The Future is Immersive
Bringing AR & VR to campuses and classrooms

BEYOND
MEDIA
www.beyond.works

Introduction

Maria Modopoulos

Senior Manager, Publishing

George Brown College

Jordan Teichmann

Co-Founder, CTO

Beyond Media

jordan@beyond.works

Andrew Klotz

Co-Founder, CEO

Beyond Media

andrew@beyond.works

Agenda

- Overview of concepts and trends

- Immersive tech & education

- Practical tips and best practices for running VR and AR projects

- Accessibility best practices

- Return on immersion

- Q&A

Define Augmented and Virtual Reality

Immersive spectrum

Can bring anything to you

Can take you anywhere

Augmented
Reality

Virtual
Reality

Reality

Real world

Computer-generated

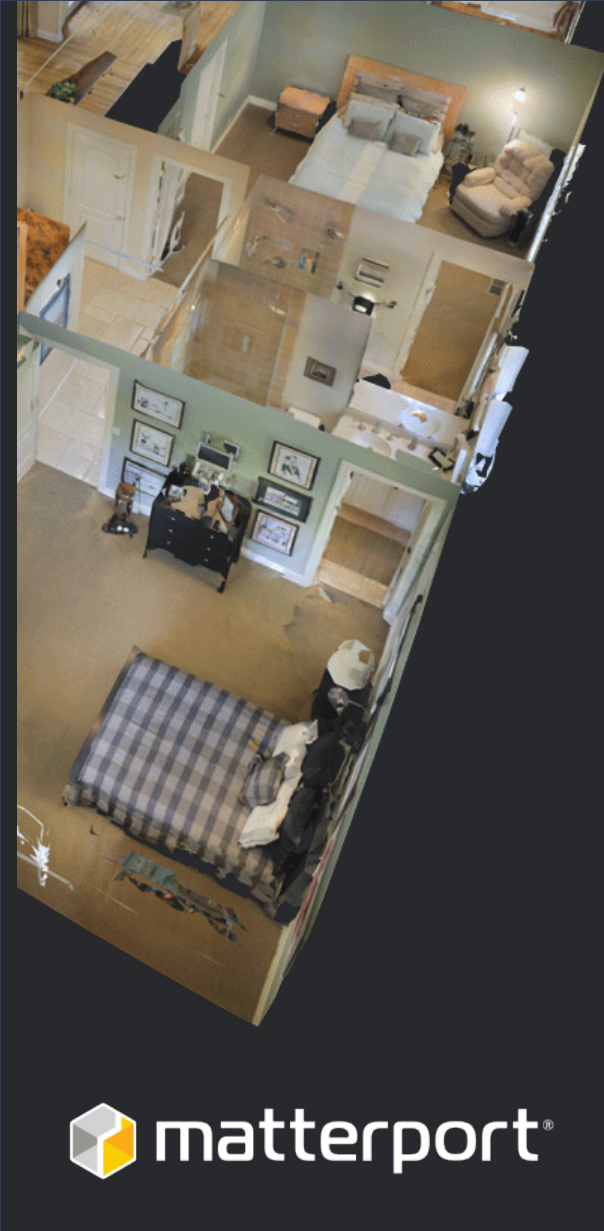# VR

171M active users
2016: $2B
2022: $15B

AR

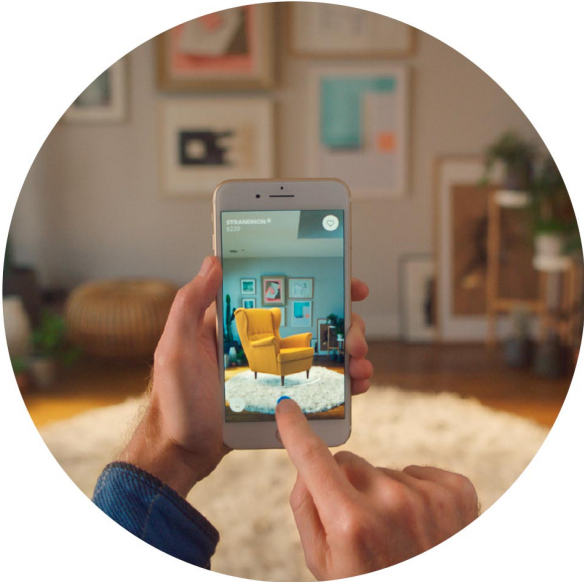200M active users
2016: $4B
2022: $90B+

VR technology we see everyday

AR technology we see everyday

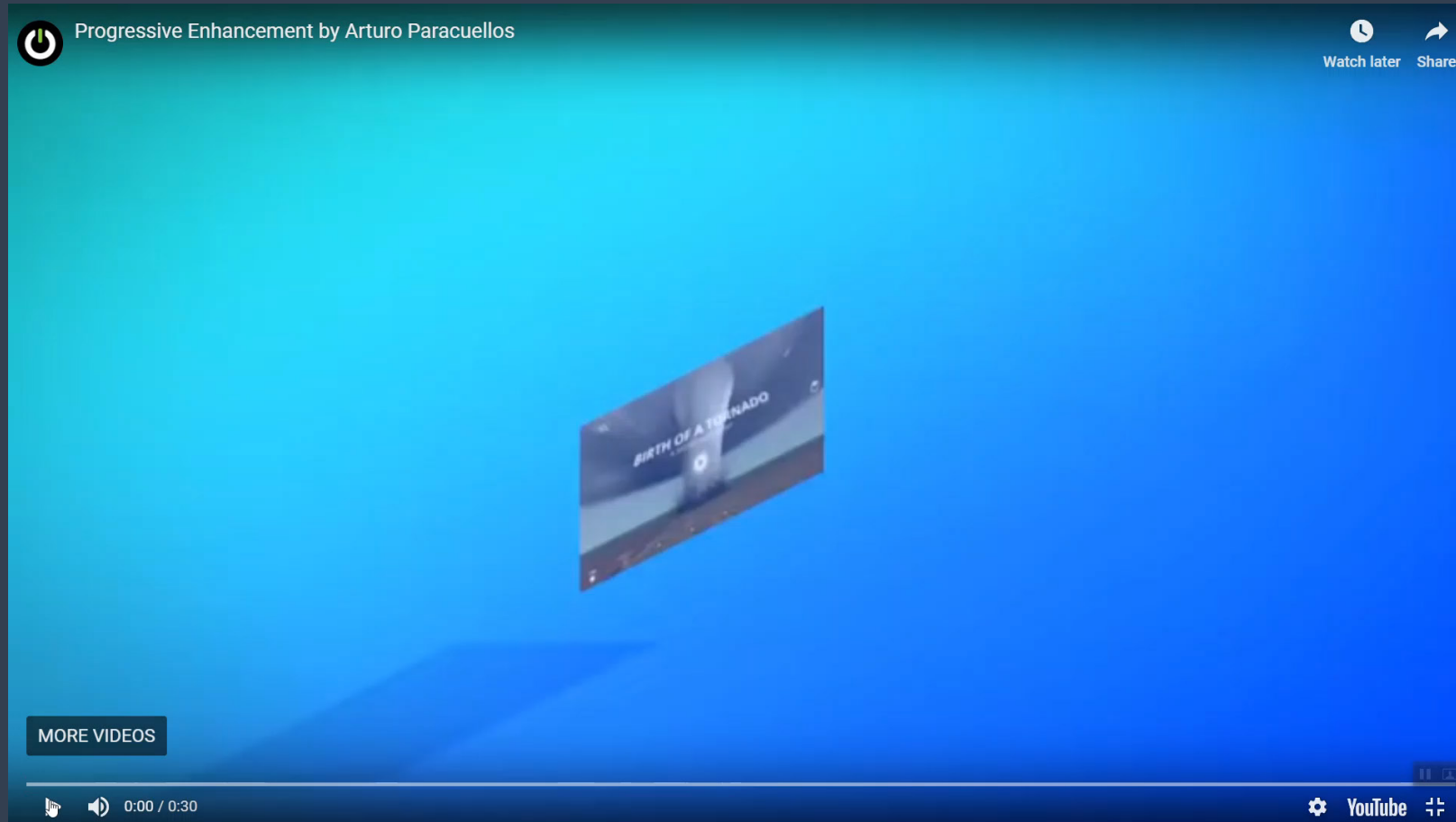Video

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WebXR
"Magic Window"

WebVR API

VR Polyfilled

2D desktop screens

2D mobile screens

Audience

Magic Window

Immersive Technology
& Education

Connecting immersive tech + education

Education

Building skills through experience

VR/AR

Repetition without risk (learn by doing)

