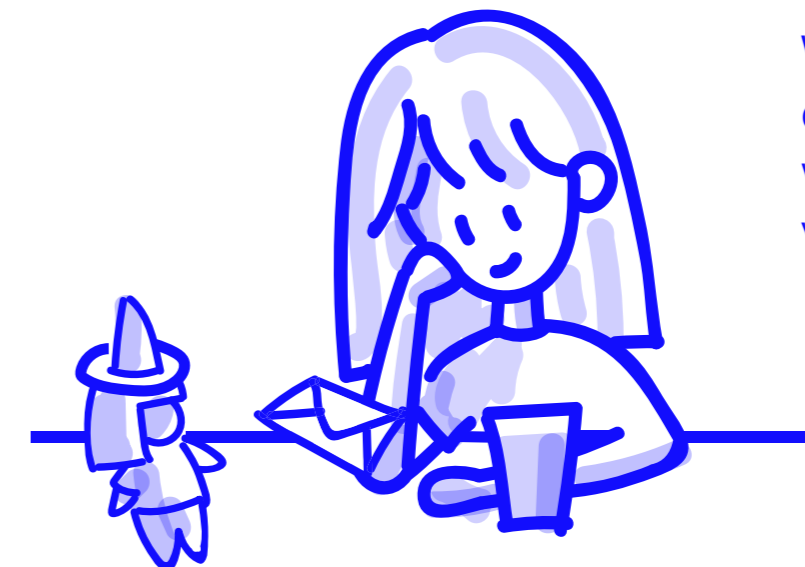
Virtual characters outside the door can catch the eye of passers-by.

2. Before entering the bar



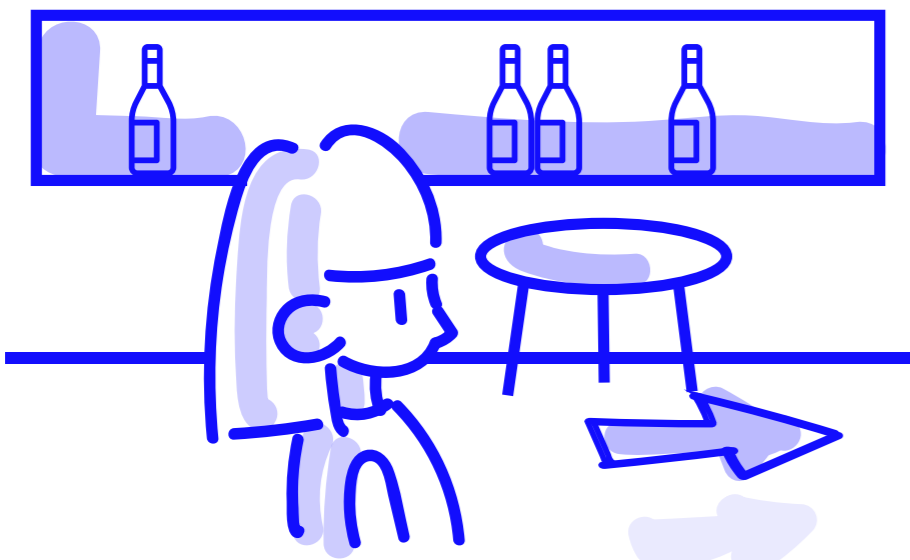
Customers can create their own personas before entering the bar.

5. Enjoying the wine



While enjoying the drink, customers can socialize with other people in the virtual space.

