



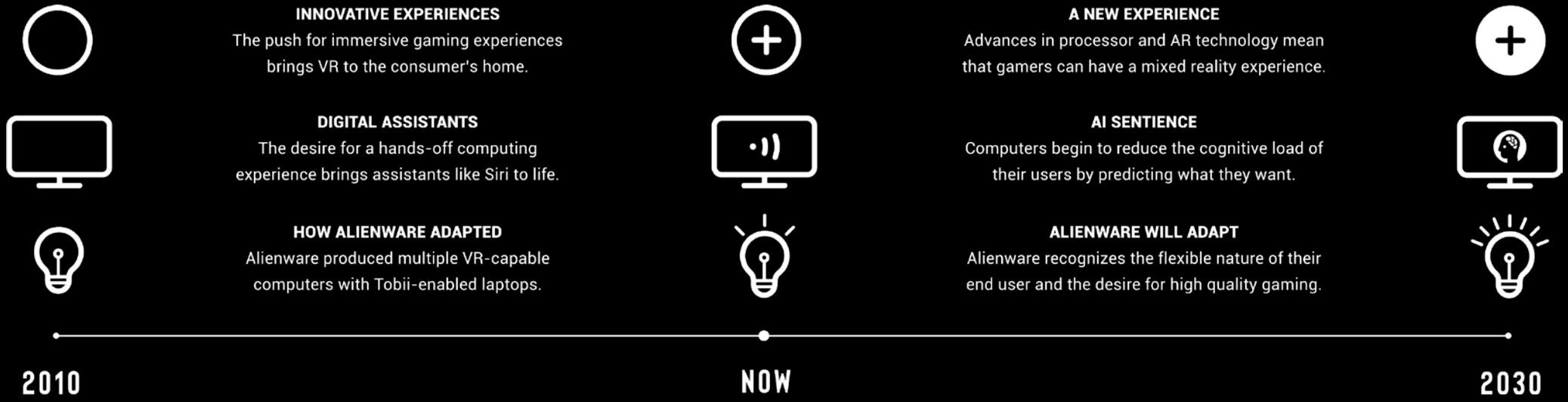
ASCEND

SPRING 2018 DELL INTERNSHIP PROJECT

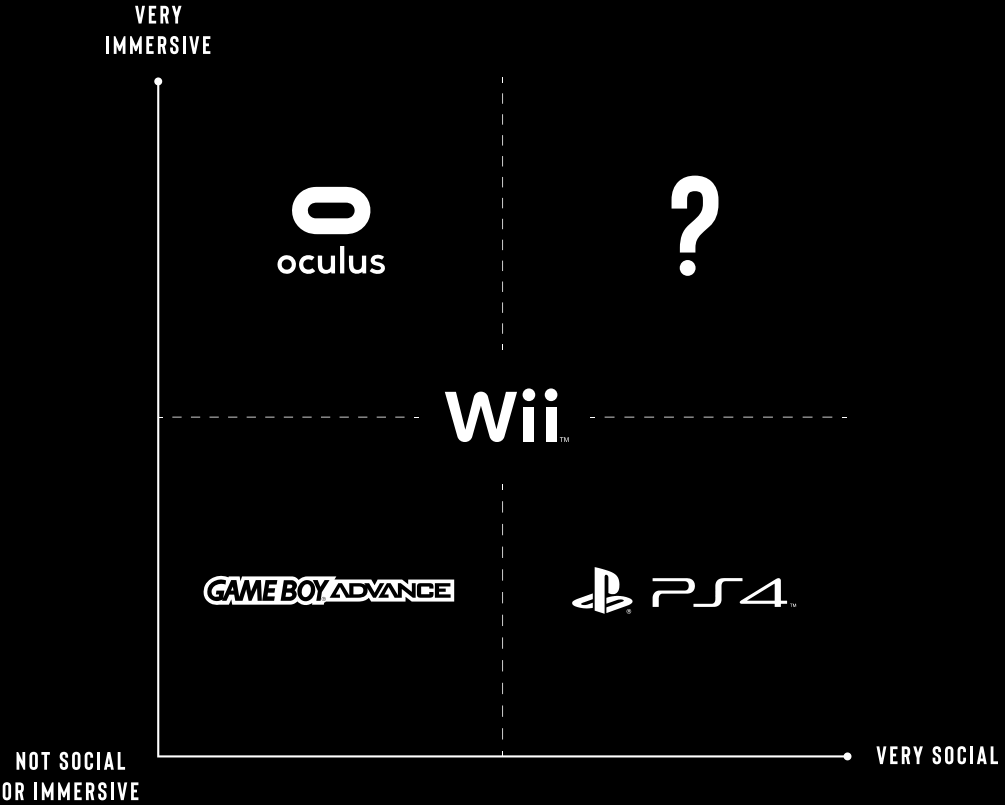


ALIENWARE

A CHANGING LANDSCAPE



THERE IS AN OPPORTUNITY FOR US TO INNOVATE



AS GAMING BECOMES MORE IMMERSIVE, IT'S BECOMING LESS SOCIAL



**HOW DO WE CREATE AN IMMERSIVE
GAMING EXPERIENCE ON A PLATFORM
THAT EMPOWERS GAMERS TO SHARE?**



USERS



ALLAN, MALE, 28

Allan is a well-known Twitch Partner and frequently upgrades his streaming equipment to deliver high quality captures of his video games. His fans love how he interacts with them.



JOYCE, FEMALE, 23

Joyce aspires to be a popular streamer someday, but has had trouble with learning how to use the required software while putting on a good show for her growing following.

