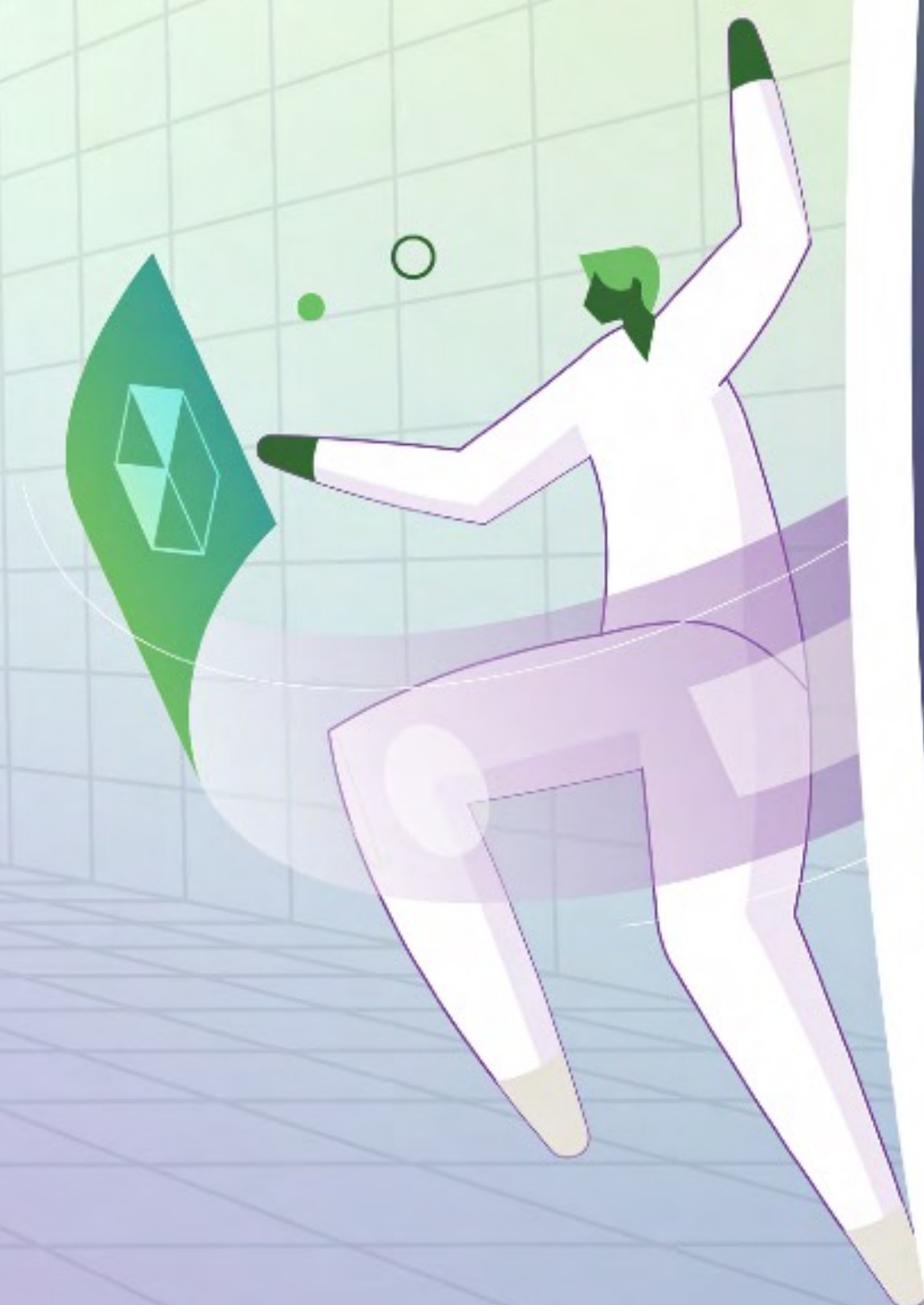




No Headset? No Problem!

Launch Your
Immersive Learning Strategy with

WebXR



INTRODUCTION

Welcome, learning innovator!



Once again, we meet in a time of flux.

Our work, lives, and world are changing more rapidly than ever, and our organizations are striving to keep up. The right people, with the right skills, are vital—and what “right” looks like is constantly shifting.

Amid the flux, there are a few constants. When we conducted our annual survey of L&D leaders and professionals, they shared that **agility and adaptability** were the No. 1 skills needed at their organizations for the **second year in a row**.

Whether that involves adapting to rapidly evolving workplace technology, equipment, procedures, or ever-more-discerning consumers, there's **no industry, job role, or function that escapes the need for adaptability and agility.**

How do we develop these skills amid economic uncertainty, social unrest, and climate disruption?

Friends, we need to dig deep.

We’ve talked before¹ about the prerequisite to adaptability and agility: resilience. Practicing resilience helps us detach from reactivity and switch on the higher-order thinking we need to navigate a volatile, uncertain, complex, and ambiguous (VUCA) workplace—and world.

Resilience *also* enables us to develop other nuanced, situation-based, and performance-based skills we need for our ever-evolving workplaces. They’re the kinds of things we learn on our feet, by sweating a little. (See “The Top 10 Skills in Demand: 2023 Edition,” below).

The Top 10 Skills in Demand: 2023 Edition²

1 Agility and adaptability	6 Emotional intelligence (including empathy)
2 Analytics and reporting	7 Leadership
3 Collaboration	8 Strategic thinking
4 Diversity, Equity, Inclusion, and Belonging (DEIB)	9 Critical thinking
5 A coaching mindset	10 Innovation

1 Vojnovski, T. (2022). *The L&D Trifecta: Why Agility, Adaptability, And Resilience Top The List Of In-Demand Skills*. eLearning Industry.

