

cadpeople
visual communication

AGENDA

1. A very short introduction to **Cadpeople**
2. Our approach to **Digital Learning** and the use of **Technologies**
3. Three cases on **XR** and **Learning**
 - **VR:** ViVA, Videnscenter for Velfærdsteknologi Vestdanmark
 - **AR:** STAR, MHI Vestas Offshore Wind
 - **MR:** GWO BSTR CPR TRAINING, Vestas Wind Systems
4. Overall **Findings** and **Conclusions**

WHO WE ARE



Cadpeople is an award-winning visual communication agency. We create visual experiences that engage people.

We make the complex simple through compelling, visual storytelling and the use of cutting-edge technologies within digital marketing and digital learning.



We have 29 years of visual and digital experience embodied in our +60 employees based in Aarhus (DK) and Edinburgh (UK).

GROUND PILLARS IN OUR APPROACH



- Microlearning-inspired structure enables us to:
 - Create bite-sized learning and small, intensive environments that participants will and can remember
 - Create memorable knowledge for non-academic participants
 - Create learning pieces you can take whenever you want, even if you only have less time
 - Keep participants motivated
- Long duration time is not equal to valuable learning
- Visually appealing content makes it easier to understand and relate to
- Less text and speak makes the content easier to understand and translate
- Always consider the target group and learning situation, and design for it specifically
- Make the learners feel that they are in control of their learning by including interactive, engaging exercises. This motivates learners and helps knowledge stay in the long-term memory
- Design with simple navigation to keep focus on the content and create a smooth user journey
- **Never use technology for the sake of technology only!**

VIVA

VR Training and Learning

CHALLENGE

We live longer and the elderly population all over the world increases rapidly. The larger the population of elderlies, the greater the need for automation of processes in the care sector that help our caregivers provide the best possible care.

SOLUTION

We developed a digital learning platform called ViVA. The solution combines VR and touch screen technology to train care workers in the use of assisted living aids in realistic settings.



STAR

MHI Vestas Offshore Wind

CHALLENGE

How do we make troubleshooting procedure training with huge and difficult accessible wind turbine components immersive and engaging digitally?

SOLUTION

We created an Augmented Reality App where technicians can work simultaneously and together in teams around life-like 3D wind turbine components.



Main components

Choose component

Hydraulic Power Unit 

Lubrication tank 

Tower cooling 

HV Transformer 

Enter Lock Mechanism 

Back

GWO BSTR, CPR TRAINING

Vestas Wind Systems

CHALLENGE

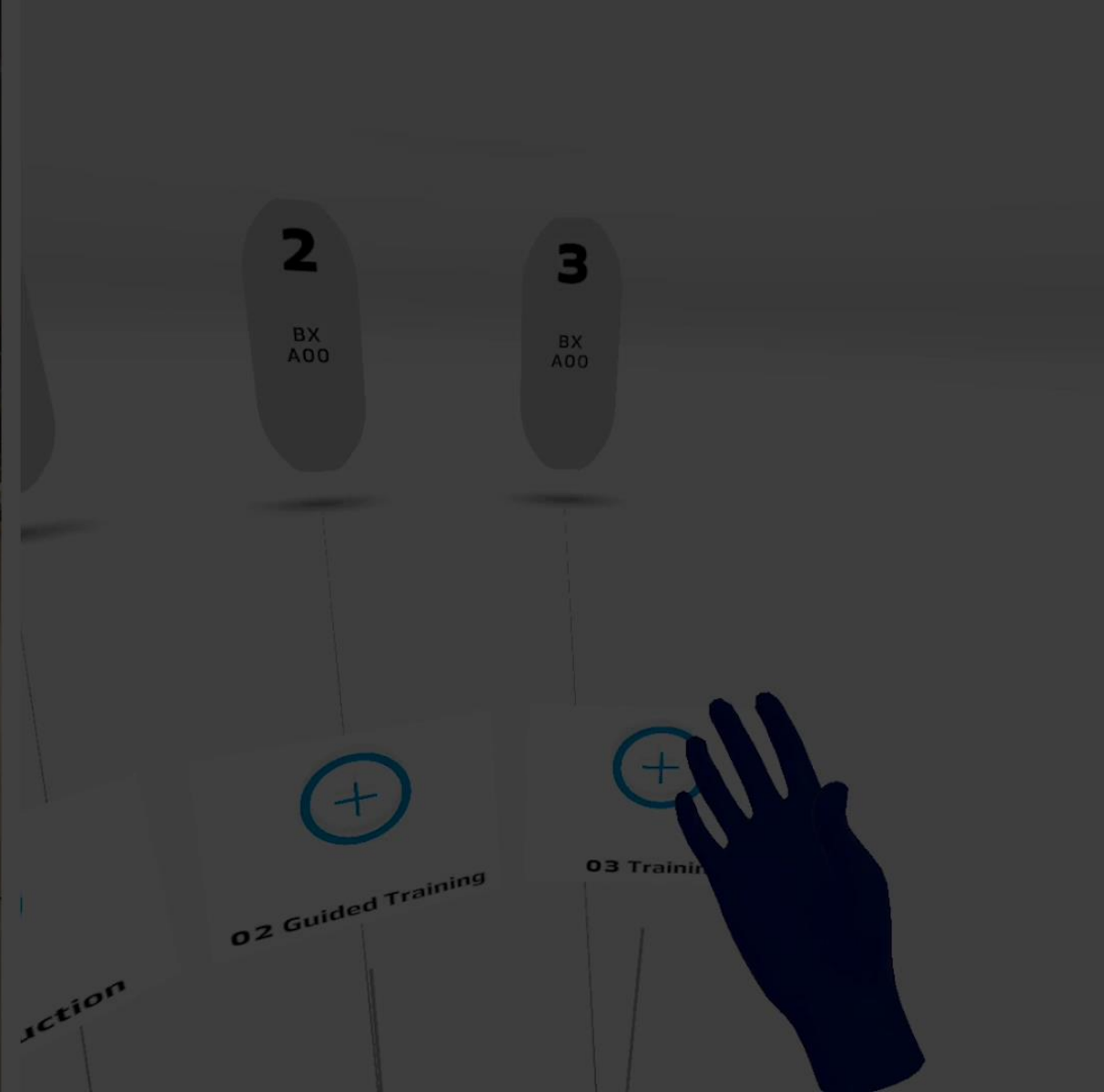
How do we create immersive and close to reality as possible CPR training living up to GWO standards and with the possibility to scale globally?