Better sense of place

Scale experiences

Visual learning

Trades

Finishing techniques in VR

Real tool – spray gun

Zero paint, furniture waste

Medical training

Risk free repetition

Safe environment, no consequences for errors

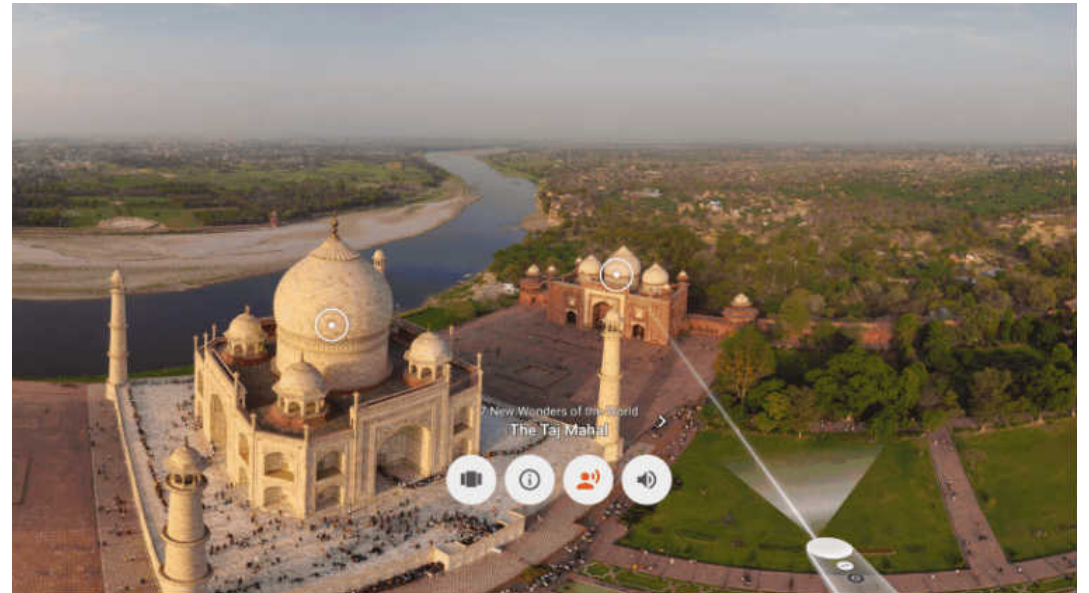Improved accuracy by 20%

Google Expeditions

Exploring historical places with Google Headsets