2 Hart, D. (2023). Section 1: Scale Up and Support Change: Skills in Demand. In *L&D and Learner Experience 2023 Trends Report: How L&D Is Elevating Human Potential in a Time of Rapid Change* (p. 9). SweetRush, Inc.

The challenge: These high-stakes skills are the things we can least afford to get wrong...yet we can’t learn them without practicing.

How to solve this catch-22?

L&D innovators are increasingly turning to virtual reality (VR) to solve this conundrum. VR experiences offer learners a safe, 3D digital virtual space to practice new skills and receive real-time feedback—with zero risk to people, property, or relationships.

And though these spaces might be entirely computer-generated or filmed with 360° video, they’re incredibly authentic. Like real life, VR learning experiences unfold differently every time, with branching scenarios that respond to learner choices (and, yes, make them sweat a little).

But there can be challenges to implementing native VR. It’s *incredibly effective* and engaging, but the need to invest in headsets means it’s costly to scale. Organizations that take the plunge tend either to:

- Have smaller learner audiences who already own, or can be easily supplied with, VR headsets; **or**
- Be larger enterprises that are willing to experiment with early adoption, by targeting a subset of their learner audience.

LMS integration presents another challenge: Thus far, technology simply hasn’t been available to easily connect VR learning experiences to an organization’s LMS and record learner data.

But we’re not here to bring you down! We’re here to share a technology that helps us overcome *all* of these challenges and bring the benefits of immersive learning to *every* learner.

Learning innovator, meet WebXR.

This dynamic addition to your learning portfolio empowers you to create 360° immersive experiences for all your learners, *with* or *without* a headset.

Thanks to our content integration tool, your WebXR experiences can live in, and launch from, your LMS...and collect the learner data you and your stakeholders need and value, from completions to reaction time and tone of voice.

If your organization is new to immersive learning, faces scaling challenges with a widely distributed learner audience, or needs every learning solution to work within your LMS, WebXR just might be The One.

Note: WebXR, or “web extended reality,” is an umbrella term that covers virtual reality (VR), augmented reality (AR), and mixed reality (MR) experiences. (Curious about these different types of reality? Check out the explanation under the heading “The Immersion Continuum: Augmented, Virtual, Extended, and Mixed Reality” in the article linked below.³)

For the purposes of this book, we’ll be focusing on VR learning experiences...but if you’ve got AR or MR ambitions, [we’ve got you covered!](#)

3 Vojnovski, T. (2022). [The Metaverse: Just a Fad, or the Future of L&D?](#) eLearning Industry.

Why now?

It’s one of those exciting times when human needs and technology are converging. (Jump to [Chapter 2](#) for details about this exciting moment for L&D.)

And in these times of increasing job mobility, getting learning and skilling right helps to reduce turnover.⁴ Resourceful, savvy learners need support to tune out constant distractions⁵ and carve out time for learning. They also expect engaging, friction-free learning experiences on par with the apps and streaming services they enjoy in their leisure time—and WebXR content helps us meet (and exceed!) their expectations.

In the following pages, we’ll show you how to seize this moment to validate and scale your VR learning solutions—and bring more value to your organization and your people than ever before. WebXR content is a learning solution with a truly epic reach, and we can’t wait to talk shop with you.

Warmly,

Tiffany Vojnovski

SweetRush Senior Learning Evangelist

4 Lefkowitz, R., & Pate, D. (2018). Employees. In [2018 Workplace Learning Report: The Rise and Responsibility of Talent Development in the New Labor Market](#) (p. 26). LinkedIn Learning.

5 Microsoft. (2023). 1: Digital Debt Is Costing Us Innovation. In [2023 Work Trend Index: Annual Report](#) (pp. 6, 7, 21–24).

Table of Contents

WebXR offers learners an immersive space for discovery and exploration, and we’ve set up the contents of this book to mirror that experience as much as possible.

Each chapter is a self-contained, virtual “room” whose contents can be explored in any order you like.

CHAPTER 1

What is WebXR content? *An introduction to this powerful addition to your immersive learning portfolio*

CHAPTER 2

Why now? *Why the time is right for WebXR content*

CHAPTER 3

When does it make sense to use WebXR content? *A tale of three immersive experience types*

CHAPTER 4

What does a WebXR solution look, sound, and feel like? *Examples of WebXR and native VR learning solutions*

CHAPTER 5

How do WebXR experiences work with my LMS? *Creating WebXR experiences that play well with your LMS and data analytics needs*

CHAPTER 6

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CHAPTER 1

What is WebVR Content?



**We're dreamers, builders, and doers
—but first and foremost, we're listeners.**

And what we're hearing from our client-partners is that they recognize the power of immersive learning and want to incorporate VR into their learning portfolio.

They've heard the buzz, crunched the numbers, and gotten inspired by the opportunity to **immerse their learners in a safe, authentic practice space that speeds up skill acquisition and boosts retention.** (See "VR Learning by the Numbers," on the next page.)

● VR Learning **by the Numbers**

Learners trained in VR develop soft skills

4x faster⁶ than learners trained in the classroom

and feel

40% more confident in applying what they've learned.

