Immersive Experience Room Strategy: Challenges & New Approaches
Andy McIntire
01/03/2023

ADDENDUM: CONSIDERATIONS & NEW APPROACHES

Questions

- IX room business outlook
    - Certainty of expansion with Purple
        - Who is driving expansion?
        - Expansion to DC, Houston?
        - Consider alternative vendors for greenscreen, alternate media (see below)
    - Objectives, priorities, target audience
        - Customer history
        - Customer sales; ROI
        - General representation; not sales-focused ROI
            - Internal
            - Recruitment
            - Customer experience
    - Budget
        - Dedicated IX budget vs overlapping video budgets
        - Pre-selected assets and product-based dependencies vs blue sky
    - IX promotion considerations
        - Greenscreen on backgrounds > than use of IX backdrops – See HBT
        - Is it worth losing budget to forcibly promote the room for customer visits?

Challenges

- IX room limitations
    - Location dependency
    - Speaker dependency
    - Technical problems; reliability, support
    - Consider moving podium/power from center to entrance – major lift
    - No wifi connection – cannot edit in Hyro and test, requires moving between locations
    - Reported by analytics team member as having made visiting students nauseous
- Content
    - Creative scope is ideally writer/producer combo to fully digest content strategy and vision
    - Purple proprietary technology limits sharing, futureproofing
    - Time-intensive format; content gathering and production
    - Limited SME/team availability; competing priorities
        - Industrials and Buildings teams' turnover
        - Cyber competing priorities, still in progress
    - No video output for ROI relative to team effort
    - Pre-determined 3D assets, product focus dictate scenarios / scope
        - Limited opportunity for motion, visual appeal
        - Settings don't take advantage of immersive potential of the room
        - Dependency on Launch dates
        - Product-dependent themes require software video demos
        - Use case may not be supported by software
        - No dedicated video capture resources
        - Consider screen shots vs video demos; Demos are low quality and difficult to visually track, so they pose a potential distraction
        - Video demos are hard to obtain: may not exist (may need to be created by UX), and may have different display formats – i.e. phone, tablet, desktop.
    - Human representation feels 'flat, cut out, Power Point' relative to 3D background
    - Limited, dedicated media resources for creation and revision of graphics, audio, Hyro, video

- - o Bandwidth of attention spread thin as scope of responsibilities expanded on media production
        - No wifi connection in IX room requires running back and forth to test updates – should fix
        - Purple's graphics created in Sketch, not reusable for updates in Photoshop
        - My Adobe account is crashing despite prior IT support – must reinstall
      - o Dependencies on unpredictable diversions and delays
      - o Requirement of multiple team approvers, legal
      - o Narrative
        - Establishment of product & service feature scope impacted by team availability and priority
        - Identification of personas, points of content following storyboard template
        - Day-in-the-life scenarios involving asset failure that predictive maintenance would have prevented; requires taking license or fitting a new user to make sense of the situation
        - Adjustment of final scripting needed for natural transition, contextualization, and delivery to serve storytelling format. Rough story created prior to graphic asset creation, must be adjusted several times to step outside of production efforts, test storytelling flow across scenes and assets in the room, and account for team feedback
- Management and immediate team dynamics
  - o Assignment of three projects with limited support, resources
    - Late start with early delivery timeline upfront
    - Competing with Launch for media resources
    - Two team members impacted by maternity leave
    - Coordination of technical support
    - Management of expectations and awareness with stakeholders
  - o Evolving/emerging presentation format
  - o Forging a collaborative producing dynamic
  - o Pressures to blog due to lost writer resources, video script needs of higher priority for quarter ROI

Successes

- Team contribution and support in the face of competing priorities and limited/compromised resources
- Establishment of long-form storyboard format that will expedite future content gathering
- Project management including coordination of legal, video demos, 3D assets, content gathering, etc.
- Asset creation and direction with Purple; understanding of media capability
  - o E.g. Problem solving: Inversion of remote ops room with After Effects, lighting, camera, etc.
- Media creation to complete projects and accommodate team feedback after Purple support
  - o Hyro interactions
  - o Graphics
  - o Audio
- Finalizing creation of 2 of 3 new IX room media productions approved by stakeholders
  - o Buildings, Industrials near completion
  - o Cyber 3D assets completed, pending script approval, graphic and interactive production
- Lessons learned; challenges identified to enable more efficient, valuable future approaches