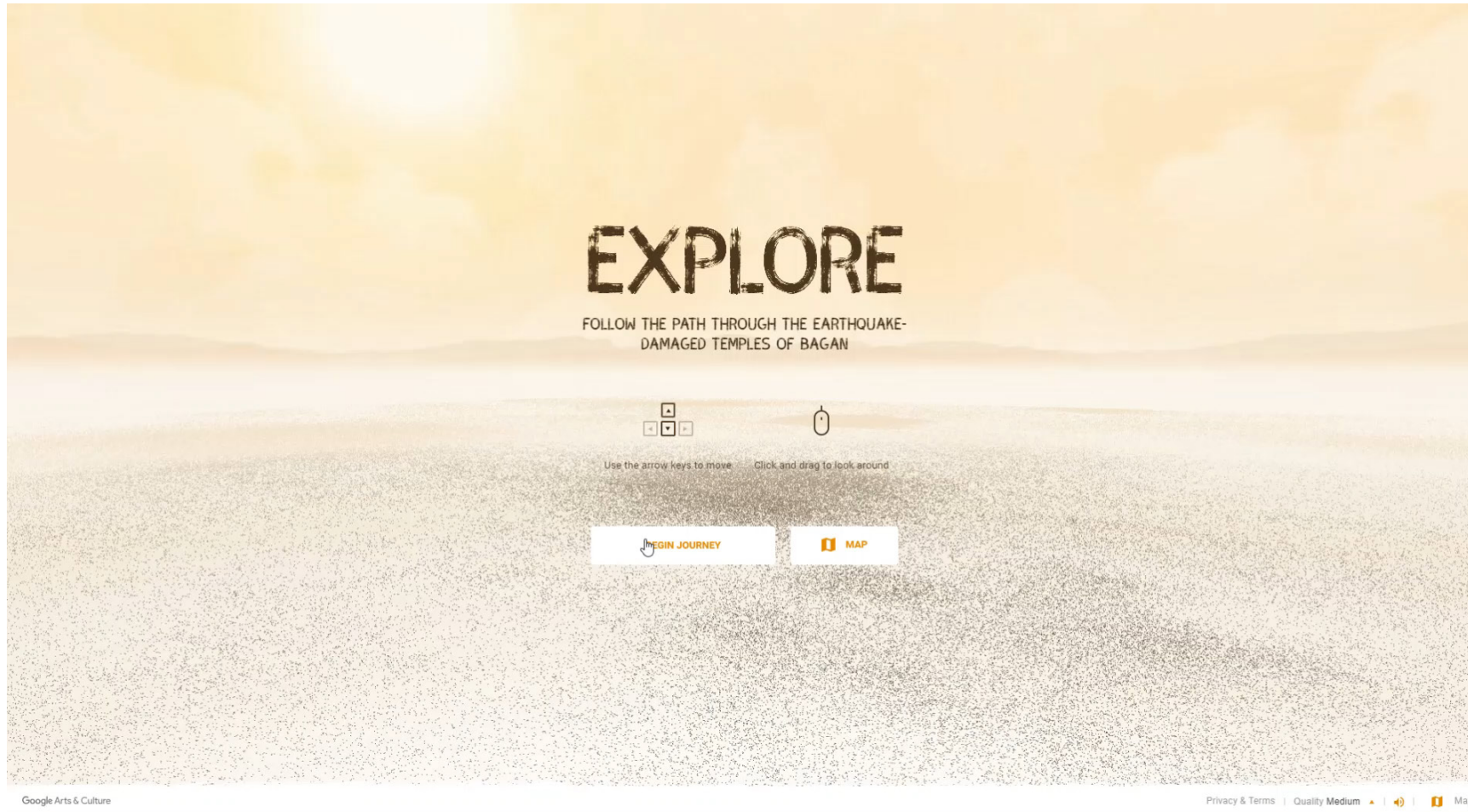
360° imagery and video

Collaborative environment

1MM+ students experienced in 11 countries

Exploring 3D temples in 3D + 360°

[Link to site](#)

Virtual Campus Tours

International student issue – is this campus right for me?

60% of 4-year public institutions use a virtual tour in their marketing toolkit
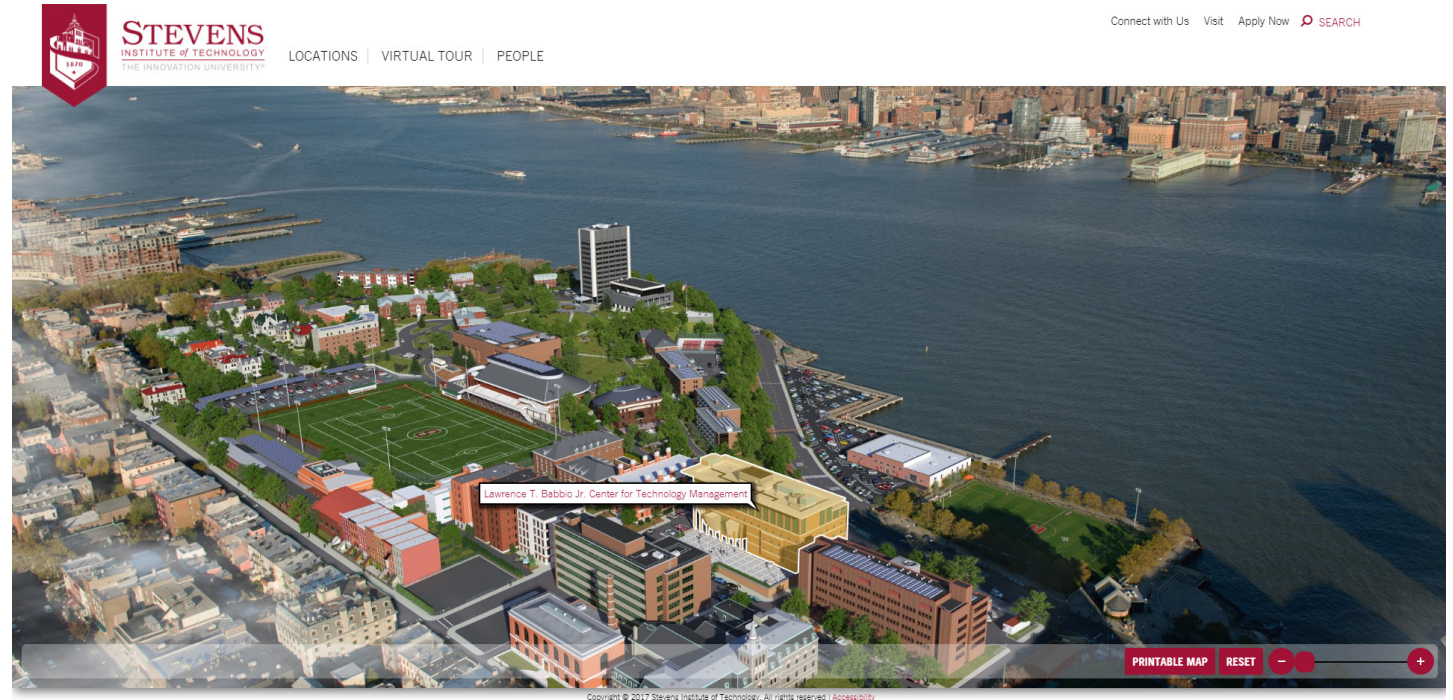
Link