Medical staff who learned new procedures in VR had an

80% retention rate one year later—versus **20%** one week later using traditional methods.⁷

and

83% of surgeons trained in VR were ready to perform procedures with little guidance after training—versus a staggering **0%** using traditional methods.⁶

Our client-partners are *also* sharing a few hesitations:



We thrive on thorny challenges like these!

And after plenty of trial and error (cue montage of building, refining, testing, and building again), we created the solution to rule them all:

WebXR, the gateway to immersive learning.

Unlike native VR applications, which need to be downloaded and installed on a VR headset, WebXR experiences are **stored in a server, just like any website or web application.**

That means that **WebXR learning experiences can be accessed via a VR headset or a laptop or desktop computer.** There's no need to invest in thousands of VR headsets all at once: Your organization can gradually ramp up its hardware strategy while sharing the benefits of immersion with your entire learner audience. (See [next page](#) for a look into Coursera's powerful public-speaking experience for its diverse and globally distributed learner audience.)

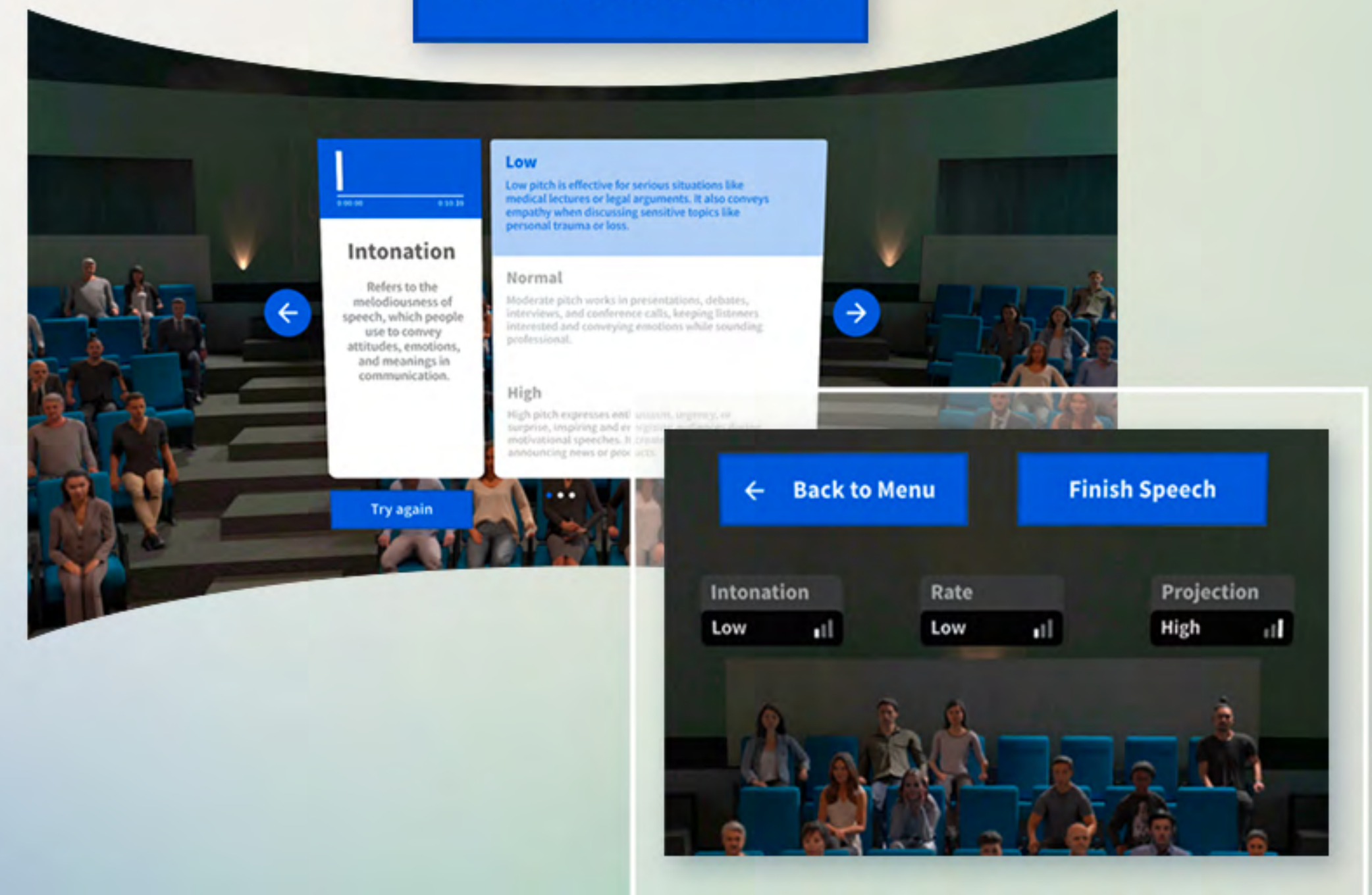
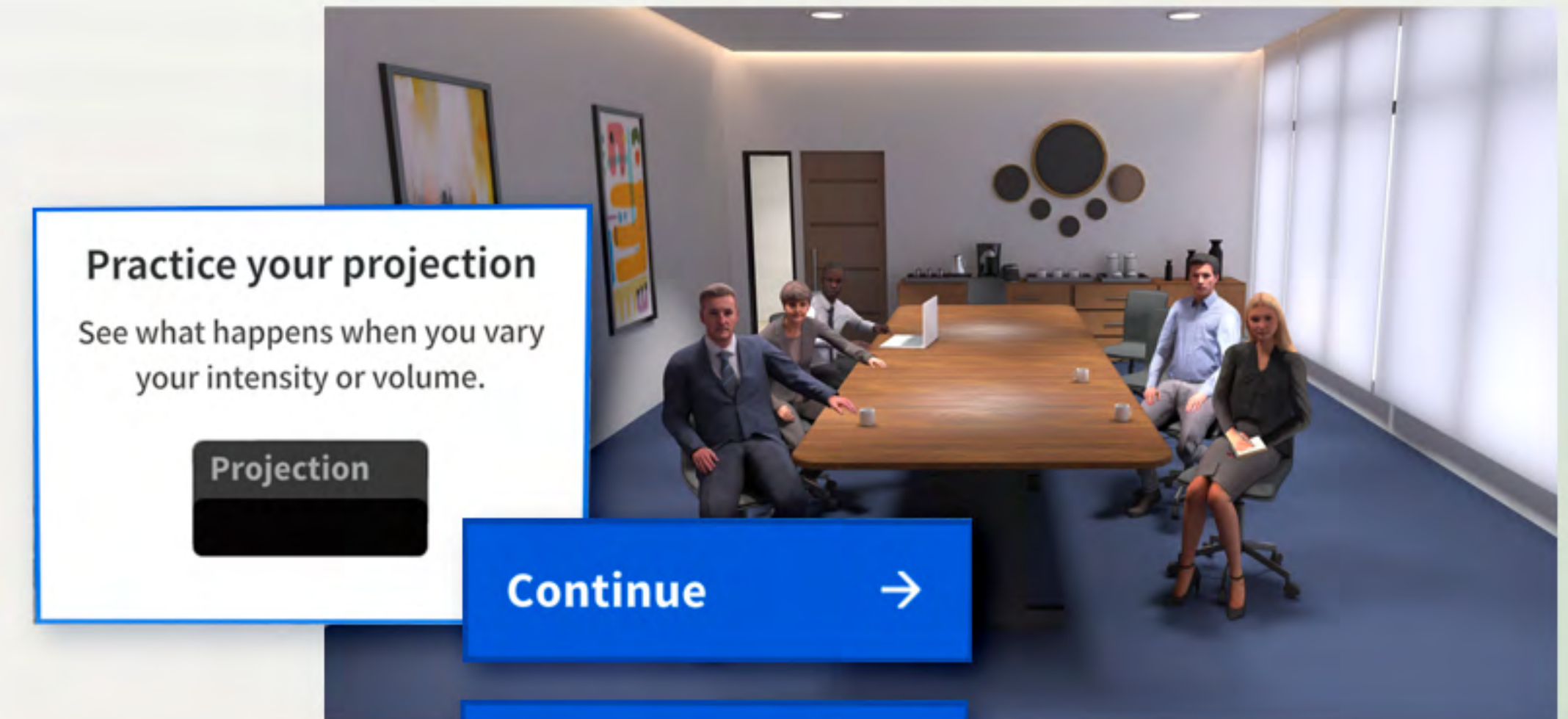
⁶ Likens, S., & Mower, A. (n.d.). [What does virtual reality and the metaverse mean for training?](#). PwC.