3. Before sitting



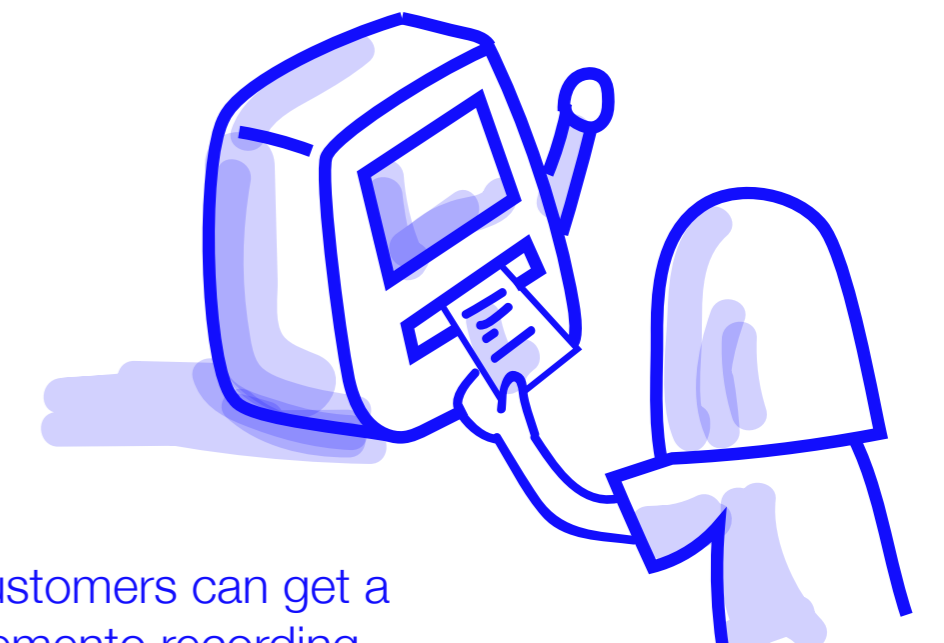
Enter the bar virtual arrow leads to the seat.

4. Ordering the wine



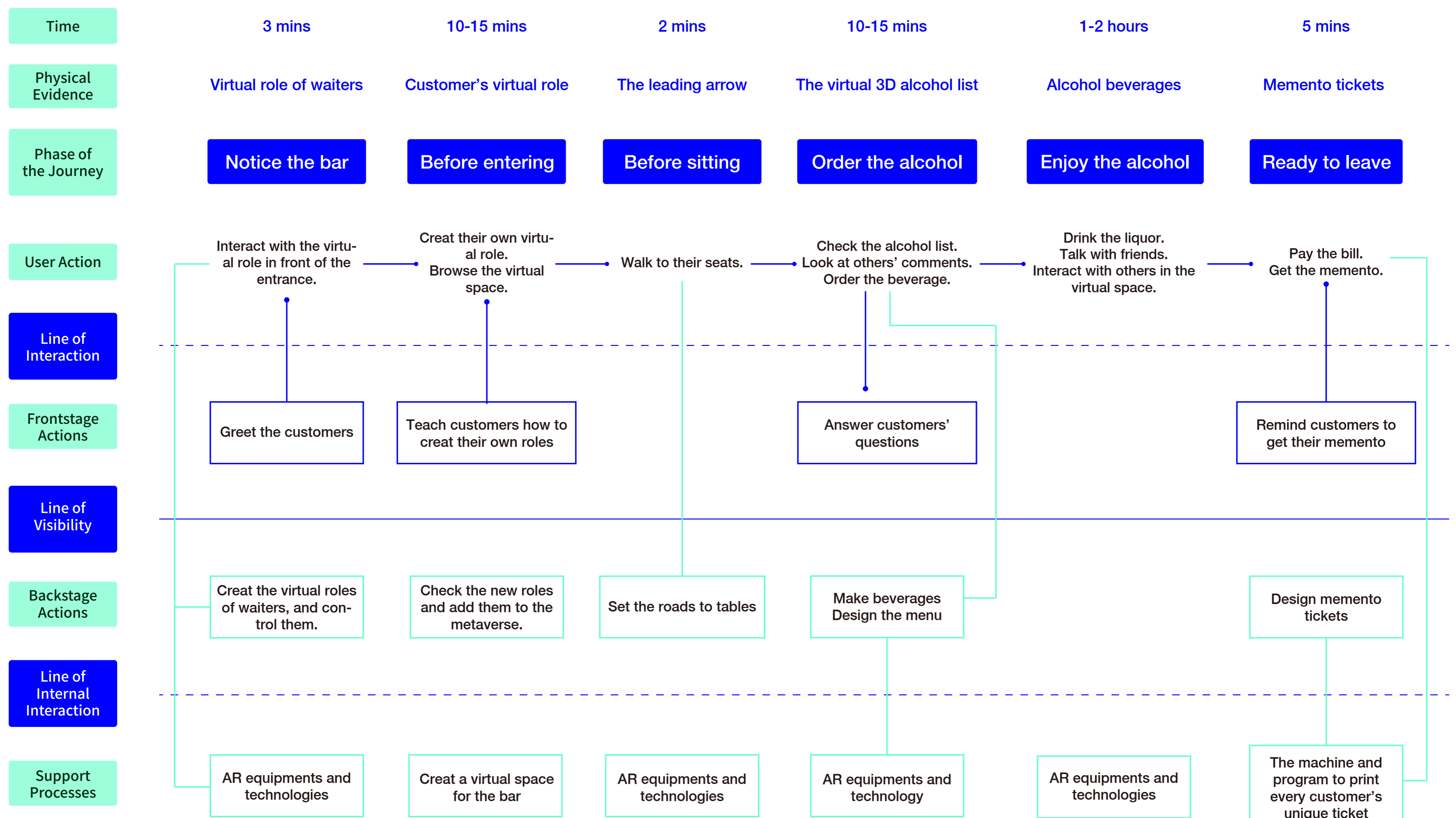
The AR wine list helps customers understand the taste of the wine and check others' comments.

