

The background is a vibrant orange with a large, faint, lighter-orange circle in the center. Scattered throughout are various 3D geometric shapes in shades of orange and yellow, including cubes, spheres, cylinders, and a torus, some of which are slightly blurred to create a sense of depth.

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NINJAS**

# **Virtual Reality Workbook**



# Hello!

Virtual reality applications have transformed VR from novelty entertainment into a priceless tool for marketing strategies and business solutions.

This workbook reaffirms our design decisions, outlines the open questions, and draws the line in the sand for our favorite word: launch. With a completed workbook we can provide you a clear, fixed launch date for our ninjas to work against.

Tired of homework? As long as you know this information we're all set. Our expert development team can capture this information by phone or in person if it would be a better fit.

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# Project Details



Name

Email

Phone

Project Name

Project Deadline

Project Budget



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# Your Goals



What is your vision  
for the experience?

Can you describe  
your target  
audience(s)?

What functionality  
should the  
application have?

What actions  
should your target  
audience(s) take  
because of this  
VR app?

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# Your Goals



How long do  
you want your  
average user's  
experience to be?

Are there similar VR  
apps you enjoy or  
dislike? If so, why?

Do you have any  
existing 3D assets  
or would you like  
help in creating  
this experience?

If you need help  
creating 3D  
models, what art  
would you like our  
team to create?

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# Your Goals



Select one of the options below:

**Option 1:  
360 Video**

I need assistance in capturing my 360 video content

I have already captured my 360 video content

**Option 2:  
3D Computer  
Graphics**

I have VR ready 3D models

I do not have 3D models

**Additional  
Considerations?**





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# You're Ready!

We've got everything we need now to have an effective conversation about your AR project. Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations. Be sure to save this document and refer back to it throughout the design process.

**Let's get started!**



**Are you a current Cubicle Ninjas client?**

Please return this complete booklet to your friendly Cubicle Ninjas account or project manager.

**New to Cubicle Ninjas?**

Please send this completed booklet to [Hello@cubicleninjas.com](mailto:Hello@cubicleninjas.com) to brainstorm your vision.