*instinctools

Android VR App For a Mobile Games Company

How widening their games pool with a Google Daydream-based quiz about American football helped a gaming company to hit a three-minute plato of an average session length (ASL) and achieve a **five-minute duration** of a single session.

Challenge

The customer needs a Daydream-ready Android app.

Basic functionality required:

- integration of the controller for interaction with the user interface
- provision of 360-degree video upload and display
- user interface implementation, suitable for the VK app usage
- score calculation and speed of user answers

Solution

Before the implementation, a Google VR SDK (GVR SDK) study was conducted to determine its functionality. The customer wanted to use the native SDK for Android, but this had to be rejected, mainly because of the user interface, which, in such a case, would have to be created from scratch. That is why we decided to use the Unity Game Engine, together with the special version of the GVR SDK for Unity. This option offered ready-made solutions for the development of the user interface, structure of the scene, etc., and ultimately allowed reduction of the time for development.

Key features

The app plays a series of short 360-degree video clips

Each video is followed by questions on the video

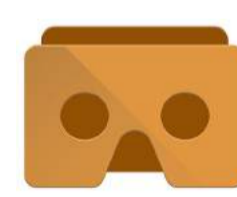By using the controller, the user chooses the correct answers as quickly as they can

When the game is completed, the user can see their scores and compare them with the results of other users

Technologies

Unity

Google VR

Unity Game Engine

- 360° Video
- World space GUI
- Custom CG shaders
- Animator
- C# scripting

Google VR SDK for Unity

- Stereo viewer
- Daydream controller
- Exoplayer plugin

Hardware

- Daydream View headset
- ZTE Axon 7

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