(Ruffalo Noel-Levitz E-Recruiting Practices Report 2016)

Virtual Campus Tours

Journalism and Communication Core
Where storytellers become change agents.

Explore

UNIVERSITY OF OREGON

Link

Get a behind-the-scenes look at Allen Hall's professional media studio.

Play

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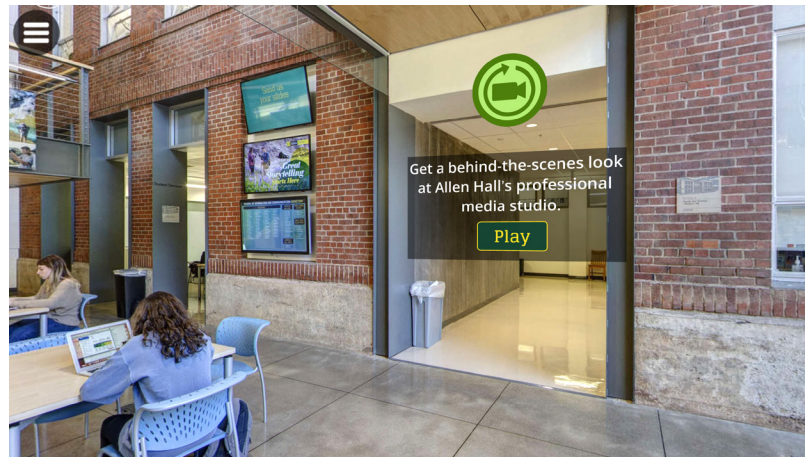
Museums and Art Galleries