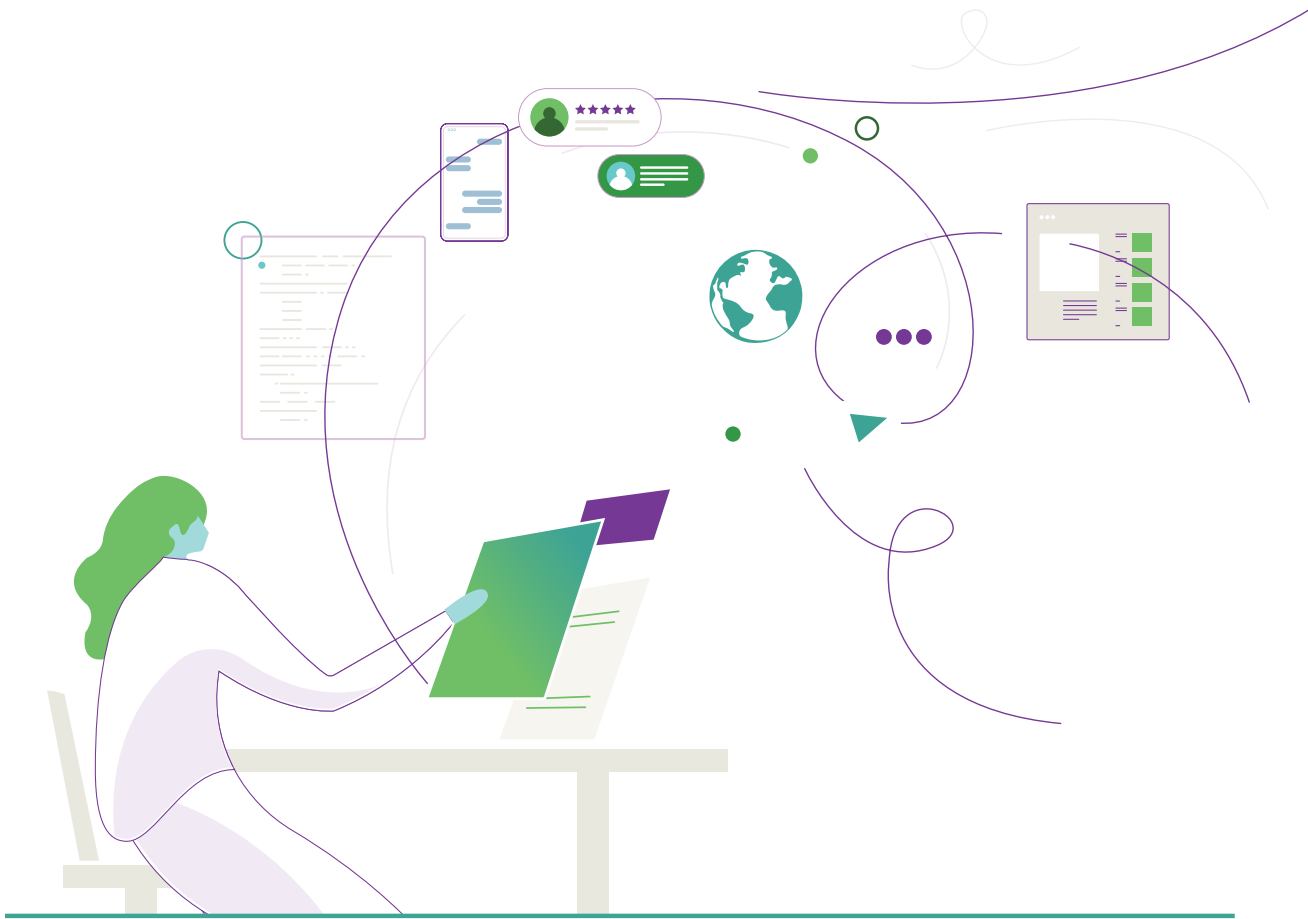
⁷ Takahashi, D. (2019, September 25). [Johnson & Johnson wants to bring VR to doctors-in-training worldwide](#). GamesBeat Next.