WE NEED TO FIND A SOLUTION THAT IS
INTUITIVE TO JOYCE BUT POWERFUL ENOUGH FOR
ALLAN TO USE TO STREAMLINE HIS WORKFLOW



USER STUDY



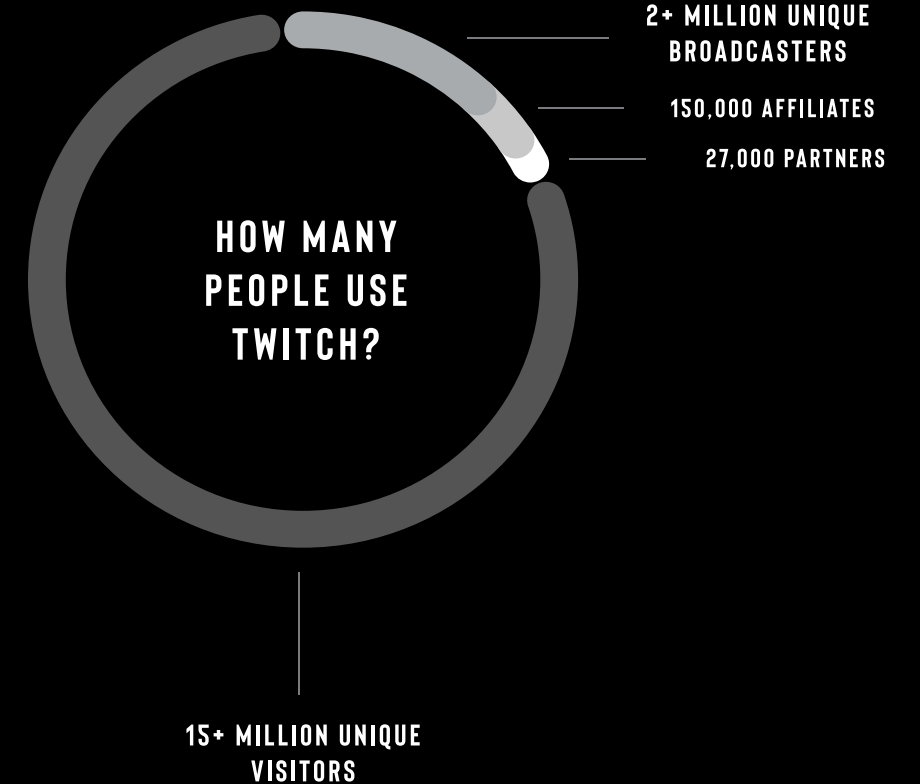
All users were given the same guided survey. The purpose of the survey was for low-familiarity Twitch users to identify any pain points in the livestreaming process. Each survey took about an hour to complete.

Results from the user study concluded that all participants had a high amount of difficulty with using the broadcasting software despite it being a necessary step in the streaming process. From this, I concluded that the current process is prohibitively difficult for beginners to learn and enter. Participants became increasingly frustrated as the user study continued.