6. Before leaving



Customers can get a memento recording that night in Meta-bar.

SERVICE BLUEPRINT



DESIGN CONCEPTS

Future bar interaction

Using AR technology, bar and virtual world are combined to change the interaction mode between users and bar.

Create Virtual Role

Customers can create their own personas in the bar's virtual community before entering the bar.

Visualization of Wine List

The use of AR technology allows customers to understand each wine more intuitively. Help users to choose their favorite flavor.

Interaction in Virtual Space

Create new social Spaces in virtual worlds. Help strangers break the ice without embarrassment.

Commemorative Tickets

Commemorative tickets are available on the self-service machine before guests leave the bar.



DESIGN SCNARIOS

1. Outside the Bar

The entrance to the bar has floating signs and virtual roles of waiters. The bar can be more marked, easier to be noticed by passers-by.

2. Create virtual role

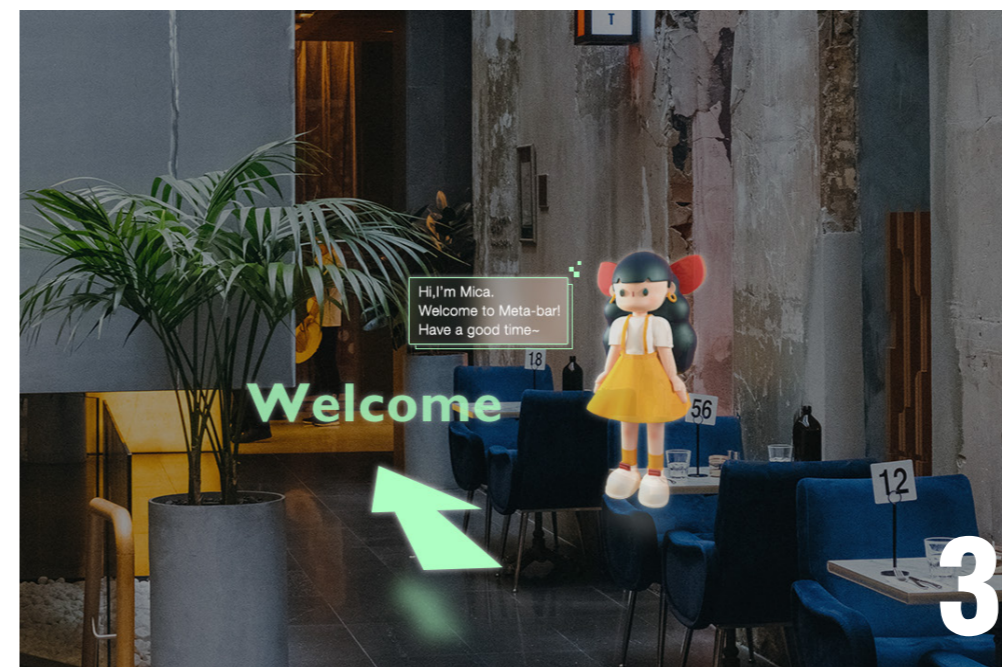
Instead of just waiting, customers can create their virtual roles before going into the bar. The system will guide them to finish whole process.

3. Virtual arrows to guide

When customers going to their table, a virtual arrow will show the directions. This will save manpower and avoid customers losing waiters.

4. Virtual alcohol list

Virtual alcohol lists can visually display wines to customers. It also displays ingredients and other customers' reviews to help customers choose their favorite wine.