Case Study: **coursera**

Introduction to Public Speaking

-  **Learner Audience:** Diverse online learners from all walks of life
-  **Purpose:** Help learners develop and hone their public-speaking skills.
-  **Scenarios:** During a course on public speaking, learners have the opportunity to step up to the mic in their choice of two customized environments: a conference room or auditorium. Options for audience engagement levels help simulate a range of crowds, from receptive and attentive to distracted and fidgety. Meanwhile, live feedback on pace, tone, projection, movements, gestures, and even gaze helps learners adjust their delivery in real time...and observe how changes land with listeners.
-  **Specs:** In the desktop version of this WebXR experience, learners use a mouse, trackpad, or keyboard to move around the auditorium or conference room. In the headset version, learners stand and deliver in fully immersive 3D spaces. Both formats make them sweat a little—while offering a safe practice space where it's OK to bomb.
-  **Show and tell:** Put yourself on the spot with a [two-minute demo](#) of this nail-biting experience.





Thanks to advancements in cloud services (see [Chapter 2](#) for more on the learner and technology evolution that brings us WebXR), WebXR learning solutions can live in, and launch from, your LMS—and communicate valuable in-experience learner data back and forth.

Best of all, WebXR content helps us increase access to the high-quality immersive learning experiences and high-value skills previously available only to a limited few with access to a headset.

Extending the reach of our immersive learning programs prepares more of our people—and our organizations—to meet the changing needs of our industries.

Need help deciding whether a native VR or a WebXR experience is a better fit? See right for an at-a-glance comparison.

Native VR and WebXR Content: A Comparison

	Native VR	WebXR
Storage	Downloaded and installed on a mobile VR headset device	Stored in a server, like any website or web application
Bandwidth	Once downloaded, requires little (if any) internet connection	Relies on internet connection and speed for streaming
Hardware	Mobile VR headset	Mobile VR headset, laptop, or desktop computer
Scalability	Can be a challenge depending on learner audience, hardware availability, and infrastructure readiness	Huge win for WebXR experiences! Organizations can reach learners with the desktop experience as they progressively acquire more headsets.
Level of Immersion	High Native applications running directly in a headset are currently more adept at handling complex interactions and visuals.	Medium While not as immersive as the headset experience, WebXR is engaging experience.
LMS Compatibility	Equally compatible, thanks to the LMS Integration Tool	