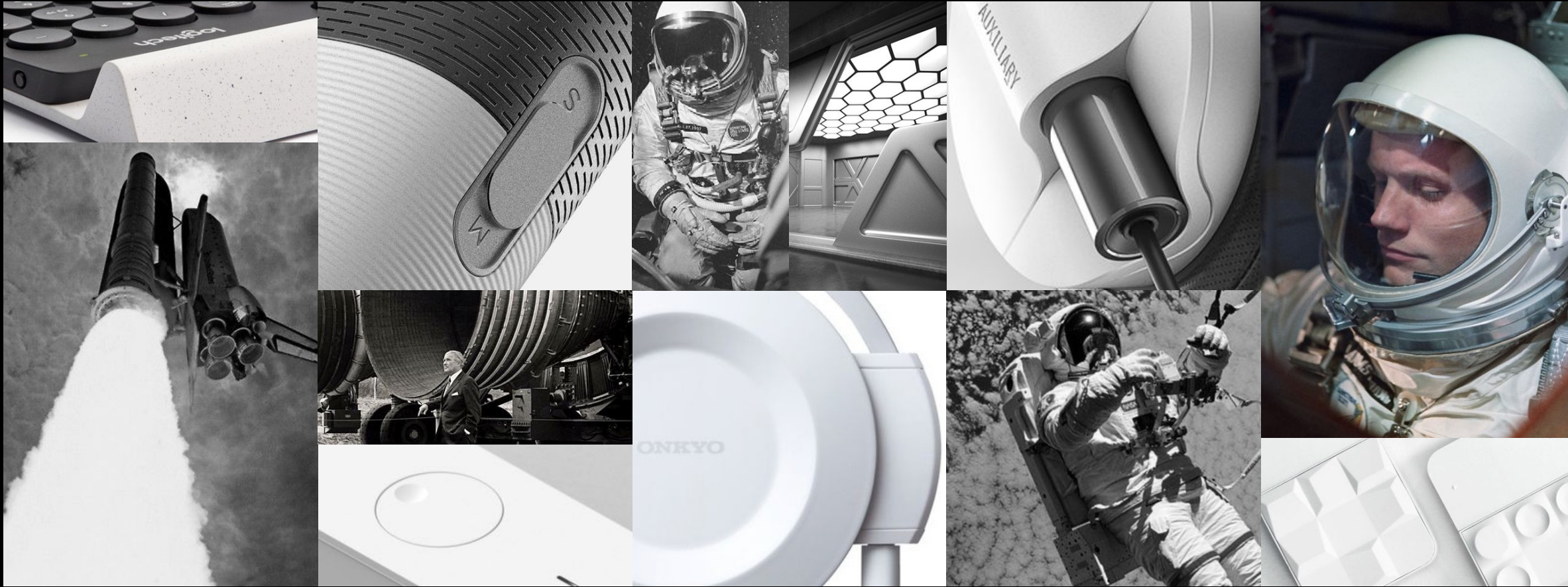


I then interviewed the streamers in the Alienware Twitch Studio to get some insight as to what their experiences were like as new Twitch streamers and to observe how a professional stream is run. They all agreed that learning how to multitask while live was difficult at first, and that the ecosystem was not necessarily friendly to newcomers.

Going forward, I would like to do some further study into the motivations behind why people stream, and why people like to observe other people play games. I would also like to explore why VR games are not popular to stream.



INSPIRATION



BOLD



DARING HEROICS

Using the best screen and processor technology, we will deliver the highest quality immersive experience.

INTELLIGENT



A SENTIENT ALLY

A reactive platform optimizes your workflow so that you can spend more time playing and less time fixing settings.

FEARLESS



AN UNAPOLOGETIC STANCE

Gaming rigs are moving away from living in the corner and demand to be celebrated in the middle of the room.

UNIFY



VIRTUOUS PLATFORM

Connect people effortlessly and intuitively. Let human interactions be natural and take center stage.

NATURAL



IT'S JUST INSTINCT

The user's experience should be the first priority. It should be simple and intuitive; even for new users.