5. Show mood on the cup

The entrance to the bar has floating signs and virtual roles of waiters. The bar can be more marked, easier to be noticed by passers-by.

6. Find interesting guy

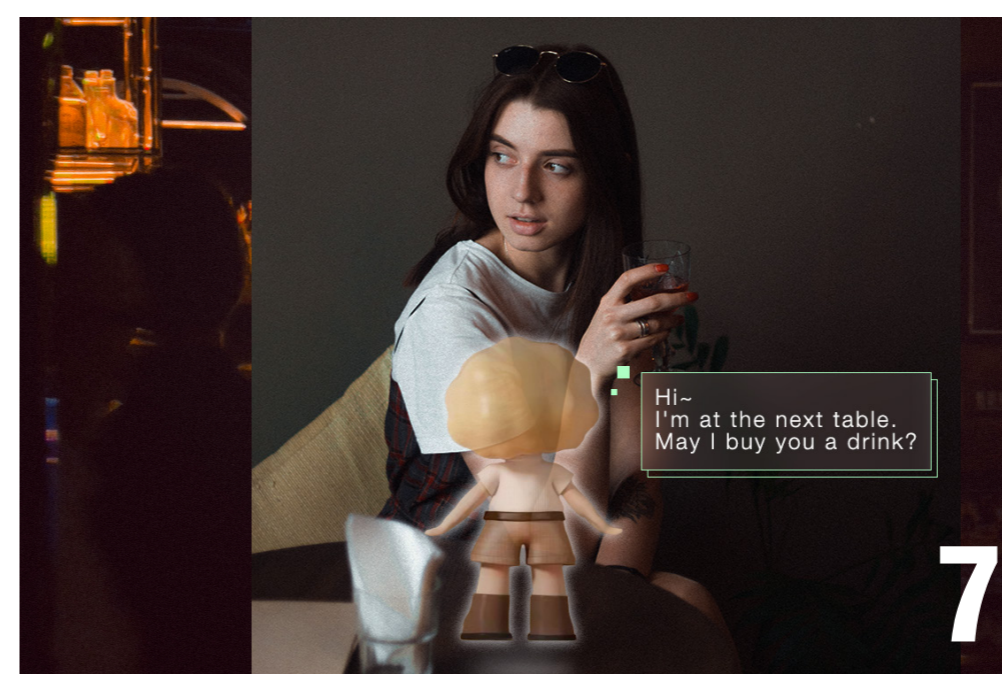
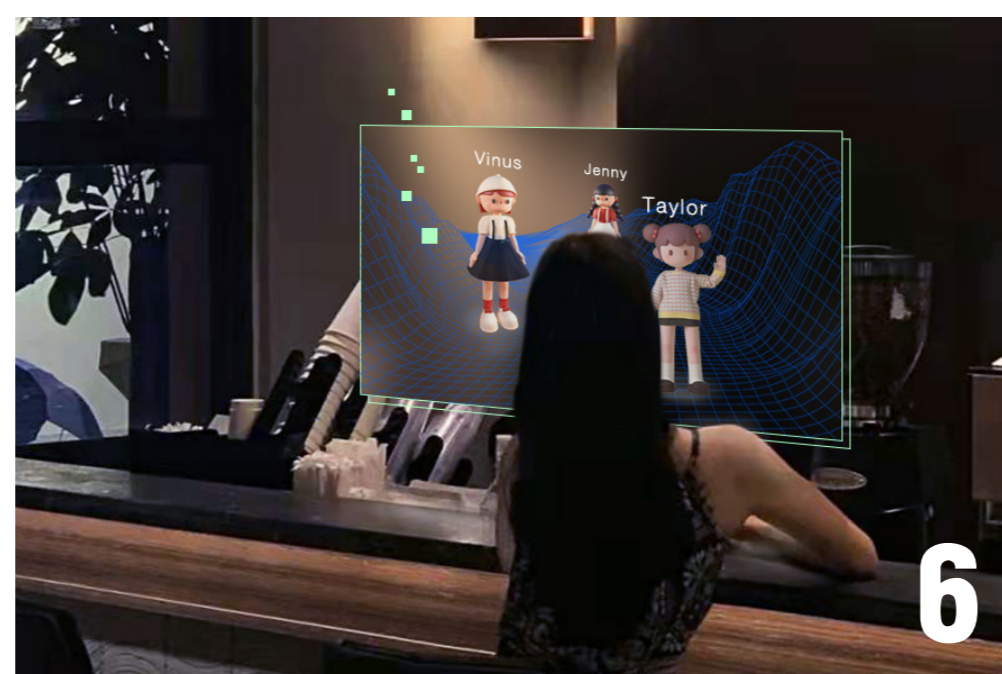
Customers can know who is also in this bar. Customers should add some information that they want to share in the virtual to let others get to know them.

