

Community feedback on Vuō

from current and potential Vuō users in early 2014

Thanks to all of you who filled out the recent survey!

We carefully read everyone's answers, and they've led us to **streamline our plan toward Vuō 1.0**.

The #1 feature that the community asked for was graphics. About 50% of potential users and 80% of current users said that this would encourage them to buy Vuō or use Vuō more.

In response, we've revised our roadmap toward Vuō 1.0 to deliver more graphics capabilities sooner. A few days from now, the next release (Vuō 0.6) will bring lots of new graphics nodes — including lighting nodes for 3D graphics and image filters for 2D graphics. Later this year (Vuō 1.0), we plan to provide all of the useful graphics abilities of Quartz Composer and Kineme — and more! As of Vuō 0.6, Vuō will already have features that you won't find in Quartz Composer or Kineme, including better control over cameras and lighting and the ability to render to multiple windows.

The top reasons why the community said they were interested in Vuō were to **create multimedia experiences and installations, to integrate with other multimedia software, to do VJ work, and replace Quartz Composer**.

In the next release (Vuō 0.6), we'll be including some tools to help developers of multimedia software support Vuō compositions, and we're already talking with some of them. Moving toward Vuō 1.0, we'll be providing many new features to meet your needs. Along with graphics nodes (including live video, image filters, and mesh filters), we plan to add even more nodes (like skeletal tracking and ArtDMX). This is in addition to the cool nodes Vuō already has, including movie players, Leap Motion, OSC, MIDI, Syphon, and Kinect.

If you're interested in Vuō for other reasons, don't fear! We're still planning to support creating iOS apps, creating FxPlug and Adobe plugins, running Vuō on Windows and Linux, and much more. After the Vuō 1.0 release (which is coming sooner than originally planned), we'll be giving those more attention.

We appreciate that 60% of survey respondents who'd already bought Vuō said they're likely to buy the new version in a year! For the 35% who are undecided about buying Vuō again, and those who are thinking of buying it for the first time, we hope the new roadmap toward Vuō 1.0 will help you decide to support Vuō.

A huge thanks to the 40% of you who've already spread the word about Vuō and the 70% of you who're likely to within the next month! We absolutely need help from you, and everyone in the community, to keep Vuō going.

If you'd like more details about the survey responses, read on.

About the survey

The survey was open for **2 weeks** in **January/February 2014**.