AGO reblink – experiencing art in new ways

Smithsonian Skin & Bones Exhibit
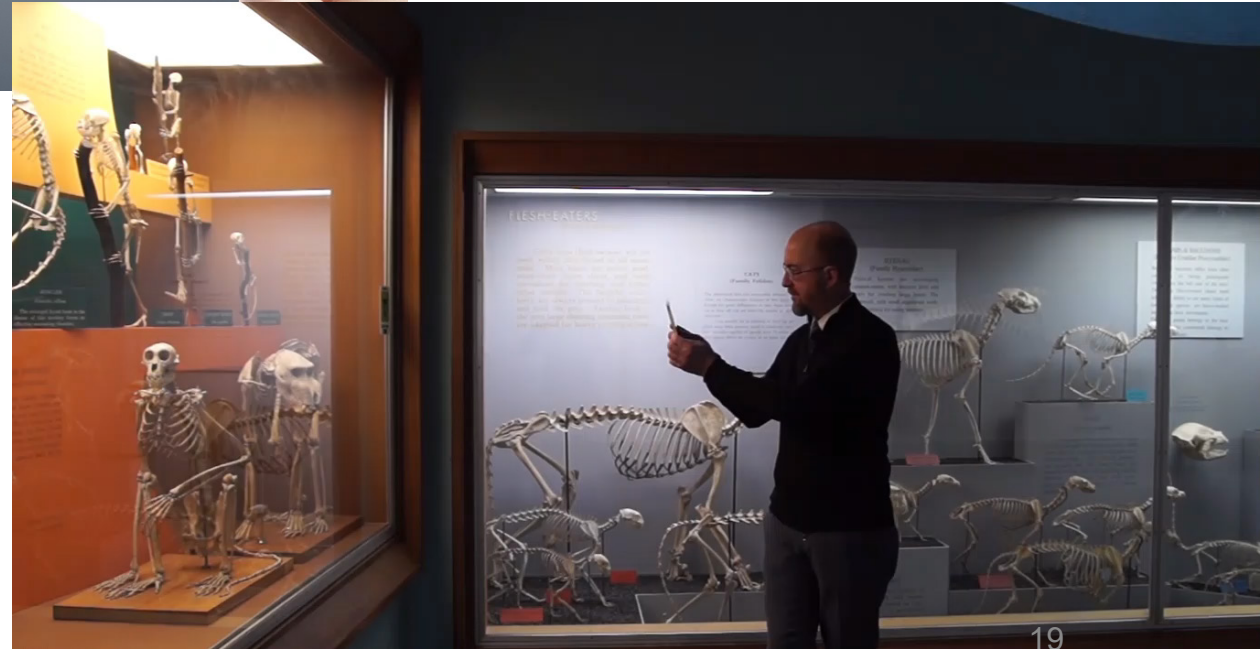
AR

Augmented Reality in Action

AR: Bringing immersive experiences to print

- First AR experience Jan. 2014 in Acceptance Book

- Introduced to Viewbook in Sept. 2014

- Typically have about a dozen interactions in each piece

- Initially set up using a vendor, but now in-house using Layar
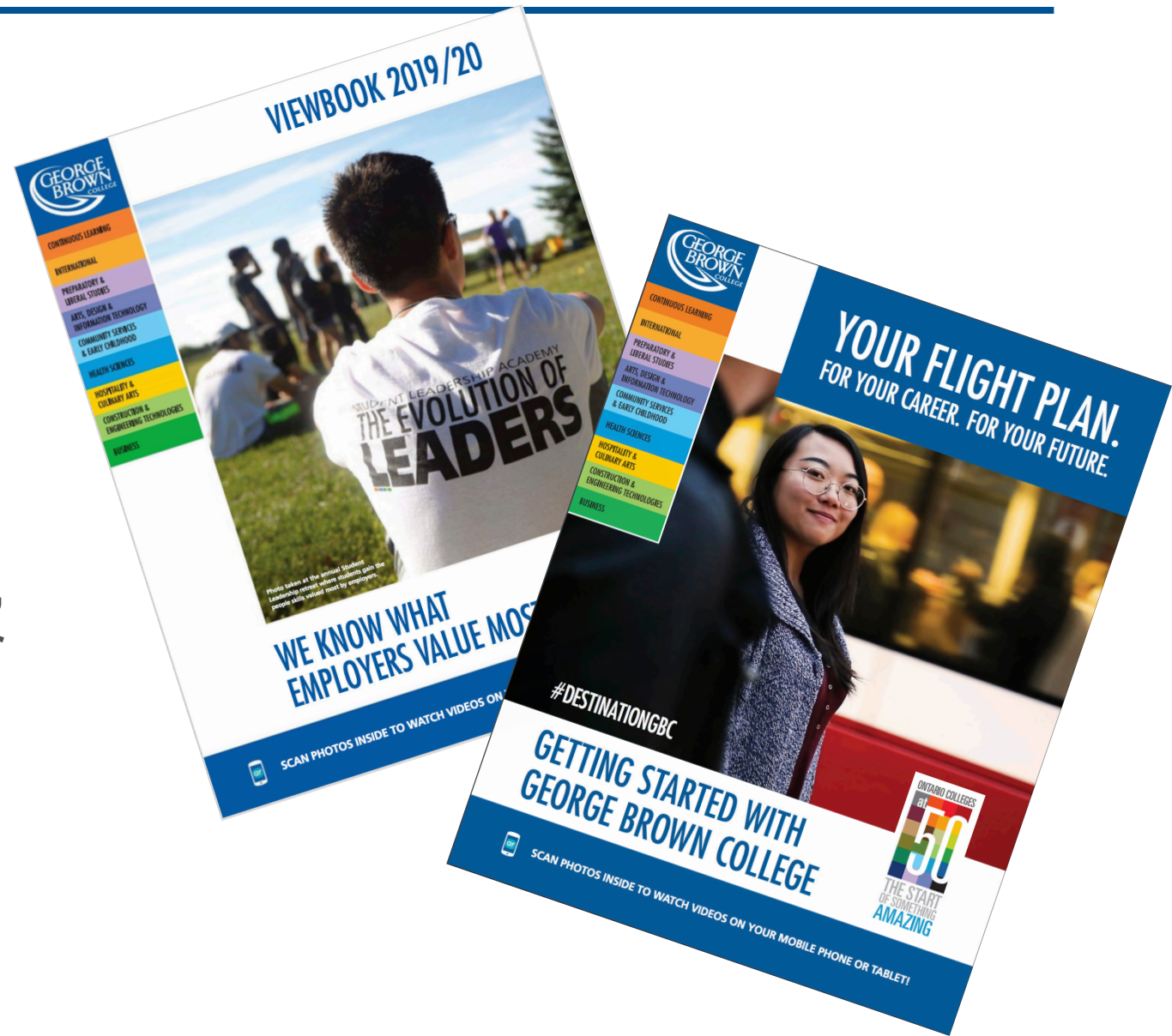
- Still used in both publications more than 4 years later

WHAT'S INSIDE?

PLAY THE VIDEO TO HEAR A WELCOME MESSAGE

LAUNCH VIDEOS ON YOUR SMARTPHONE OR TABLET INSIDE THIS BOOKLET

1. Download the free **Layar** app.

   lay**ar**

2. Find photos that feature the **SCAN TO WATCH!** button as seen in the image below.

3. Hover your device over the photo and **tap to scan**. When the video appears on your screen, tap the image to go full screen.