EXTRAORDINARY

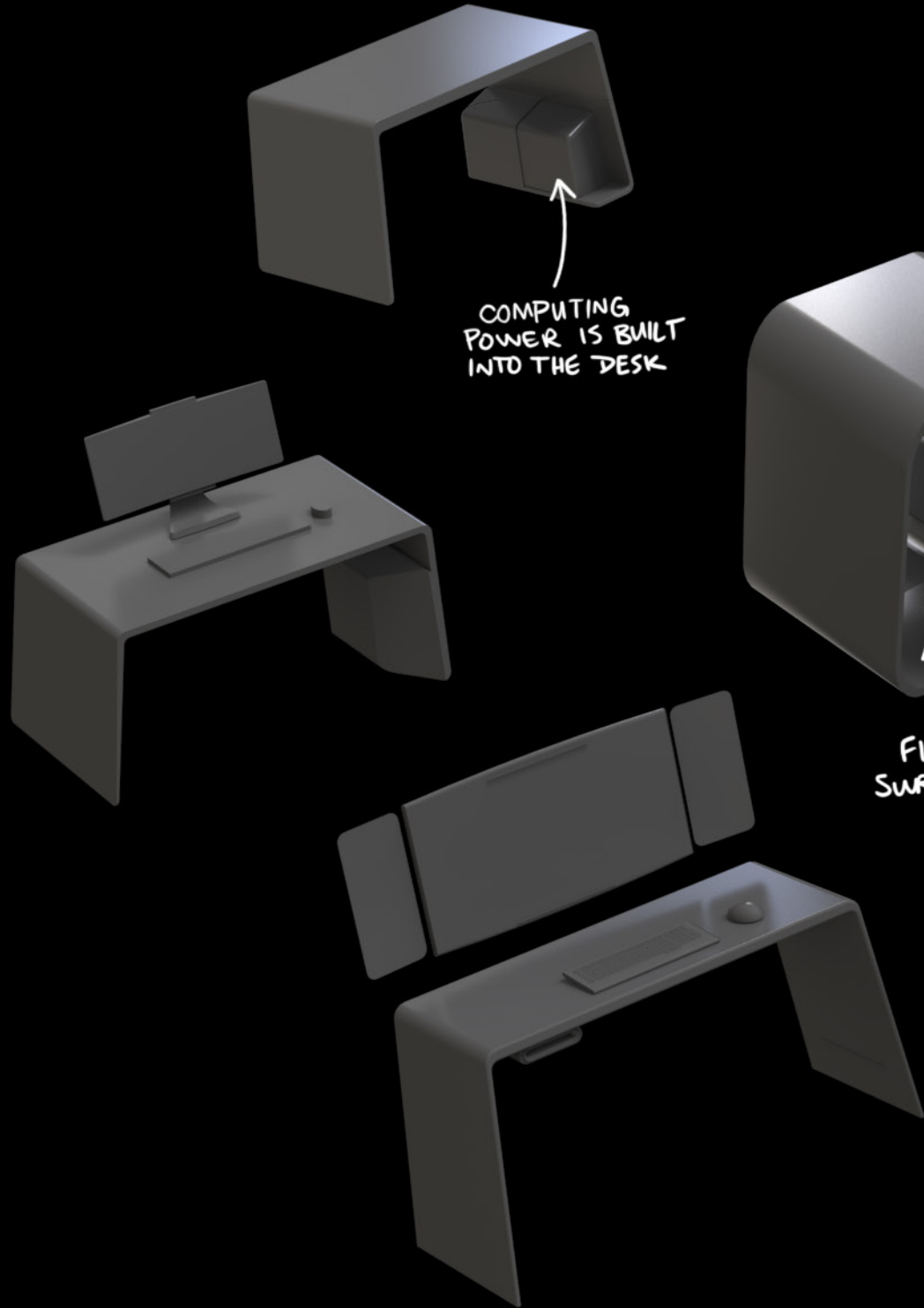


UNMATCHED IN EVERY WAY

Unwilling to compromise, we will deliver the best possible social and immersive gaming experience.