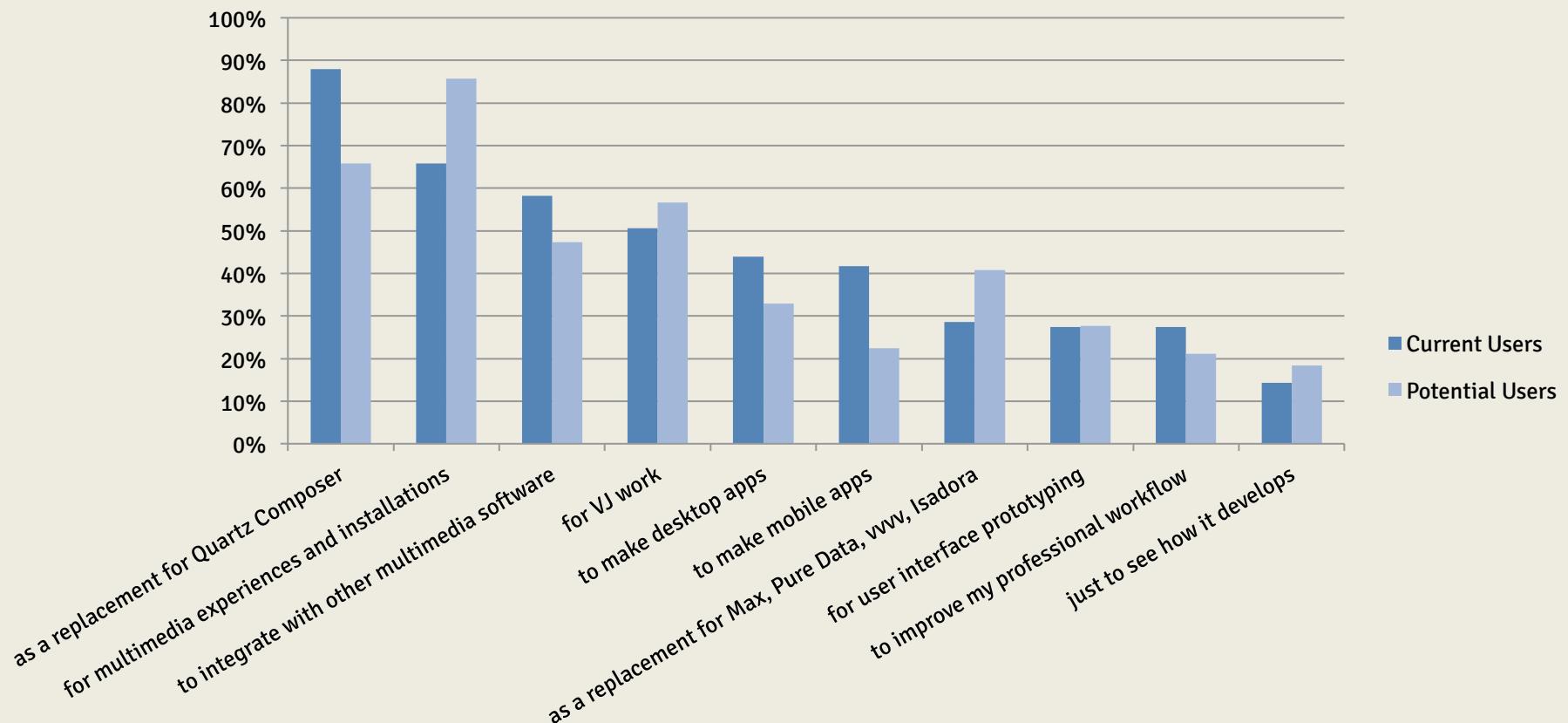
It was announced on the Vuō mailing list, website,
on Vuō's Twitter account, and on Vuō's Facebook page and group.

91 current users and **76 potential users** filled out the survey.