4. You can also **click on the buttons** when they appear to link directly to other content.

2
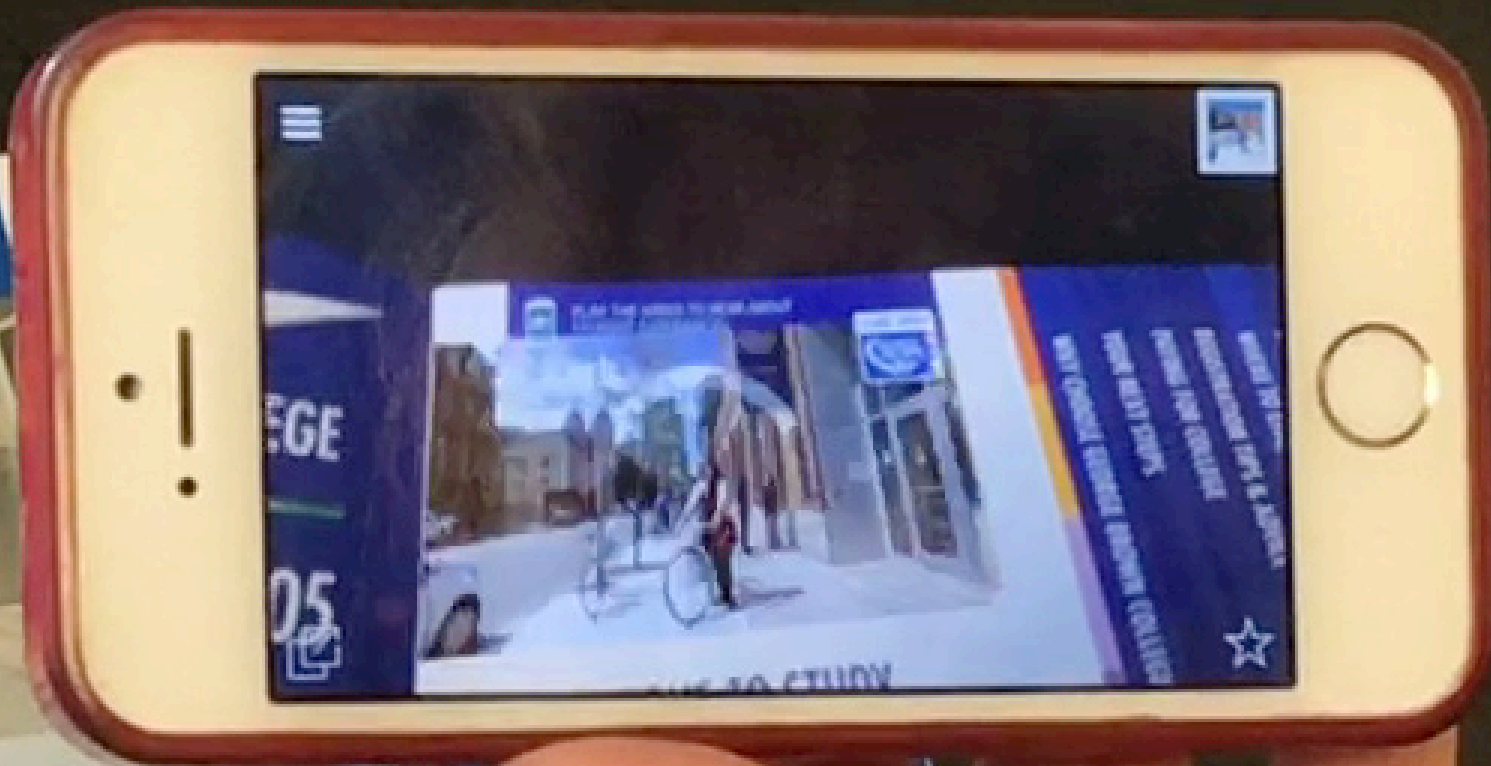
What have we learned?

- AR is taking time to catch on, but engagement rising – currently >3X initial launch

- Shorter videos work best

- Videos that come to life from trigger image are more immersive

- Compelling trigger image garners more engagement

- Our most engaging AR trigger images…

PLAY THE VIDEO TO HEAR A WELCOME MESSAGE

SCAN TO SEE
HOW TO APPLY TO GEORGE BROWN COLLEGE

PART 1

PART 2

SCAN TO WATCH AND LEARN MORE ABOUT STUDENT CLUBS

SCAN TO WATCH AND LEARN MORE ABOUT STUDENT LIFE

PLAY THE VIDEO TO SEE MOVE-IN DAY AT OUR FIRST STUDENT RESIDENCE

VR

Virtual Tour

vt.georgebrown.ca

Visit Website

WELCOME TO THE GEORGE BROWN COLLEGE VIRTUAL TOUR

To begin your tour of our applied learning environment, select your area of interest and the lab or room you want to explore. Click on the room highlights to discover more features in each room.

STUDENT LIFE

CONTINUOUS LEARNING

INTERNATIONAL

PREPARATORY & LIBERAL STUDIES

ARTS, DESIGN & INFORMATION TECHNOLOGY

COMMUNITY SERVICES & EARLY CHILDHOOD

HEALTH SCIENCES

HOSPITALITY & CULINARY ARTS

CONSTRUCTION & ENGINEERING TECHNOLOGY

BUSINESS

Contact Us | Privacy Policy | Virtual Tour Site Map

VR: Taking you there space by space

- Virtual Tour first launched March 2012

- 2 Versions: Flash & Accessible/Mobile

- Navigation by Centres & Schools

- Walkthrough spaces

- Includes:
  - Photo Gallery
  - Audio Interview
  - Video
  - Maps
  - Room/Lab info
  - Hot Spots

[Link to live site](#)

What did we learn?

- Flash version not SEO friendly

- Accessible/Mobile version not a rich experience

- Changes required vendor and could only be made annually by replacing entire tour

- Tracking codes labour intensive

What we did.

- 2016 engaged Beyond Media to rebuild

- One HTML5 version responsive across screens and accessible

- Ability for in-house staff to modify, add, and manage all content through CMS

- Some enhancements to navigate forward and backward space to space

- Direct links added to related programs

Results

Total users **+ 10.53%**

Total sessions **+ 5.75%**

Total pageviews **+ 9.52%**

Total pages per session **+ 3.57%**

Total bounce rate **– 88.67%**

Time per session **– 5.23%**

Mobile visits **+ 29.85%**

Direct visits **+ 1,058%**

Google Organic visits **+ 25.88%**

Most Visited Pages

1. Main page **+ 75.30%**
2. St. James Campus **+ 56.69%**
3. Residence **+ 45.59%**
4. Casa Loma Campus **+ 12.84%**
5. Waterfront Campus **+ 11.36%**
6. Ryerson **+ 3.59%**
7. Sitemap **+ 60.24%**
8. St. James Campus photo gallery **+ 19.39%**
9. CHCA building **+ 7.12%**
10. Student Life **+ 17.58%**