CHAPTER 2

Why Now? Why the Time is Right for WebXR Content

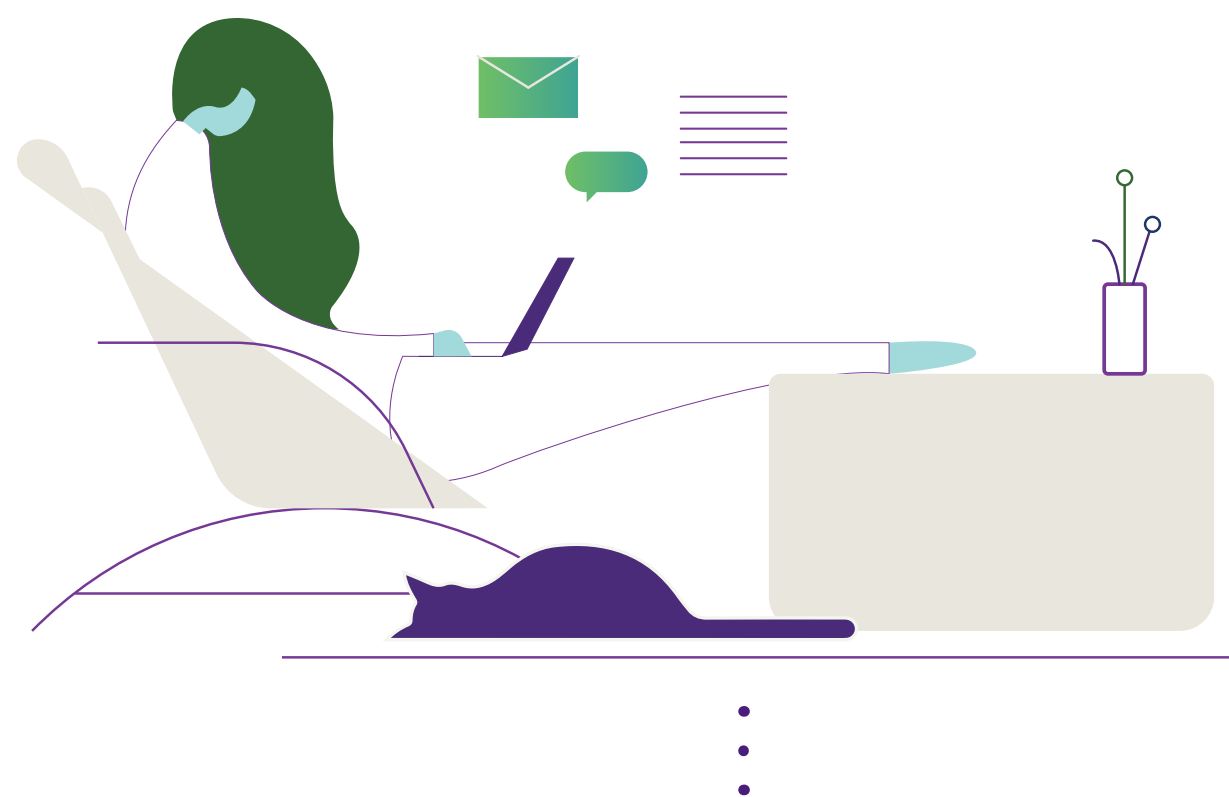


We've been researching and prototyping with web-based immersive learning experiences for about five years...so why are we only debuting WebXR now?

Let's call it convergence.

Like a rare solar eclipse, learners and technology are coming together in a unique moment of alignment. Read on for the the two main forces driving this powerful merger.

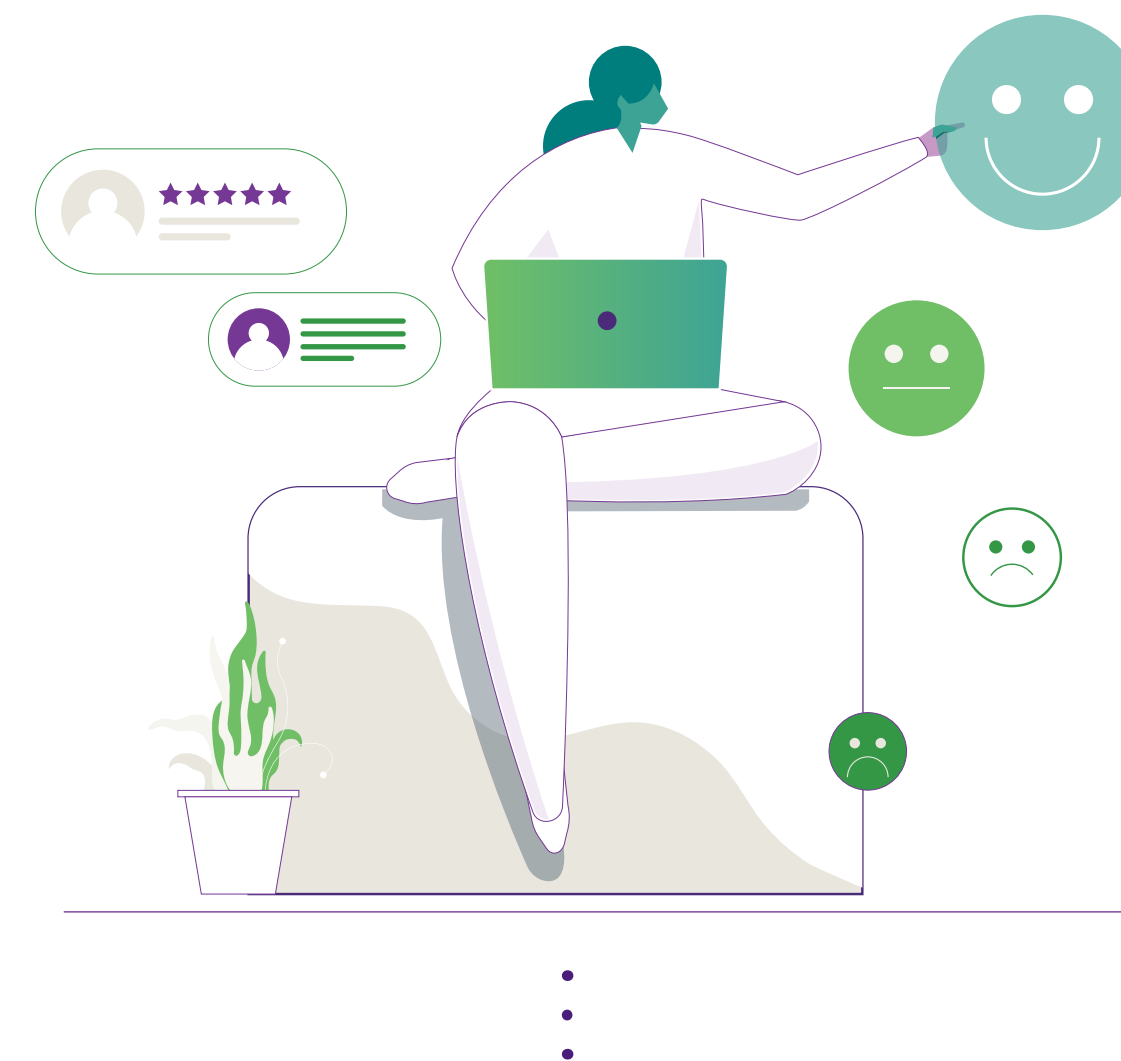
• Learners Are **Evolving**



Hybrid work has created more overlap between our work and personal lives. Flexibility and efficiency are at top of mind: We want to be able to access information quickly, when we need it, within the flow of life and work.