Why are you interested in Vuō?

The survey asked for you to select as many reasons as you wanted for why you're interested in Vuō:

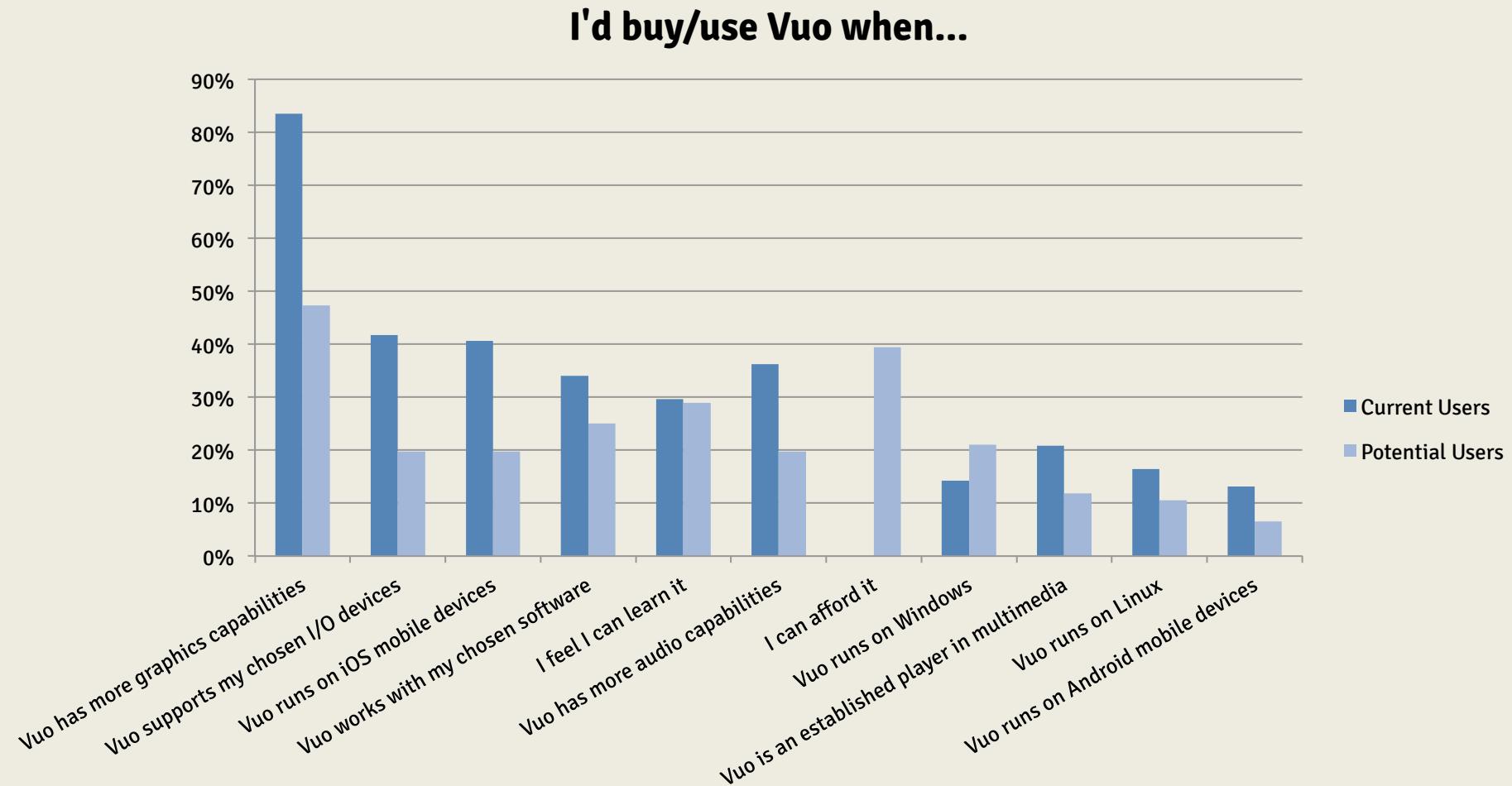
I am interested in Vuō...



