CPCS Develops VR Application for Marketing Agency's Client Demos

/CPCS

◎ Objective

Design a business-oriented application for Oculus Go.

⚠ Challenge

Our Client is an innovative marketing Agency from the UK aiming to deliver cutting-edge solutions to their clientele. The Client approached CPCS with a request to develop an application for the Agency's customers who own an Oculus Go headset. The business goal of the application is equipping the Agency's customers with virtual locations to demo the Agency's suggestions as to billboards placements.

⦀ Solution

To develop an application for Oculus Go that meets all the business needs of our Client, we started with the design of the VR application's landscapes. In our case, we designed 3D models of the Agency's office, a few sightseeing locations of London, the underground of London, and Heathrow airport.

To solve the problem of user authentication when the headset is on, our engineers decided to use a cloud of keywords solution. This allows the application's end users to log into the app by choosing just a few words from the cloud of keywords set by the admins.

Speaking about the admin panel, these features are already available: upload designed posters to a chosen environment, add users, set keywords for authentication, check the voting results by campaigns or the history logs. By the way, end users have the voting option, which is a very convenient solution to make the Agency's flows even more agile.

Technology choice

— Backend — Laravel, php
— Frontend — Unity, C#
— Design — 3DMax models

Team and Duration

— 1 backend engineer
— 1 engineer for 3D models design
— 0.5 business analyst
— 0.5 project manager
— 1 QA engineer
— 517 hours

✓ Results

Our Client has reached their business goal of supporting their corporate customers with a solution that equips them with virtual reality locations. Namely, C-level decision makers can now preview printable advertisements via Oculus Go to visualize a marketing campaign without the need to go to London underground and physically see a billboard.

The VR headset also allows the Agency's clientele to vote for their favorite campaigns (e.g. a billboard in Heathrow airport) located in the VR environment of the advertisement placement. This feature is available both for individual voting and for a consideration by teams. This approach makes the workflows of our Client more efficient and promotes the innovative reputation of the Agency.

/ Industry

Marketing, Advertising, PR

/ Application

Demo posters and billboards to clientele via Oculus Go with the purpose to help them visualize these printables in the environment of the advertisement's placement.

/ Quick Fact

Oculus Go is an affordable virtual reality headset for the Marketing Agency's clientele.