

VR for Enhanced Learning

Asian Paints desired to achieve another breakthrough in innovation, but this time, for their internal operations. Asian Paints leveraged VR to come up with interactive learning session for their sales representatives to teach them about their product portfolio and the specific areas of their application.

CONTEXT

Since its foundation in 1942, Asian Paints has come a long way to become India's leading and Asia's third largest paint company. Operating in 16 countries with 27 paint manufacturing facilities and servicing consumers in over 65 countries, Asian Paints has a huge employee base and they provide them with world-class training. The organization leaves no stone unturned when it comes to innovation, and with that spirit, they went a step ahead to train their sales representatives by choosing one of the latest digital technologies; virtual reality.

They discussed their requirement with [x]cube Team and instantly received the Team's affirmation on creating an interactive VR experience which will not only enable the trainees to experience real time issues practically, but also help them to remember those better through the experiential approach of virtual tour and assessment.

We, at [x]cube labs, with our unparalleled experience, know that leveraging VR is more than simply building a VR app; it's about taking a VR-centric approach, creating the necessary ecosystem that can integrate easily into the organization processes and be easily adaptable. We discussed and detailed the list of features that would be necessary to not just meet the purpose, but also to make the learning outcome better than the traditional approach.



The Problem

Often while training sales representatives, it isn't feasible to show them the specific damages in a building, since it isn't something that could be produced frequently at will for training purposes. Theoretical explanations and mere images doesn't give trainees a first hand experience of the problems they would be selling solutions for. Consequently, their pitch might come out as unconvincing if they aren't prompt in identifying a damage, its root cause and in recommending the best solution for it. The idea was to enhance their learning experience and ensure that they are well equipped to know the damages and the respective product solutions and are confident sales representatives of the big brand that Asian Paints is.

CHALLENGES

The VR solution, being relatively new for the client, got off to a shaky start with some degree of apprehension from the client. We put an extensive plan together which put their doubts to rest and eventually, the resulting product met every expectation and more.

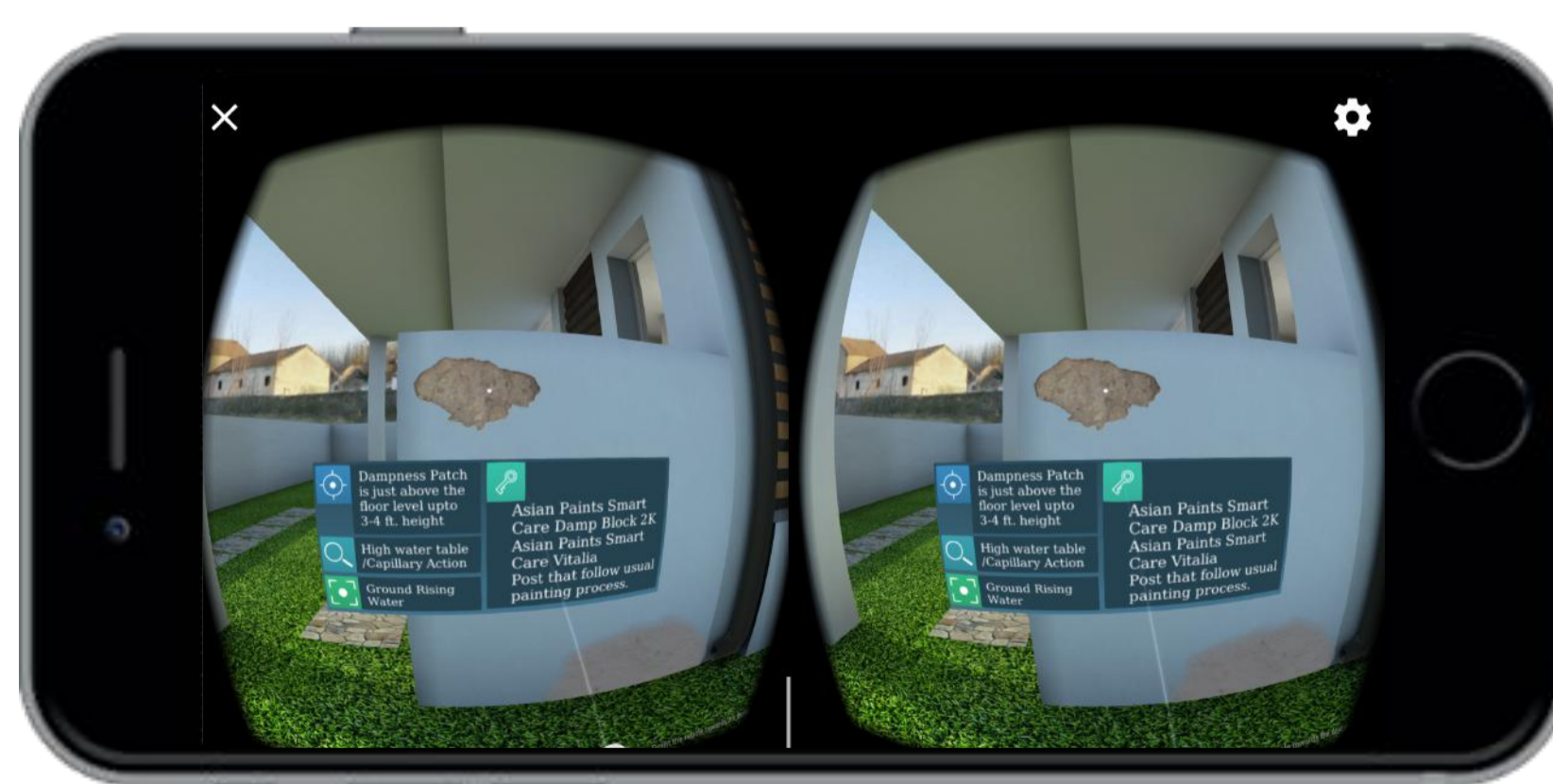
SOLUTIONS

We developed a mobile-based Virtual Reality solution that provides experiential learning by letting employees "walk around" a building, click on any damaged area, and learn about the underlying cause for such damage, along with information on the Asian Paints products that can fix them. The mobile-based Virtual Reality solution consists of two modules:

Experiential Learning: Employees can "walk around" a building, click on any damaged areas and learn about the underlying causes for such damage, along with the right products that can help fix them.

Evaluation Module: In this module, employees can be tested on whatever they have learned during their experiential training.

It was specifically designed and developed for Google Daydream considering its convenience of mobility.



Key Features

- **Strong Visuals:** A walking tour through a 3D house model, covering all the rooms and the different types of damages gives the viewer an enhanced experience, unlike traditional approach of manual and brochure reading.
- **Descriptive Content:** On pointing at a particular damage, a textual window with four partitions would popup that mentions the type of damage, the root cause of its occurrence, the rooms where it is common and the specific product of Asian Paints that could be used to fix it.
- **Interactive Evaluation:** The Content popup would be displayed and either of the four information would be missing. The Assessee would be required to fill in that missing information to earn score in the assessment.

RESULT

The VR solution was received extremely well. Not only was it used to deliver learning to the new sales representatives, but also to the dealers involved in the distribution chain of Asian Paints. Having implemented one VR project successfully and to their utmost satisfaction, Asian Paints now gears up to implement the technology in more areas.