Since so many of you are interested in using Vuō to **create multimedia experiences/installations, integrate with other multimedia software, do VJ work, and replace Quartz Composer**, we'll be focusing on improving those areas of Vuō in the near future.

What would encourage you to switch to Vuo?

The survey asked you to pick the top things that would encourage you to buy Vuo, or to use it more:



By far, the most popular response was **more graphics capabilities** (84 people).

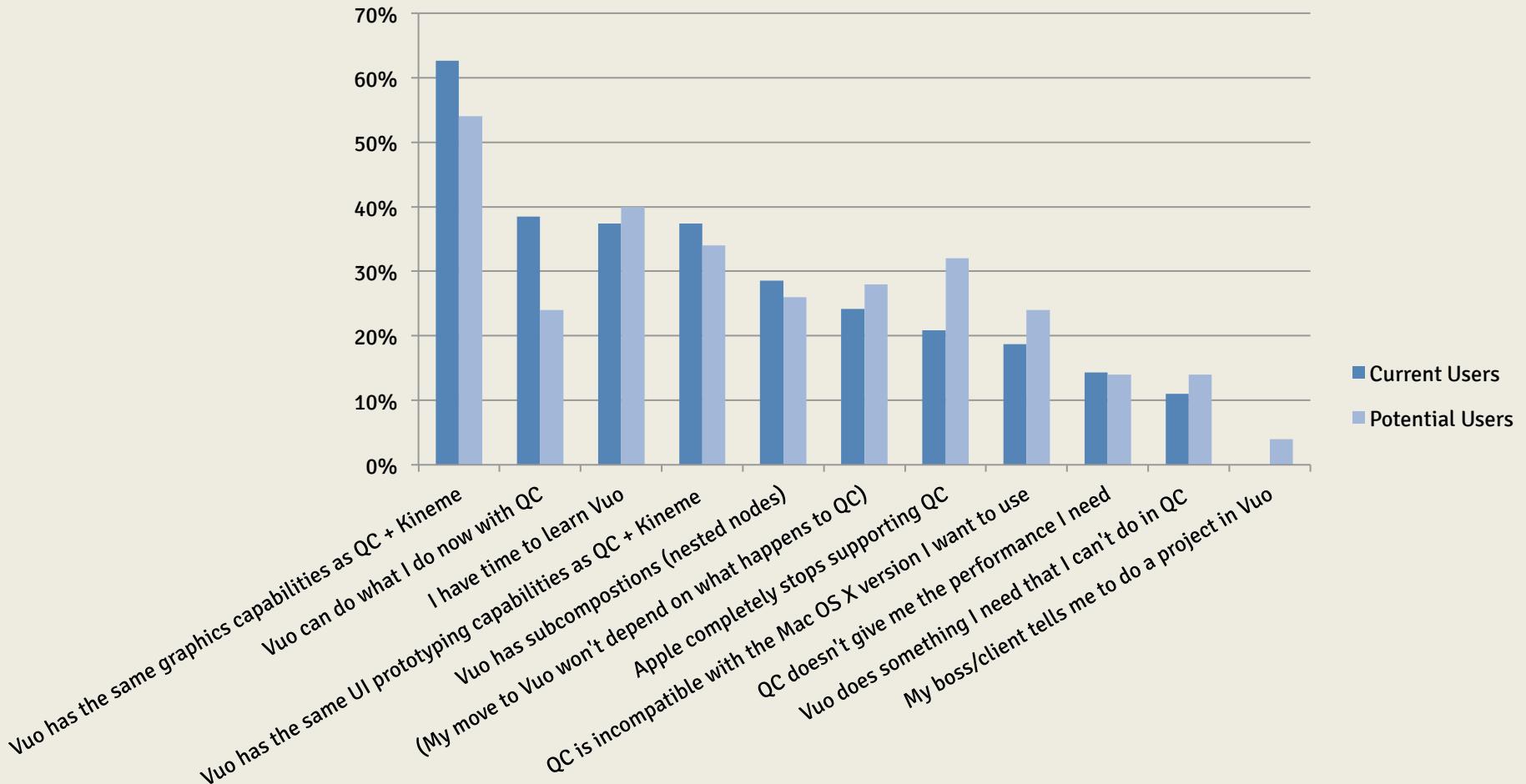
Additional responses included:

- a free trial (6 people)
- a vibrant community creating impressive things (3 people)
- a better UI for the Vuo Editor (3 people)
- nodes for creating UIs (3 people)

Many of you are interested in Vuo as a replacement to Quartz Composer.

The survey asked specifically about what would encourage you to switch from Quartz Composer to Vuo:

I'll consider switching from Quartz Composer to Vuo when...



Since the community is very interested in expanding Vuo's graphics capabilities, **we've streamlined our roadmap to bring you more graphics capabilities sooner**. We hope this will help make Vuo one of your favorite applications for working with graphics.

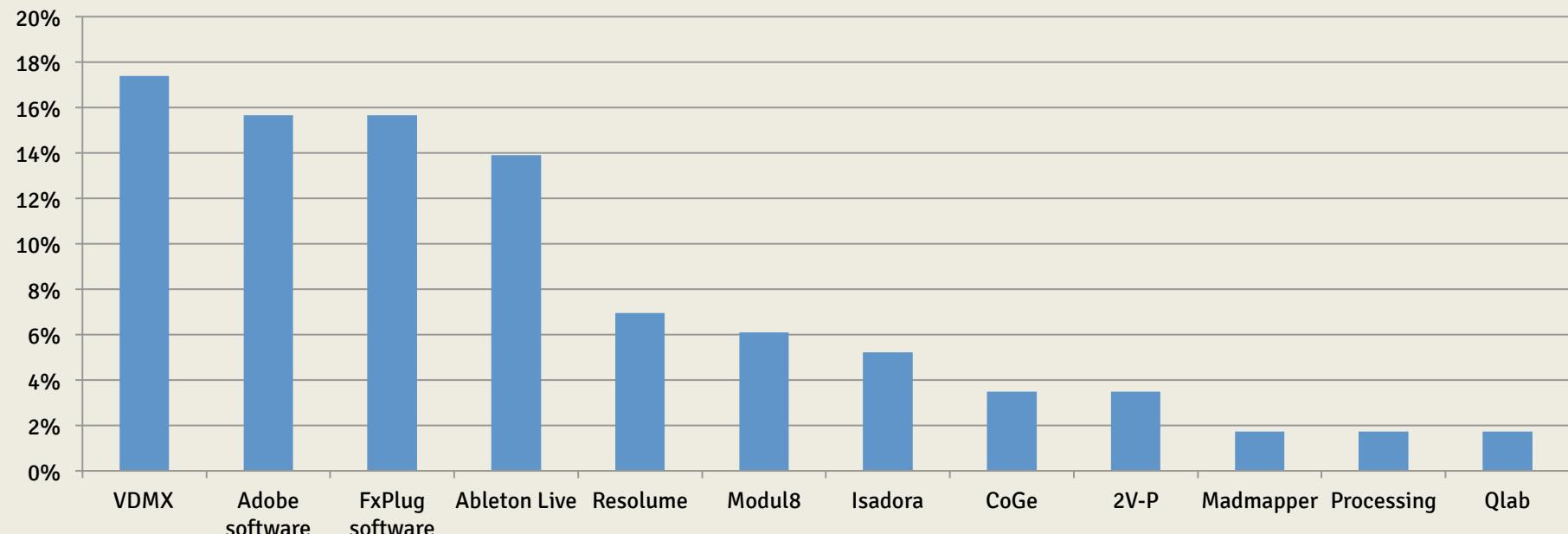
About 40% of you were reluctant to switch from Quartz Composer to Vuo because of the time required to learn Vuo.

