

360-degree video - A Virtual Reality (VR) introduction to having difficult conversations with customers, and handling objections.

With this manual you will learn how to easily create a 360 video experience on how to deal with a difficult customer. High resolution capturing of human behaviour and environments in the first person, makes 360 video an ideal medium for soft skills training due to it's realism and fostering of emotion in users. Branched storylines allow for learners to be exposed to a difficult situation and consequently have to thinking critically to take decisions to resolve the problem. This allows learners to be pre-exposed to such situations and become familiar with associated emotions before encountering them in real-life. In this manual we will use the example of dealing with a difficult guest in a restaurant. However you can adapt this manual to any soft skills scenario involving interaction.



Intended outcomes/aims

- Improve learner's competencies in dealing with a difficult guest
- Exposes students to a high emotion real-life interaction



Preparation time:

Brainstorming/Planning: 3 ~ 4 hours

Decision Tree/Flowchart: 1 hour

Filming and editing: 4 ~ 5 hours

Total time: 7 ~ 9 hours (a full day)

Level of Complexity: 3

Service Scenario: Difficult customer

Ingredients:

Hardware

- Equipment required includes: 360-degree camera, battery pack/base, micro memory card, wireless microphones and jack, clamp, adapters, stand, laptop with a micro memory port.



Any 360-degree camera can work but the one used in this prototype was an Insta 360 One R

- A starter pack for creating a 360-degree educational video costs around €450 (excluding a laptop). Prices for a 360-degree camera can vary greatly. Click on this link to see a suggested list with prices: ([see this list](#)).
- A light stand ([light stand](#)) works better than mic stands. The light stand should be head height (175cm approx).

Software

- You will require a VR platform to use the VR technology eg. WarpVR licence or for open source: Vivista ([sepa360.eu](#))

Limitations: User is stuck in one viewing position

Creating a 360 Experience:

Instructions:

Step 1: Planning

The lecturer defines the learning gaps that need to be addressed, as well as the learning outcomes. For information on [Design Based Learning click here](#). Also, the context or environment for the experience needs to be set.

Step 2: Development

Once you have determined the subject matter, learning objectives, threshold concepts and target audience, plan your scenario. The scenario should take the form of a storyboard which will form the basis of a decision tree and tree branches. This decision tree and tree branches will be used to come up with individual scenarios (see graphic opposite).

Storyboards, decision tree and tree branches should be developed using whiteboards or flipcharts which will be used to guide your filming and editing processes. For more information on [Story Boards click here](#) and for more information on [Decision Trees click here](#). Please note that the more branches / options you build into the scenario the more videos and video production time you will need.

Step 3: Recording

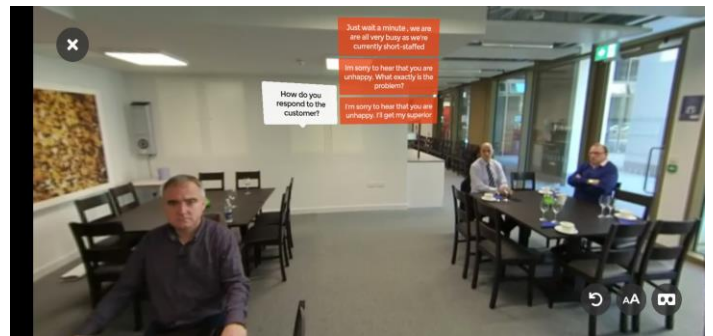
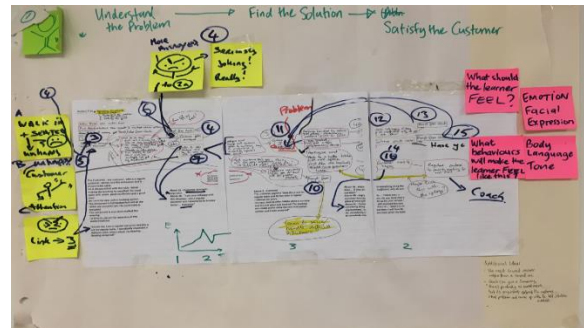
Choose your equipment and preferred editing software to create a 360-degree education video. Warp VR was used for this Prototype. You will need a 360-degree camera and associated equipment (**see equipment section**). Make sure to set up your scene before you start filming. Test your camera to make sure it captures the entire scene you want to include.



Step 1: Team meeting to discuss Planning & Design Based Learning

Step 2: This flowchart/decision tree developed by the team on a whiteboard.

The chart/decision tree below provided the framework for the 360-degree video.



Step 3: A still shot above from the video showing the options/branches available. Users select one of the options available to move to the next section

Please note that each branch of your decision tree necessitates a separate video element.

To view a step-by-step video guide on how to set up the [Insta 360 One R](#) [click here](#).

For more information on using WarpVR click on the following links:

[Warp VR: Reimagine what training looks like.](#)

[Warp VR: Train your workforce just like in real life.](#)

Step 4: Editing

Edit your video after you have captured your footage. By trimming video directly in Warp VR, you do not need to use other editing software like Adobe, Final Cut.

Before uploading to your videos to Warp, you need to download Insta 360 Studio to your laptop and open the video file from the camera (using SD card reader/adaptor).

Using Insta 360 Studio you can then export the 360 video files to your desktop. This stitches the videos into the 360-degree format. Now you can upload the file to the Warp VR platform and edit/trim them there.

Step 5: Testing and Sharing

Test the scenario you have created using a mobile phone with the appropriate application installed and using an AR/VR headset.

Google Cardboard VR Viewer work well and are relatively inexpensive ([VR Viewers](#))

Once your scenario is complete and you are happy with it, you can create a shareable link and disseminate this to your learners.



An image of the Insta 360 One R camera.

TIPS FOR EXCELLENT RESULTS

- Need good natural lighting
- There is no need for a “word for word” script – indicative text as a support is effective for actors/staff giving a more natural recording/delivery.
- Remember that the camera is the student and that the actors should look at the camera
- The camera needs to be set at eye-level with the actor
- Remember that the 360-degree camera records everything in the room (all non-actors must exit prior to recording)
- The Instructor or “Coach” actor should give an introduction to the 360 immersive experiences at the beginning of the video.