ITERATIONS

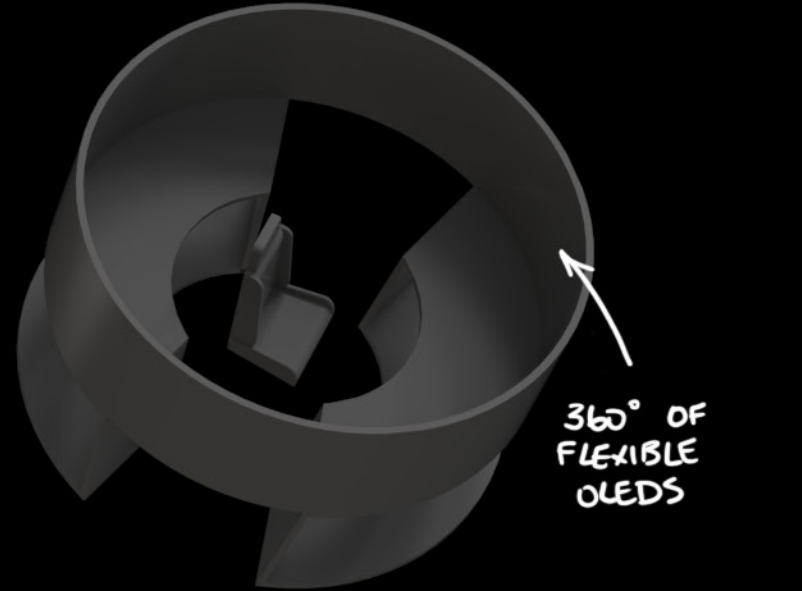
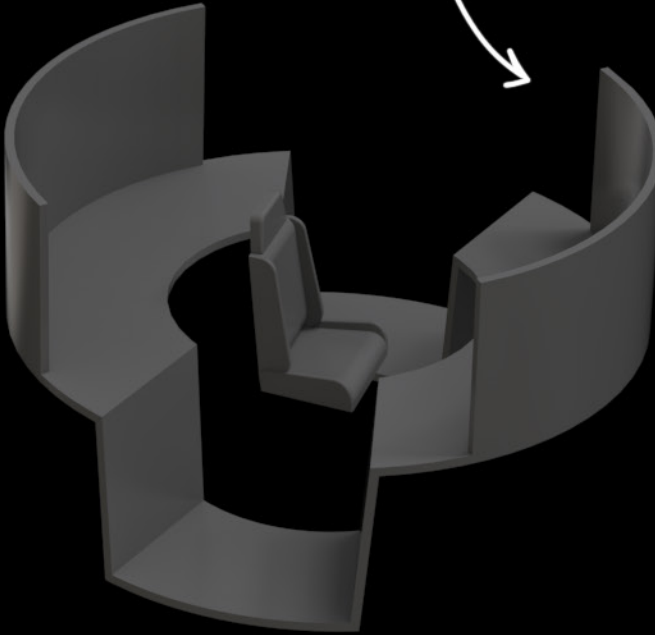


COMPUTING POWER IS BUILT INTO THE DESK



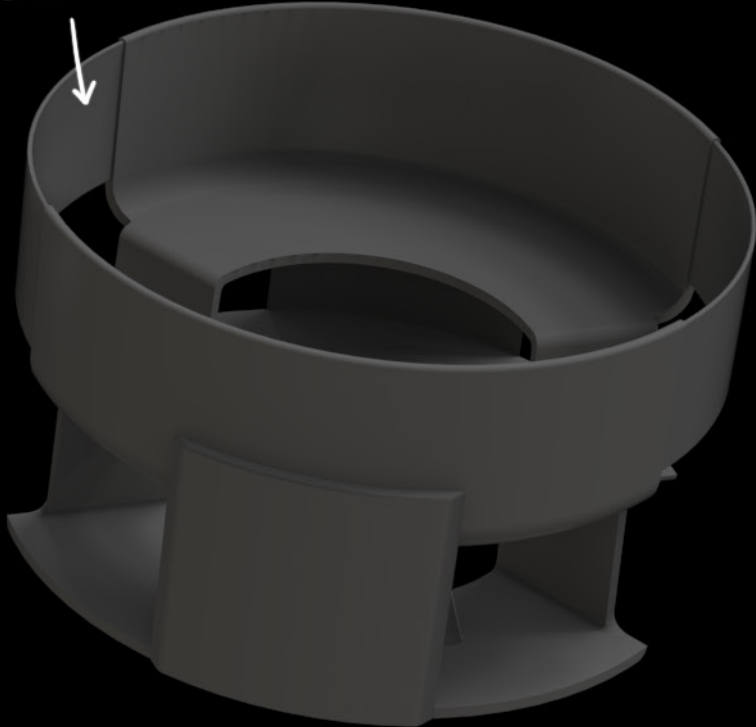
FLEXIBLE OLEDS SURROUND GAMER

GAMING ENVIRONMENT



360° OF FLEXIBLE OLEDS

SCREENS EXTEND



PRESENTATION

Final presentation boards were printed on 4'x8' foamcore and laid against a wall.

ASCEND

A GIANT LEAP FOR GAMERS

EVOLUTION

IMMERSIVE EXPERIENCE
The way you interact with your system is changing. It's not just about the hardware anymore. It's about the experience.

THE HISTORY
The evolution of gaming has been a long and winding road. From simple text-based adventures to the immersive experiences of today, the industry has come a long way.

THE FUTURE
The future of gaming is bright. With the rise of virtual reality and augmented reality, the possibilities are endless. The industry is poised for a new era of growth and innovation.