7. Chat with the virtual role

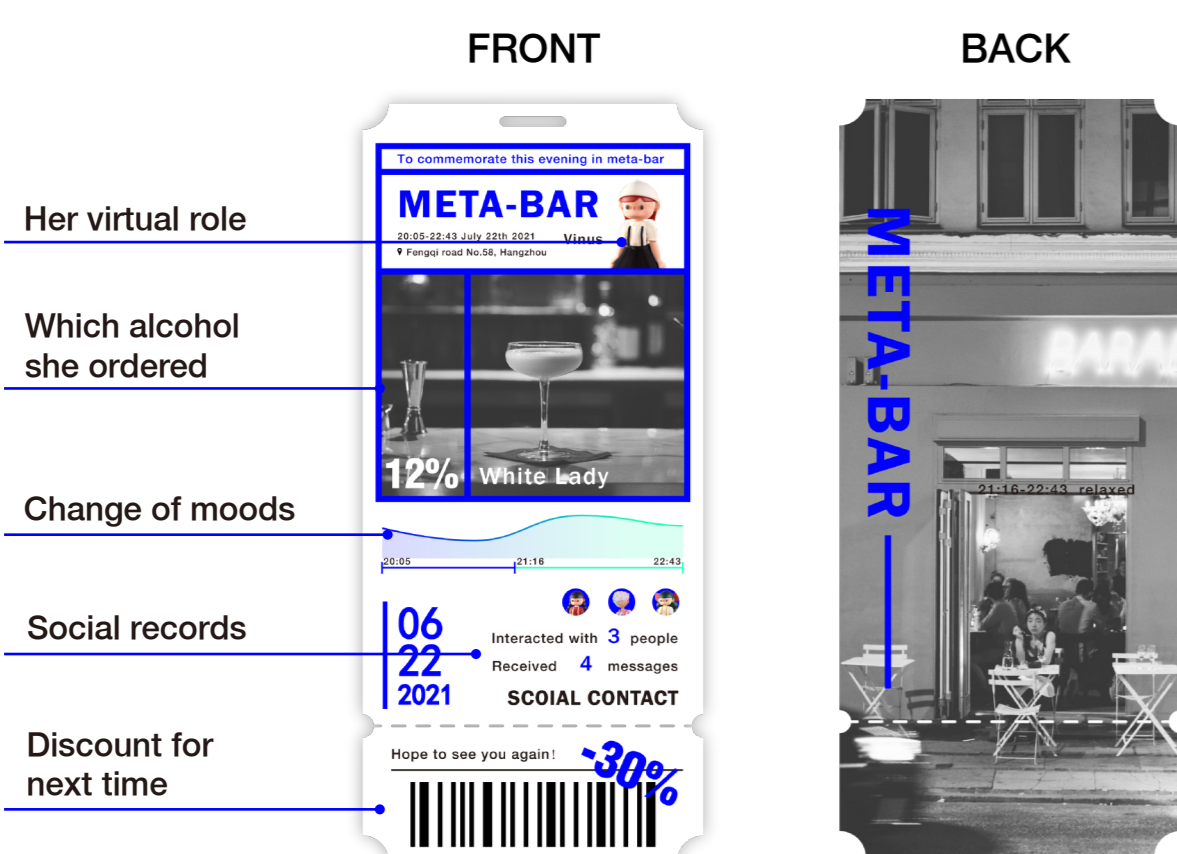
Interactions happen not only between customers, but also between the virtual roles and customers. It can avoid the embarrassment when breaking the ice.

8. Get the memento ticket

After they pay the bill, they can get a memento ticket, which will contain the information about the time spend in this bar, including the wine they order, their emotional changes...



MEMENTO TICKET



There will be smells on the ticket to help the user remember the experience.



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