Accessibility

Mobility   Auditory

Dexterity   Cognitive

Vision   Medical
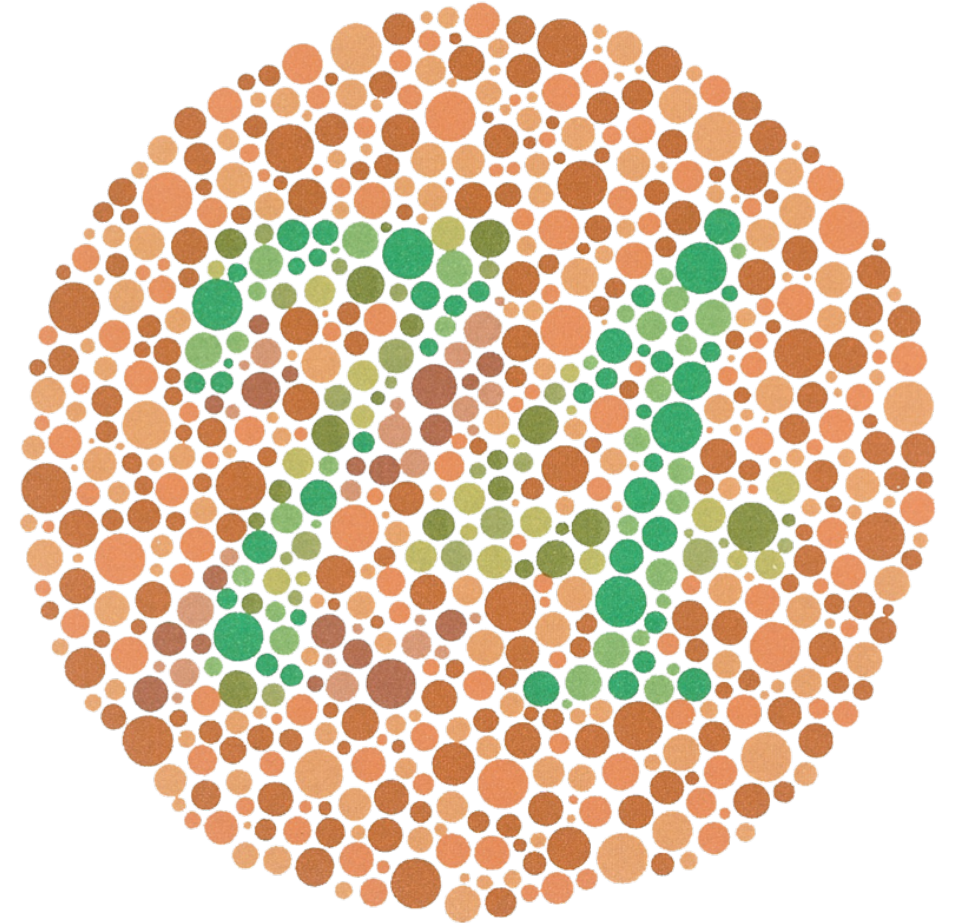
Not an exhaustive list!

How do we respond?

- VR has potential to unlock experiences tailored to specific disabilities

- When we think more widely available experiences, lessons from web accessibility are helpful

Haptic cane (Microsoft)

Lessons from the web

The WCAG (Web Content Accessibility Guidelines) four pillars

Is it Perceivable?
Is it Operable?
Is it Understandable?
Is it Robust?

Robust
Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

Perceivable
Information and user interface components must be presentable to users in ways they can perceive.

Operable
User interface components and navigation must be operable.

Understandable
Information and the operation of user interface must be understandable.

Example: Circuit

Link to project

Better outcomes for everyone

- Accommodating disabilities makes for a better overall product or experience

EMPLOYER: I need someone who takes the lead on new projects.