2010 NOW 2020

RESEARCH

CONSUMERS SHOULD NOT HAVE TO CHOOSE BETWEEN AN IMMERSIVE EXPERIENCE OR A SOCIAL EXPERIENCE

THERE IS A GROWING INTEREST IN BROADCASTING WITH THE RISE OF ESPORTS

DEMOGRAPHICS

AS GAMING BECOMES MORE IMMERSIVE, IT'S BECOMING LESS SOCIAL

EXPERIENCES

- BROADCASTING**
The rise of esports and streaming has changed the way we play and watch games. It's no longer just about the game itself, but about the community and the experience.
- SPECTATING**
The rise of esports has created a new market for spectators. Fans are now watching games on TV and in arenas, just like they would a professional sports event.
- PLAYING WITH OTHERS**
The rise of online gaming has made it easier than ever to play with friends and strangers alike. It's a social experience that has become an integral part of the gaming culture.

360° OF TRUE IMMERSION

AS YOU USE THE SYSTEM, ASCEND WILL LEARN AND ADAPT TO YOUR PREFERENCES.

CHARGE YOUR PERIPHERALS BY PLACING THEM ONTO THE INDUCTIVE CHARGING PAD.

LET YOUR GAME TAKE UP MORE SCREEN SPACE.

ALIENWARE



360° OF TRUE IMMERSION

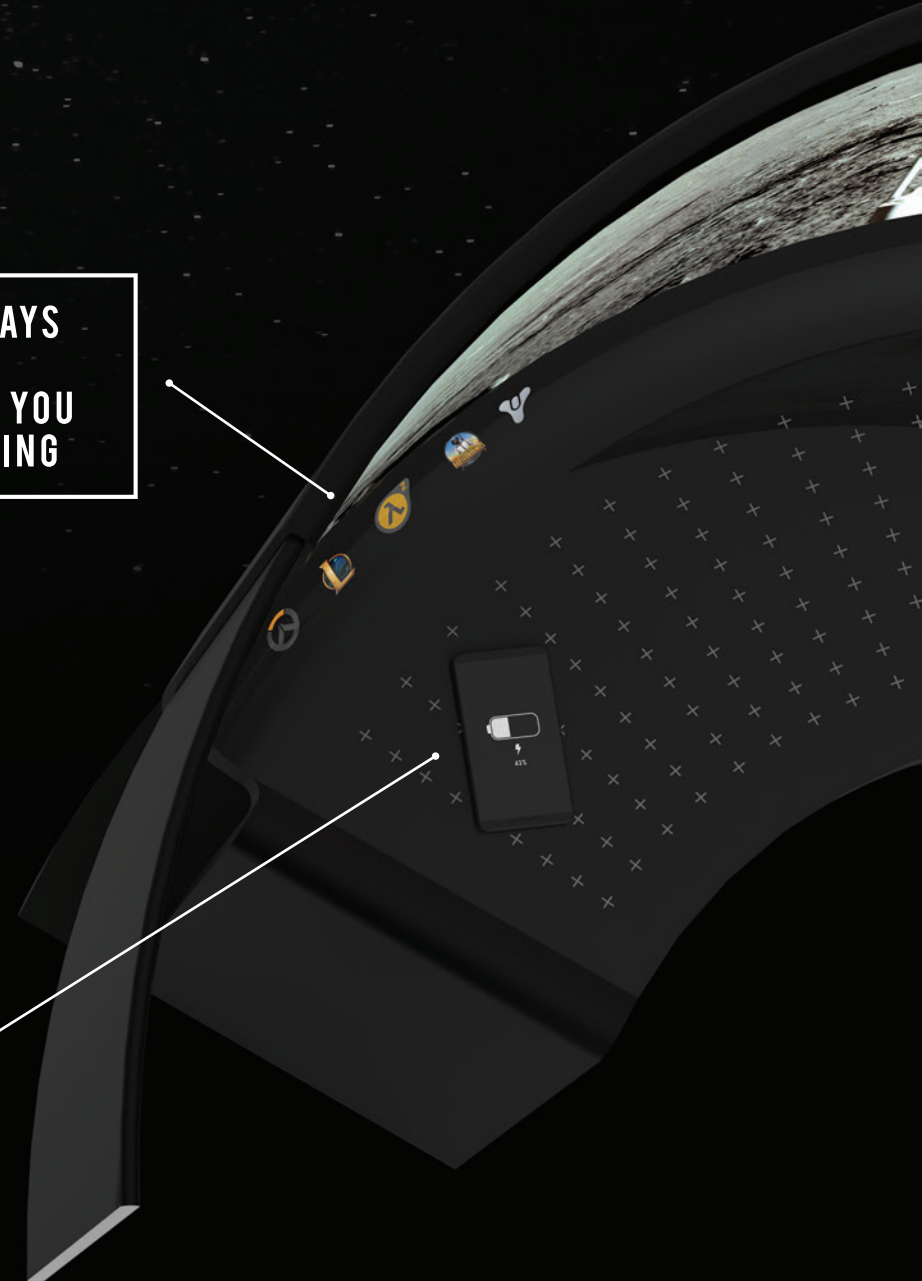


ALIENWARE





**TASKBAR IS ALWAYS
VISIBLE AND
UNOBTRUSIVE SO YOU
DON'T MISS A THING**



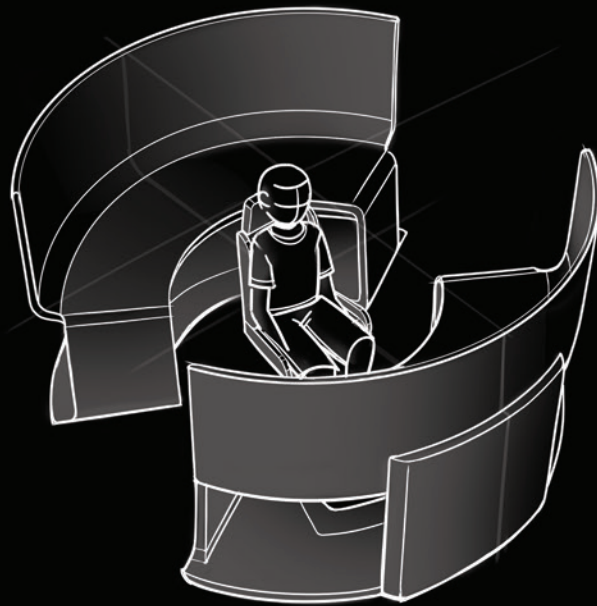
**CHARGE YOUR
DEVICES ON ASCEND'S
BUILT-IN INDUCTIVE
CHARGING PAD**



STORYBOARD

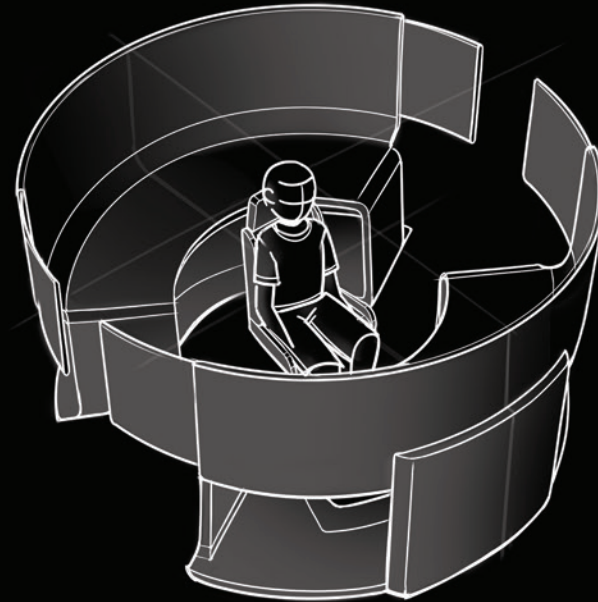
ENTERING THE ENVIRONMENT

- 1 Starting up Ascend is as easy as sitting down. Its depth-sensing cameras will detect your presence and start loading your personal profile.



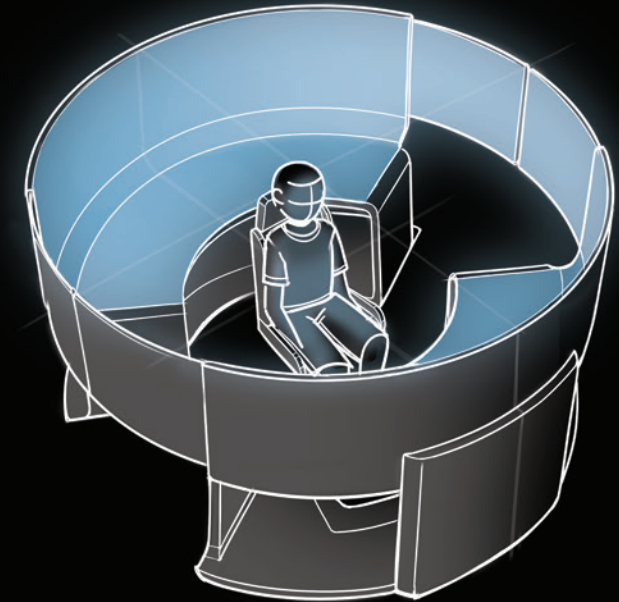
ACTIVATE SENTIENCE

- 2 Once Ascend is powered on, the secondary screens begin to close around the user. Enjoy the ultrawide screen without the inconvenience of bezels.



