

Rapid
Development

M- Learning

Custom
Learning

AR / VR

Adaptive
Learning

Gamification

Localisation &
Translation

Blended
Learning

CASE STUDY

MULTIVERSITY

Empowering learning using virtual reality
for a launch process



Customer Profile

We were approached by an **indigenous MNC** that had **cornered a major section** of the region's drug production and distribution market. They have **assets in almost all fields** from remedies for the common cold, to therapy for AIDS and cancer.

Customer Needs and Challenges

At the time when they reached out to us, they were looking to further expand their reach into another market, taking the same drive for saving lives into a new geographical location. To make the expansion as pain-free as possible, they needed their **senior-most managers** to be **well acquainted** with every step of the drug **development and launch process**.

Their needs were very specific- they needed **crisp, concise** learning material that would help learners become well versed with the various processes that often ran in parallel. Their ideal outcome included the learners also being **well aware of the various risks** associated with each of the process steps. They would also be deploying the course at a **live convention**, so it needed to be able to **retain the learners' attention** for a full duration of two hours.

Multiversity's Solution

Considering the need for **quick, engaging learning**, we suggested a **gamified solution**. We recognised that keeping learners engaged for such a duration would require a **novel approach**, and decided to combine a **gamified** approach with a rich, immersive **VR experience**.



Multiversity created a gamified space themed mission that covered their entire development and launch process. As it was going to be deployed at a live convention, we proposed this as a group learning experience to encourage further engagement and discussion. The participants were divided

into cross departmental teams of 8-10 participants each and the experience was driven by facilitators. The content was sub-divided into 10 modules, and each group member wore the VR headset for one module, while the rest of the team watched on large display screens.

This structure ensured that the learning chunks were not overly long. The content was divided to ensure that each module covered a key process of development, manufacturing, or launch and thus, had a clear outcome in terms of the procedures and risks involved. The mission led the learners through every step using a series of short, engaging videos. The various risks associated with the process steps were introduced as challenges throughout the mission. In keeping with the space theme, these challenges came in the form of meteors and collision risks that had to be solved within a specific duration. The questions required information from across departments and often covered multiple processes at a time. Thus, they ensured that the group had some very **animated and lively discussions** to reach the correct solution in time.

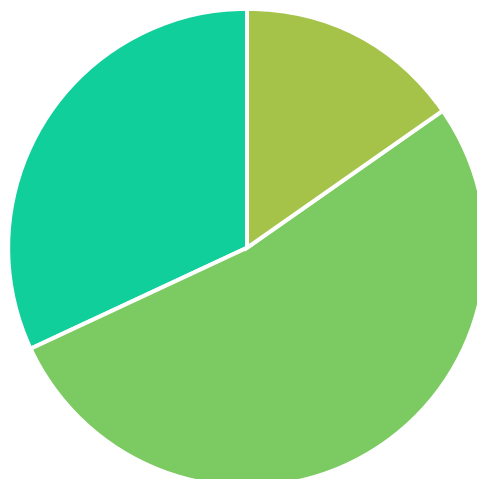
The experience was structured in a way to allow for natural breaks; the group was able to pause as the members exchanged VR headsets, and the facilitator encouraged discussions regarding the risks presented throughout the module.

Results

The overall feedback from the event was **extremely positive**. The majority of participants felt that the gamified mode of delivery, the visual style of the videos, and the VR experience made the training much more **engaging** and **captured their interest** throughout the two hour duration.

The visual and linguistic style was kept **simple, crisp, and conversational**. This was quite welcome among all the participants.

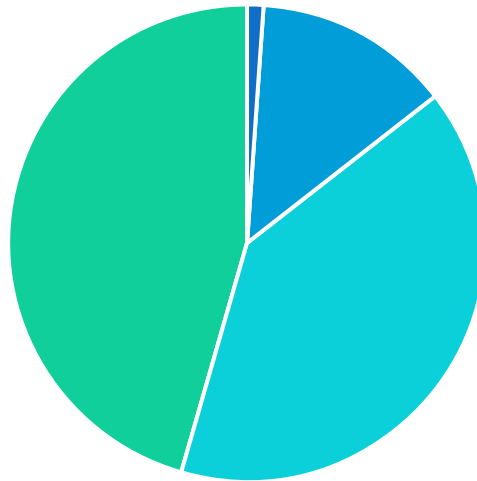
How was the visual and linguistic style of the videos?



- Okay
- Good
- Excellent

The gamified approach was also appreciated. The division of content into structured modules was also a refreshing element that allowed for natural engagement and discussion.

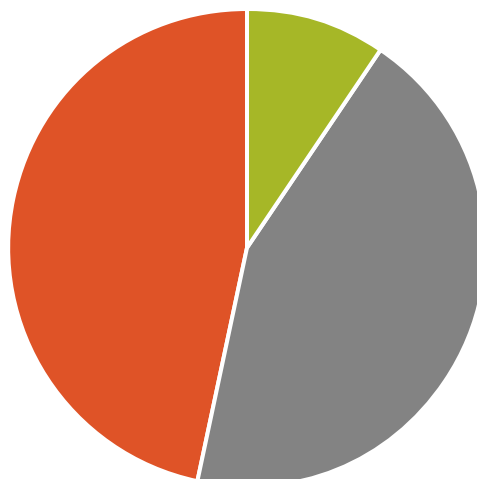
How well did we communicate and clarify the process flow?



- Not very well
- Fairly well
- Very well
- Excellently

The overall experience was overwhelmingly positive, with most of the ratings being in the range of 4 and 5 (on a scale of 1 to 5).

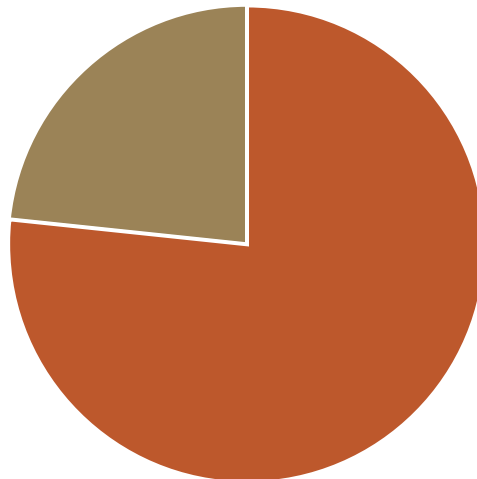
How would you rate your overall experience?



- Okay
- Good
- Very enjoyable

At the end of the session, the majority also felt that VR was a great tool for training, and were willing to explore it for other training needs.

Would you be interested in using VR for other training needs?



■ Yes
■ No

Multiversity – The Right Choice

Multiversity helps organizations rapidly transform talent by providing customised solutions for improving employee performance by providing the best learning solutions that are value for money and keeping in the ROI that is crucial for any training initiative.

For more information about Multiversity

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