



Domain / Field : IT / User Experience	Project number (to be completed by ECPkn) PIC-XX
Project Title : Frogans technology in the metaverse: strategic report for the OP3FT Board of Directors	
Project description : Today, publishers of content and services have 3 means to reach end users on the Internet: Web sites, social media and mobile applications. These means were not designed to be present in the metaverse, where the expected user experience commands content to be in the form of discrete, floating, free-form and easy-to-manipulate objects. In the coming months, publishers will have a fourth means at their disposal: Frogans sites. Frogans sites are a new generation of sites on the Internet. On the publisher's side: Frogans sites will enable publisher's content and services to be continuously accessible to end users, via a persistent, eye-catching, non-intrusive presence onscreen. On the end-user's side: Frogans sites will enable end users to view pertinent content quickly, retrieve it easily and move from one content to another simply. (See: https://v.youku.com/v_show/id_XNTgzNzY4Nzk1Ng) The technology behind Frogans sites (see: frogans.org) is developed by the OP3FT, a Standards Developing Organization based in France, with the participation of OP3FT China, the local branch of the OP3FT located in Beijing. ~ Frogans sites have a natural appearance and they offer a comfortable, intuitive interaction. This makes the Frogans technology a good candidate for the metaverse, and OP3FT China is currently working on this subject. The purpose of the PIC project is to study the conditions under which Frogans sites should be made available in the metaverse by the OP3FT so as to guarantee the best user experience. The deliverable will be a report destined to the OP3FT Board of Directors. The report is expected to help the OP3FT define its long-term strategy as regards the metaverse. This strategic report should include three parts: <ol style="list-style-type: none">1. The limitations of Web sites, social networks and mobile applications in the metaverse.2. The usability of Frogans sites in the metaverse notably based on interviews with engineers at the OP3FT and OP3FT China, as well as with typical end users.3. Technical recommendations to advance the Frogans technology as regards the user experience of Frogans sites in the metaverse.	



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<p style="text-align: center;">Company</p> <p>Name (English): OP3FT China Name (Chinese, if possible): 北京奥比睿网络技术有限公司 Office address: 北京市海淀区显龙山路19号1幢2层2座206B2 Website: https://china.op3ft.org/</p>	<p style="text-align: center;">Company LOGO</p> 

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