SOLUTION

We developed a GWO compliant MR CPR training solution combining the best of the physical Ambu® Man with the virtual possibilities (interaction, virtual data integration and realistic environments).

Mixed Reality at it's finest!





SOME FINDINGS AND CONCLUSIONS



- Always thoroughly discuss the business case and the motivation for using XR in training
- XR can be harder to deploy (and scale) compared to more traditional digital training
- Beware of too complex navigation – the technology is not 100% intuitive
- Consider to implement navigational instructions or a walk-through scenario in the training solution
- Training ambitions might exceed hardware capabilities – for now
- Limit the duration of training time in virtual environments or break it up in smaller bites
- Immersive visual storytelling motivates and ensures retention
- VR is still more a solo experience, where AR is more suitable for multi-user/team-based training
- 1:1 tracking between the physical world and a virtual environment can be rather complex (MR)
- Include Entertainment, Education, Aesthetics and the opportunity to escape everyday life to create memorable learning

... And so much more - but I only have 10 minutes.

LEARNING TECHNOLOGIES AWARDS

Silver 2017

Excellence in design of learning content -
International commercial sector



Universal Robots

"The uptake and completion rates are extremely positive and the resulting learning outcomes achieve the competency levels required to perform key robot set-up tasks in real environments or to gain the base knowledge/skill levels required to attend core classroom-based training."

Gold 2018

Best learning technologies project
commercial sector - International

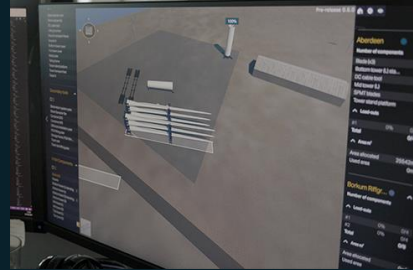


MHI Vestas Offshore Wind

"The judges were blown away by this entry which they saw as a game-changer. In an industry where the speed of technological change is ever-increasing, this learning technologies project has implications for the renewables sector and the learning technology industry as a whole and raises the bar for the use of simulation."

Gold 2018

Best use of simulations or
virtual environments for learning



MHI Vestas Offshore Wind

"The result is a breath of fresh air compared to traditional simulators. Costs blew down by a third, with the technology inexpensive to replicate and could be updated as the winds of change blew through technological developments."

Silver 2019

Most innovative new learning technologies
product - International



Videnscenter for Velfærdsteknologi
Vestdanmark

"Being able to immersively experience being a person with dementia is powerful and meets a genuine need in a thoughtful and effective way."