

REIMAGINING INTERACTIVE TRAINING

We enabled a multinational mass media and entertainment conglomerate enhance its interactive training modules with a VR-based 360° solution.



Customer's challenge

The customer, a multinational entertainment and media conglomerate that runs several business segments, including theme parks, media, and entertainment distribution, needed an innovative solution to train their in-house employees about the theme parks without adversely affecting the visitor experience.

The pressure points

- ▶ An astonishing amount of footfalls at the theme parks meant that the client had to be operational round-the-clock.
- ▶ An urgent need to train new recruits to enhance customer experiences.

Our solution

We carefully observed and understood their business model and extended our support in the following areas:

Consulting: Feasibility investigation, market studies, and competitor analysis for VR platform alternatives.

UX and prototyping: Close collaboration with customer teams to develop innovative VR designs and user experiences.

VR app design and development: Recommendations for Unity platform and expertise in VR app design.

Quality assurance: Ensuring a high-quality product through rigorous testing.

Distribution: App distribution through Enterprise, Google Play Store, and Apple App Store.

Maintenance and support: Ensuring round-the-clock app availability.

We packaged a near real-time experience of the theme park into a virtual reality app that can be experienced through head-mounted displays with the following features:

- ▶ VR-based interactive 360-degree training (compatible with Oculus Quest and Oculus Go VR gears).
- ▶ Spellbinding 3D VR visualizations and realistic settings.
- ▶ 3D overlay hotspots/markers to access information rapidly.
- ▶ Interactive menus and customized settings.
- ▶ Head tracking (rotation, roll, yaw, pitch with gaze inputs and timed gaze input triggers and VR spatial audio, among others).

Results that speak volumes

Our VR-based self-paced training solution improved tour guide training without park closure, increasing revenue and enhancing user experiences. Most importantly, the customer returned to us to develop customized solutions for their warehouse training requirements. The VR-based app resulted in:

- ▶ Significant savings in cost and a reduction in turnaround times.
- ▶ Almost 50% reduction in training durations (from approx. two days to just a few hours).
- ▶ Elimination of risks and safety concerns.