Interactive Video Technologies: The Gimmicks vs. the Game-changers

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Q: Where did Duck Tape come from?
“Necessity is the mother of invention”
- Plato

“… and survival is the mother of necessity.”
- Me
MARKETING IS A BATTLE FOR TERRITORY
What marketers want

Marketing Tech

What tech can do
What marketers want

What users want

What tech can do

WIN

LOSE

*
What users want

What tech can do

WIN

LOSE

What YOU want

*
The Current State of Interactive Video
Creating a new category

1. You’re all alone (or almost alone)
2. You're not
3. Proliferation
4. Differentiation & specialization
5. Subcategories
Analogous: Websites

- blogs
- CMSs
- ecommerce sites
- web portals
- intranets
- wikis

- forums
- social networks
- LMSs
- web apps
- aggregators
Interactive video as a category

1. You’re all alone (or almost alone)
2. You're not
3. Proliferation
4. Differentiation & specialization
5. Subcategories
Interactive video subcategories

- Passive personalization
- 360 video / VR
- Chaptered
- Augmented linear
- Multi-track linear
- Choice-based multilinear
- Choice-based nonlinear
<table>
<thead>
<tr>
<th>Gimmick</th>
<th>Gamechanger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shiny, cool, futuristic</td>
<td>Fills a real user need &amp; business need</td>
</tr>
<tr>
<td>Feature driven, not results-driven</td>
<td>Features that drive results, not tech for tech’s sake</td>
</tr>
<tr>
<td>Increase vanity metrics:</td>
<td>Provides valuable data about content and users</td>
</tr>
<tr>
<td>#of plays, view time, shares</td>
<td></td>
</tr>
<tr>
<td>Doesn’t move the needle on business metrics</td>
<td>Business metrics over vanity metrics</td>
</tr>
</tbody>
</table>
Passive personalization (2013)

- Pros: Easy to produce, makes the content relevant to the user.
- Cons: Not interactive; easy to miss on; requires a huge dataset
- Gimmick or gamechanger: Gimmick
Passive personalization now

• Pros: Easy to produce, makes the content relevant to the user, replicates in person support transaction
• Cons: Not interactive; easy to miss on; requires a huge dataset, substantial effort upfront to connect to data
• Gimmick or gamechanger: Gamechanger
360 video / VR

- Current applications: Experiential content, usually emotive or titillating
- Pros: Immersive
- Cons: Requires special equipment, requires real-life shots, single-shot experiences best
- Gimmick or gamechanger: Both
Chaptered video

- Pros: Smallest incremental unit for interactivity, familiar
- Cons: On its own, meh, more of a useful mechanic than a full technology
- Gimmick or gamechanger: neither
Augmented linear video

• Pros: Easy to create, can use existing linear content, can provide good data, help inform users and drive behavior

• Cons: Can be a bad UX, still just linear video

• Gimmick or gamechanger: gamechanger-ish
Multi-track linear video

- **Pros:** Done well, pretty cool
- **Cons:** Rigid timeline is restrictive, lends itself to entertainment / marketing applications
- **Gimmick or gamechanger:** Useful gimmick
Choice-based multilinear video

- **Pros**: Puts the user in the driver’s seat, experiences are more memorable than passive consumption, provides self-selected personal content, excellent data possibilities

- **Cons**: Harder to produce, requires custom content

- **Gimmick or gamechanger**: gamechanger
Choice-based nonlinear video

• Pros: Same pros as previous, but easier to produce, doesn’t require a narrative, great way to provide a lot of info in video format

• Cons: Can be harder to concept, doesn’t work for narrative applications

• Gimmick or gamechanger: Gamechanger
Some nerdy things to consider:

- Whitelabeling
- Hosting / CDN
- Data and reporting
- Integration with a reporting suite or custom data collection
- LMS
- Integration (Tin Can / xAPI and / or SCORM)
- Whitelisting of iFrame
- Mobile
What this all means for you

You need to find this place

What users want

WIN

What tech can do

LOSE

YOU want

What you want
Learn how to use a new product

- Read a manual
- Search a website, read content
- Watch a long video
- Watch a navigable video

Axis of User Motivation

Axis of Suckiness

[Win]

[Lose]
Result: Meh
Axis of User Motivation

Axis of Suckiness

Result:
THIS SUCKS!
**Axis of User Motivation**

**Axis of Suckiness**

- **[Earn]**
- **[Spend]**

Result: **YES!!**
• Create experiences that generate gratitude

• Start with low-cost, high reward transactions to build up equity with the user

• Leverage the “gratitude effect” to get users to convert / complete your most valuable actions
Where to start?

1. Figure out your goals, resources and assets.
2. Bring a team together
3. Select a software
4. Concept out your creative
5. Prototype & test
6. Shoot
7. Build
8. Launch
9. Measure it, iterate

#ProTips:

- Build for KPIs, scope to resources
- Diversify
- Start small
- Plan to iterate
- Ask for help at the beginning
Questions?

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www.raptmedia.com/blog/elearning-2016