Moving toward Vuo 1.0, we'll be exploring ways to make Vuo easier to learn, including **improving usability** and **expanding the tutorials**.

Suggested features

By far, the feature that the community said they were most interested in was graphics. Besides that, the survey asked about integrating Vuو with other software:

I want to use Vuو with [software]



Being able to integrate Vuо with other software has been part of our plan from the beginning:

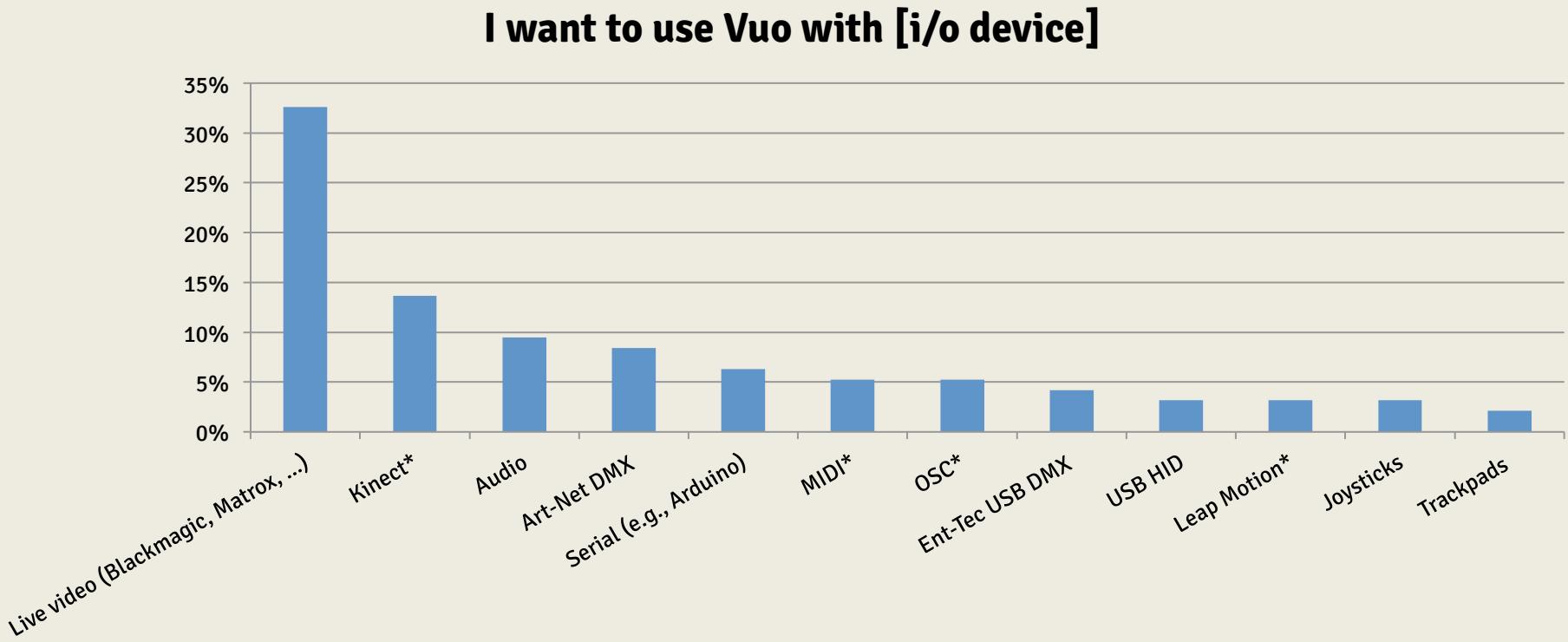
Vuo already provides an API that developers can use to make their applications support Vuо plugins.