Yet we also feel **nostalgia** for some aspects of the office days. How might technology help us balance remote work with our desire for live gatherings with others?



Current forms of media are much less effective for the new workforce of **digital natives**. They expect experiential, discovery-based learning that leverages new technologies—and L&D leaders are responding to the challenge with more innovative, creative, and bold solutions with great learner experience (LX).



Job mobility is at an all-time high, and organizations are meeting the talent retention challenge with a renewed focus on skill acquisition and LX. Smart leaders know⁴ that organizations that develop their people, keep their people.

● Technology Has Matured

Until now, many technologies had been evolving and maturing in isolation. Now, they’ve begun to converge and complement one another, enabling us to create learning solutions that are more integrated and innovative than ever before.

3D Technology



Once upon a time, we had to install Adobe Flash to engage with 3D content on websites. Now, we’ve got WebGL, a clever **technology** that allows web browsers to display advanced graphics *without* installing external plug-ins.

Cloud Services



Major advancements (and increasing affordability) in **cloud services** allow us to customize content to meet specific needs, integrate different types of web services, and scale and adapt content to meet learner demand.

These advancements were *also* a major help in creating our **LMS Integration Tool (LIT)**, a unique technology that enables us to integrate immersive learning experiences with your organization’s LMS. ([Explore our solutions](#) for LMS integration and data analytics.)

Broadband Technologies



Broadband technologies are also rapidly evolving, making internet connections faster and enabling learners to experience richer, more dynamic 3D environments that won’t take ages to load.

Internet Browser Advancements



Internet browser advancements facilitate the delivery of more advanced immersive experiences—without downloading any external applications. (Discover how [Coursera’s learners](#) use Chrome to explore a virtual Chinese market and practice basic Mandarin.)

WebXR



And finally: **WebXR**, a relatively new technology that allows learning innovators to create 360° immersive experiences that can be accessed on a VR headset **or** a desktop computer.



The takeaway?

It’s the carpe diem moment for WebXR.

Read on to find your use case.

CHAPTER 3

When Does It Make Sense to Use WebXR Content?

A Tale of Three Immersive Experience Types



Once upon a time, technical training was the dominant use case for VR. Imagine a digital twin⁸ of a manufacturing environment where learners could get the hang of specialized equipment, machinery, and procedures—all without harming people or property.

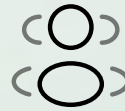
That's still a great use case! The safe, immersive practice environment speeds learners' time to proficiency, reduces errors, and enhances retention.

But as workplaces and job roles continue to evolve, learning innovators are embracing VR solutions for a wider spectrum of use cases, including nuanced interpersonal skills like empathy and de-escalation. (See "VR: A Rainbow of Use Cases" on the next page.)

(Curious about how these VR learning solutions look, sound, and feel? [Discover](#) seven amazing experiences we've created with client-partners like Hilton and Coursera.)

⁸ Ganguly, A., & Venkatasubramanian, N. (2022, June 1). *What are digital twins? A pair of computer modeling experts explain*. The Conversation.

VR: A Rainbow of Use Cases

Power Skills							Technical Skills
	Onboarding	Empathy Experiences	Visual Simulations	Social Experiences	Health & Safety Training	Technical or Hands-On Training	
	Virtual Tours Brand Experiences Day in the Life of...	Leadership Training Delivering Feedback Having Difficult Conversations Diversity, Equity, Inclusion, & Belonging	De-Escalation Strategies Decision-Making Environmental Sustainability Product Testing Immersive Travel	Virtual Collaboration Multi-Learner Experiences Instructor-Led Training	Consequence Simulation	Machine Maintenance Product Assembly Crime Scene Investigation Medical Procedures	

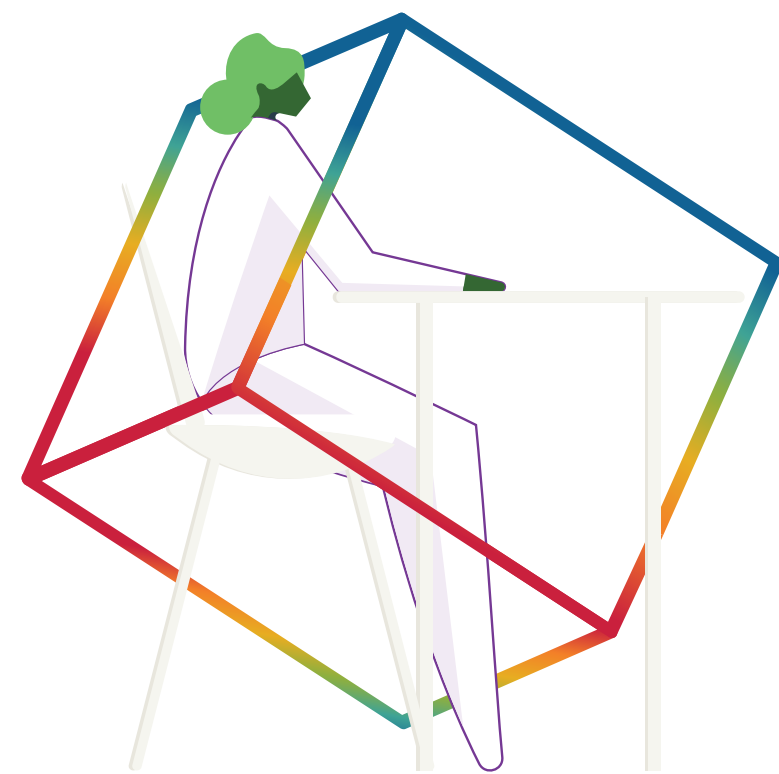
Learners develop these “power skills” 4x faster in the VR environment than those trained in the classroom, and they apply them in real-life situations with 40% more confidence.⁶