Proposed content strategy and considerations going forward

- Develop library of interchangeable 2-3-minute 360 *videos* – i.e., self-contained, stand-alone, narrated content that can be shared online, shared directly with customers and curated for on-location IX room tours.
  - o Agile approach: Produce and deliver high-impact content frequently with greater value and fewer dependencies and limitations
  - o Speak to market faster
  - o Maximize attention; Curate and deliver several high-impact impressions
  - o Get one 360 experience right, then iterate based on lessons and success
- Consider co-development for Oculus
  - o Compare quotes for volumetric, 360 and green screen vendors vs Purple
  - o Letterbox format for IX room
  - o AR/VR/Oculus is a burgeoning, immersive medium, soon to be ubiquitous, highly supported, phenomenon
  - o Reliable, scalable
  - o Model and demo our hardware and software as interactive simulation, animation and 360 video
  - o 360 video

- Prioritize evergreen content whenever possible
- Identify content that takes advantage of immersion
- Curation: Presenter selects, introduces and stitches together ensemble of 3-5 immersive videos per session
  - Broad strokes: Products and services examples
    - Visualization: Digital twin interactive simulation model and/or explainer video
    - Visualization: Cybersecurity assessment; points of vulnerability
    - Visualization: Logistics route montage
  - Brand-focused approach:
    - Tell the big picture; paint in broad strokes to capture imagination, convey the vision to support Sales delivery of product framework
    - Values: Omniscience, clairvoyance, self-actualization, liberty, domain, worker enablement
    - E.g. Future of Intelligent autonomous operations
    - E.g. VOE power stories: Reflect domain, empathy: Praveen Sam's personal story, his 'Why'
    - E.g. Sustainability
  - Visually compelling customer-focus case study examples
    - ADNOC fleet APM
    - Mining customers
    - Aero and Defense customers
    - NEOM partnership?

Google Starline telepresence trials in progress

- Wow factor: New communication paradigm to connect company and customer locations
- Influence development of a real-time communication tool to incorporate virtual environments for remote storytelling
- Telepresence with personnel from any office to any given location; serve customer visits on location

NEOM updates (see November notes)

- HBT is currently in bidding discussions with NEOM, Rathish Ramachandran of Dubai will share details soon
- Praveen Sam went to school with the CDO of NEOM, and was his coworker at Honeywell Switzerland

Visitor feedback

Analytics team who hosts student visitors said every group of 30 reports nausea.

1/11/23
According to Praveen, the HCI visitors included Chief Prod Officer, our GM for Americas, our GM for Europe, our GM for Middle East, sales head for APAC, Head of Ent Sales, and a few others.

Comments/questions about what is possible from HCI leadership visiting the IX room yesterday (roughly 10 people):

- Make the experience for VR so it can go outside the room with sales

- Make the people talk, move, contain the audio

- Add more flare going on in the plant

- Zoom into a specific problem interactively like in Minority Report

- Remove the drone because the low flying would be a violation of safety code

An important consideration about obtaining software demo videos:

  - Coordinate with UX teams for early video demo captures
    - Video demos are hard to obtain
      - May not exist for a specific asset (may need to be created by UX, will require data)
      - May have different display formats – i.e. phone, tablet, desktop.
      - Require correct device model graphic to represent phone, tablet, desktop

So, for example, I requested a video demo for each Industrial persona.

By the time Purple built the heat exchanger, we learned there is no demo available to support it without UX gathering data and building out the demo. So, we used a compressor. That demo was hard to obtain, and took days for the UX resource to build and capture, only after she asked around about a heat exchanger. And she lost time on her regular assignments.

Then, we needed a separate demo to show what each persona would see.

The reliability manager sees the same format as the plant manager (desktop is fine), but the maintenance engineer was captured as an odd, square mobile format which is unusable because it doesn't fit on any device.

We would need to identify the correct device phone/toughbook tablet/desktop for each persona ahead of time. Otherwise the demos captured don't fit on the graphic devices we have available. The current maintenance engineer's Toughbook in the demo is actually wrong/dated, as is the plant manager's.

The current demo for the maintenance engineer is actually the same as the plant manager.

This is why screenshots might serve the purpose just as well without jeopardizing the timeline and overextending/impacting resources.

We were lucky that Cole Lewis was willing and able to provide both product and role expertise and video support. He's actually making a fix to one of the demos today.

Many dependencies like this throughout the three projects require searching, waiting and wondering while juggling the other pieces, and then having to explain why all of this is taking so long.

Again, painting in broader strokes is an option for taking advantage of an immersive format, whereas a pure video product demo would be straightforward.