Return on Immersion

Define touchpoints with Student Journey Maps

User Journey Map

Student Decision Process When Picking A Post-secondary School

CALM

FOCUSED

ANXIOUS

Inspired and interested to visit school campus

In control and determined to learn

Comfortable with other students joining

Feeling relieved to receive an offer

Getting ready to transition to post-secondary

Focused on meeting graduation requirements

Focused on getting accepted

Overwhelmed by the new environment

Waiting for acceptances

Choosing a school

Information overload and not too specific

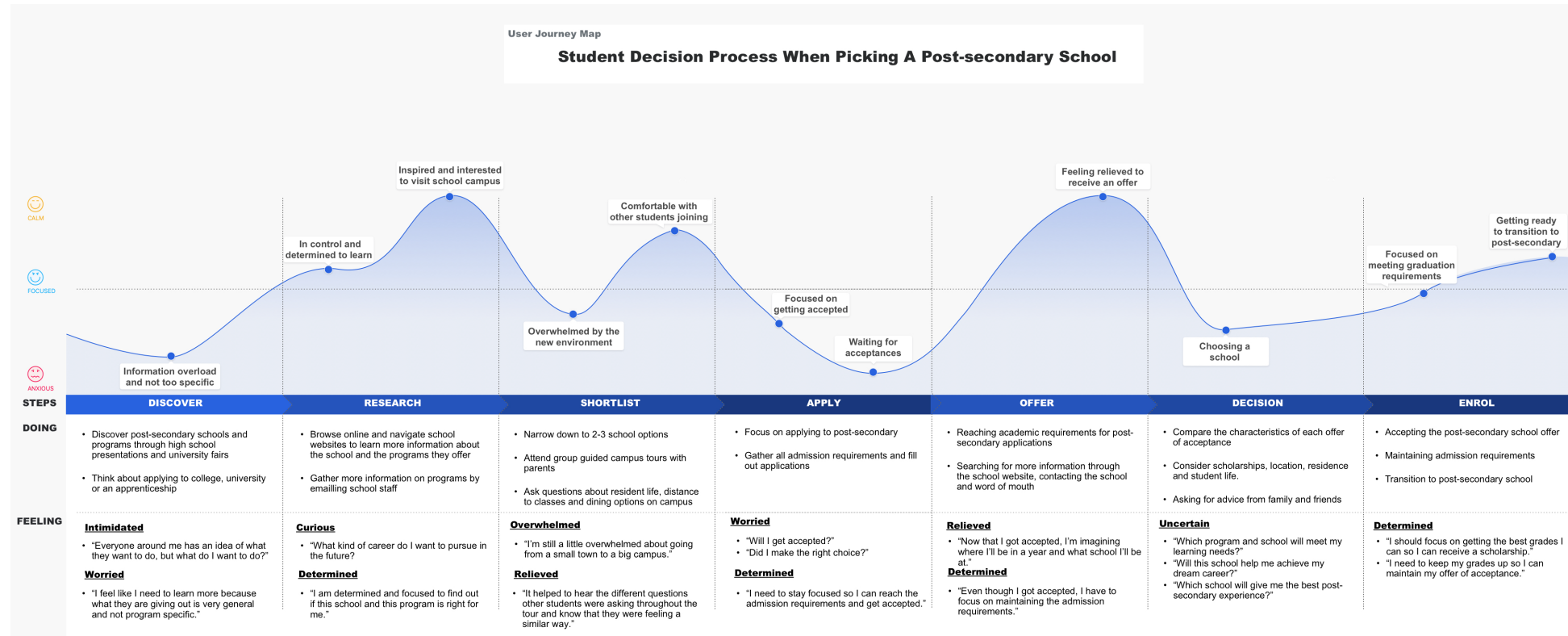| STEPS	DISCOVER	RESEARCH	SHORTLIST	APPLY	OFFER	DECISION	ENROL
DOING	• Discover post-secondary schools and programs through high school presentations and university fairs • Think about applying to college, university or an apprenticeship	• Browse online and navigate school websites to learn more information about the school and the programs they offer • Gather more information on programs by emailing school staff	• Narrow down to 2-3 school options • Attend group guided campus tours with parents • Ask questions about resident life, distance to classes and dining options on campus	• Focus on applying to post-secondary • Gather all admission requirements and fill out applications	• Reaching academic requirements for post-secondary applications • Searching for more information through the school website, contacting the school and word of mouth	• Compare the characteristics of each offer of acceptance • Consider scholarships, location, residence and student life. • Asking for advice from family and friends	• Accepting the post-secondary school offer • Maintaining admission requirements • Transition to post-secondary school
FEELING	**Intimidated** • "Everyone around me has an idea of what they want to do, but what do I want to do?" **Worried** • "I feel like I need to learn more because what they are giving out is very general and not program specific."	**Curious** • "What kind of career do I want to pursue in the future?" **Determined** • "I am determined and focused to find out if this school and this program is right for me."	**Overwhelmed** • "I'm still a little overwhelmed about going from a small town to a big campus." **Relieved** • "It helped to hear the different questions other students were asking throughout the tour and know that they were feeling a similar way."	**Worried** • "Will I get accepted?" • "Did I make the right choice?" **Determined** • "I need to stay focused so I can reach the admission requirements and get accepted."	**Relieved** • "Now that I got accepted, I'm imagining where I'll be in a year and what school I'll be at." **Determined** • "Even though I got accepted, I have to focus on maintaining the admission requirements."	**Uncertain** • "Which program and school will meet my learning needs?" • "Will this school help me achieve my dream career?" • "Which school will give me the best post-secondary experience?"	**Determined** • "I should focus on getting the best grades I can so I can receive a scholarship." • "I need to keep my grades up so I can maintain my offer of acceptance."

PS Fairs/Expos
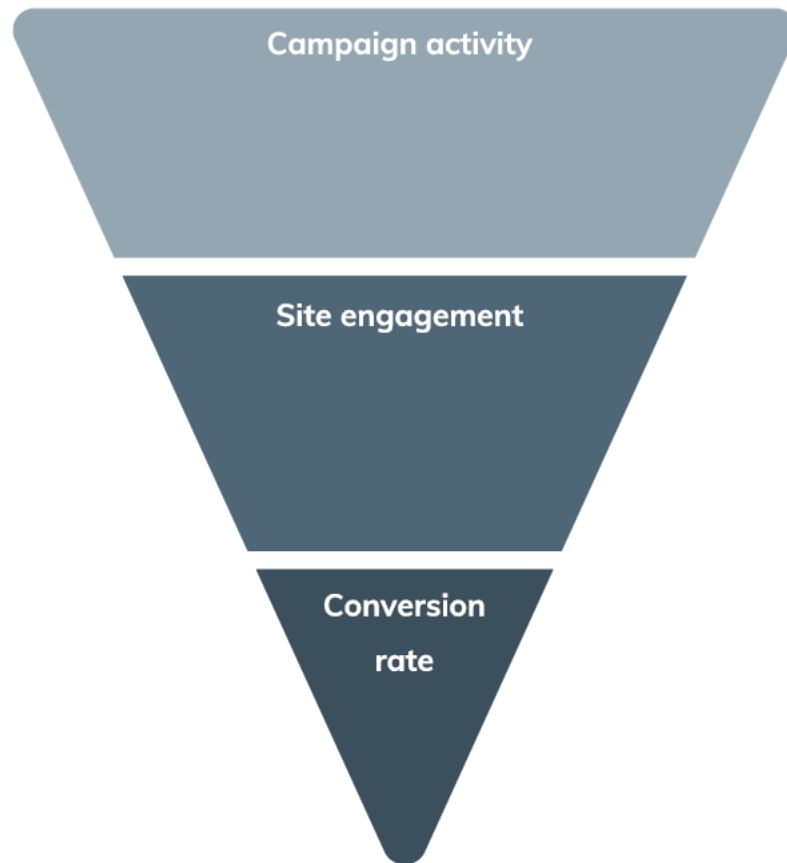
Website Email

Campus tour follow-up

Acceptance letter

Link to article

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3 categories of measurement

Measure Immersive projects in these 3 suggested areas

Campaign Activity
- Email open rates, CTR
- Social post interaction
- App installs (if required)

Site Engagement
- Session time
- Content 'view-through': # of pages viewed vs. Total pages presented
- Shares

Conversion rate
- Inquiry form
- Request info package
- Visit external page for more info
- Book a tour

Immersive technology - Recap

- Better class attendance and participation

- Improved learning and retention

- Heightened sense of experience

- Greater confidence in post-secondary choice and transition

Thanks!

Q&A

Guide to Virtual Tours and Immersive Experiences
Email info@beyond.works for a free hardcopy of our helpful guide

Contact andrew@beyond.works for project inquiries or more info.