READY TO LAUNCH

- 3 When the environment is complete, Ascend will analyze your behavioral patterns and adapt how it runs to your habits to create the perfect workflow for you.



EXPERIENCES



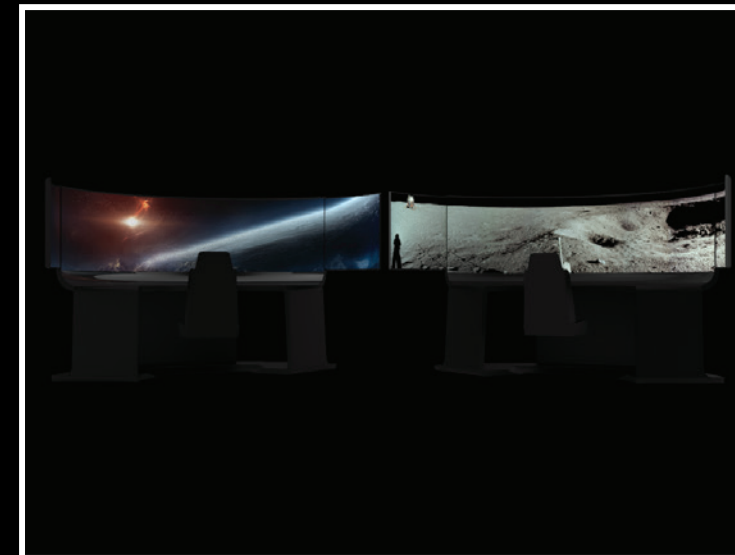
BROADCASTING

Focus your time on putting on a good show instead of worrying about if something will go wrong. Ascend will continually self-monitor your audio and visual output to make sure that your broadcast runs smoothly. Use the screen behind you as a backdrop for your webcam picture.



SPECTATING

Feel the eSports hype from the comfort of your own home in your own personal stadium. Ascend's ultrawide screen allows you to spectate from your favorite streamer's point of view while still leaving ample screen space to keep up with match and player stats.

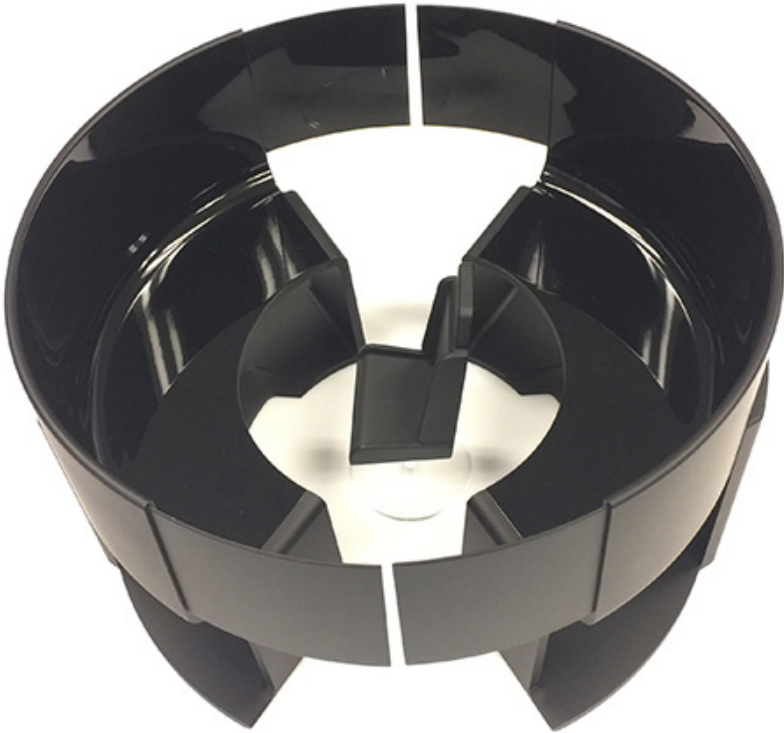


PLAYING WITH OTHERS

Get the immersive gaming experience without sacrificing your situational awareness. Game in 360°, or have a few friends over for a split-screen experience. Ascend's flexible interface lets you have complete control over how it's used.



FINAL MODEL



THANK YOU

I'd like to thank the amazing people at Dell EDG for all of your help and support during my Spring 2018 internship. I've had a lot of fun growing as a person and as a designer in Austin, so THANK YOU!