In many cases, it's up to the application developers to provide this support, and **we're already talking with some of them**. If you'd like for a specific application to support Vuо plugins, we encourage you to contact its developers.

We plan to support **Adobe** and **FxPlug** integration sometime after Vuо 1.0.

Device support

The survey also asked about supporting devices in Vuو:



For those of you who asked for one of the starred devices (**Kinect**, **MIDI**, **OSC**, or **Leap Motion**) – great news!
Vuo already supports these. (We'll make this more clear on the website.)

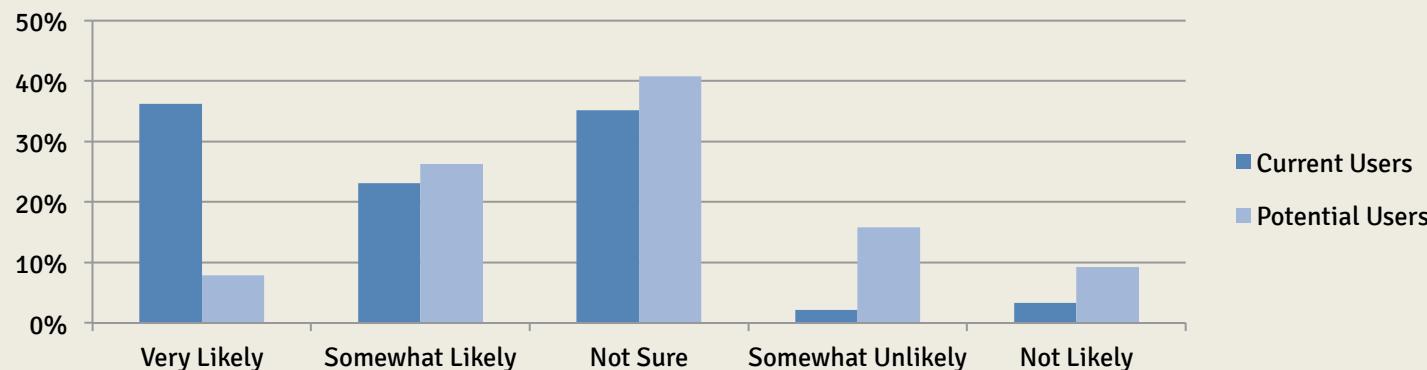
Your most popular choices (**live video**, **audio**, and **Art-Net DMX**) are all part of our plan for Vuо 1.0.

Serial I/O (for use with, e.g., Arduino) is an active feature request.
Once the community pledges the credits needed, we'll begin implementation.

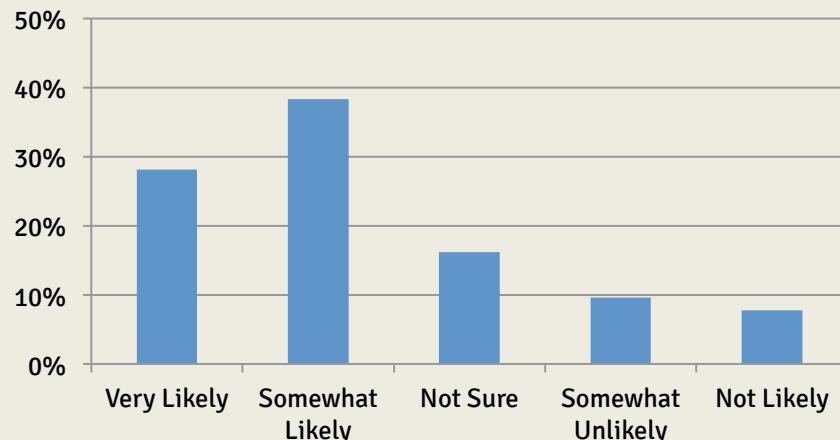
Satisfaction with Vuو

The survey asked several multiple-choice questions that helped us understand your overall experience with Vuو:

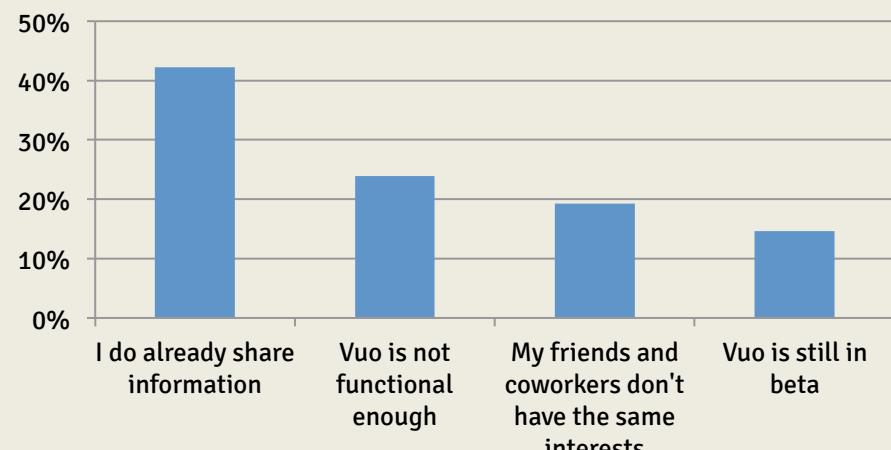
I will renew/buy Vuو this year...



I will tell others about Vuо in the next month...



Why might I share or not share news about Vuо?



We appreciate that so many of you are considering buying Vuо and spreading the word about Vuо!

We're counting on you to help to keep Vuо going.

Since some of you said you're reluctant to share news about Vuо because it's not yet functional enough or it's still in beta, we've decided to **streamline our path toward releasing a stable (non-beta) version of Vuо** that focuses on the **ability to create graphics**.

Your comments

Finally, the survey asked for any comments you wanted to provide.

To those of you who took the time to comment — **thanks! We hear you.**

We'd like to respond to a few of your comments right now.

In response to our question “What is the one main factor that would encourage you to buy Vuو?” you said —

“When I can try it for free before buying.” (6 people)

We've self-funded almost all of Vuو's development costs so far. No venture capitalists, no deep-pocket investors — just a small development team with a big vision, and the generous support of those of you who've already bought Vuо (**thanks again!**). In order to develop new features and bring Vuо 1.0 to you as quickly as possible, we're not taking the time to engineer a free trial yet. After all, Vuо is rapidly evolving, and this month's free trial won't give a good sense of what you'll be able to do with it next month. **After we release Vuо 1.0, we'll plan on making a free trial.**

“When I see other people making cool stuff with Vuо.” (3 people)

We're adding a **composition gallery** to the Vuо website, and we'll start **featuring your work** in our newsletters.

“When you improve the user interface.” (3 people)

Over the last year, we've received a lot of feedback about the visual design of Vuо. **We're listening** — we've already made some improvements based on your feedback, and we have **many more improvements coming** between now and Vuо 1.0.

Finally, we got some comments that made us feel all warm and fuzzy inside:

“Vuо is awesome and seems very promising.”

“The port publishing UI is purely a bliss.”

“I'm really looking forward to teaching Vuо in my classroom one day.”

“I appreciate how you deeply studied the issues with Quartz Composer and planned a new concept.”

“I'm glad to be involved in this. The way you let people participate is awesome and should be a model for other companies!”

“Thanks for making this happen.”

We're happy that so many of you are having good experiences with Vuо — and that you see its potential to become a full-fledged multimedia environment. We know we're not there yet, but with your continuing support and thoughtful feedback we can make it!

Onward to Vuо 1.0!