6 Likens, S., & Mower, A. (n.d.). [What does virtual reality and the metaverse mean for training?](#). PwC.

VR Content: Three Types

In the most immersive VR learning experiences, features such as voice recognition, movement tracking, and eye tracking can help learners review and learn from missteps. But *all* levels of immersion can help learners walk (or work) a mile in someone else's shoes.

We distinguish VR experiences by their **level of immersion** and the **degree of agency** learners have within the virtual space. Read on for an overview of the three types of virtual reality content and some potential uses.



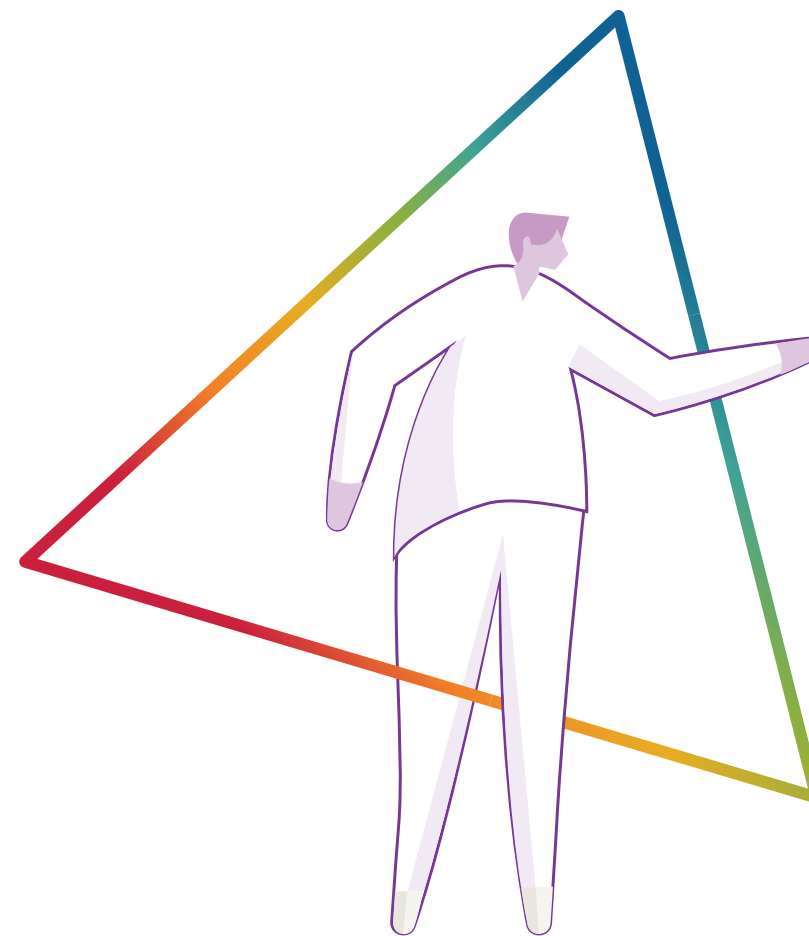
Passive

Learners observe the environment around them as they're "taken on a ride."

Potential Uses: Virtual tours, decision-making simulations

Example: [Exceed with Empathy](#), an amazingly effective passive VR experience created by Hilton and SweetRush for hotel operations staff (View our [one-minute video demo](#).)

Great for:  WebXR experiences  Native VR applications



Semi-Active

Learners have more agency to move around and explore the 360° environment.

Potential Uses: Exploration, identification tasks, customer interactions

Example: Our highly engaging, semi-active [garage safety experience](#), created for an automotive client (Got a minute? Check out our [video demo](#).)

Great for:  WebXR experiences  Native VR applications



Active

Learners have complete freedom to move around the 3D volumetric space—and can even physically interact with objects within the environment.

Potential Uses: Active safety applications, equipment repair, hazard training, presentation skills, delivering and receiving feedback, difficult conversations—any interaction for which maximum authenticity and skills transfer are crucial

Example: Hotel Business Immersion, a *very* active VR experience that helps new business executives step into the shoes of hotel operations staff (Take a 60-second [video tour](#).)

Great for:  Native VR applications



Got a use case on the cusp? That's normal!

Whether you've got a specific project in mind or simply wonder how VR might fit into your organization's learning strategy, we'd love to help you [explore the possibilities](#).

CHAPTER 4

What Does a WebXR Experience Look, Sound, and Feel Like?



Examples of WebXR
and Native VR
Learning Solutions

Case Study: **Hilton** + **SWEETRUSH**

The hospitality industry is all about empathy—and Hilton’s innovative learning team is always ready to leverage the powers of VR learning experiences to help learners show how much they care.

Make It Right

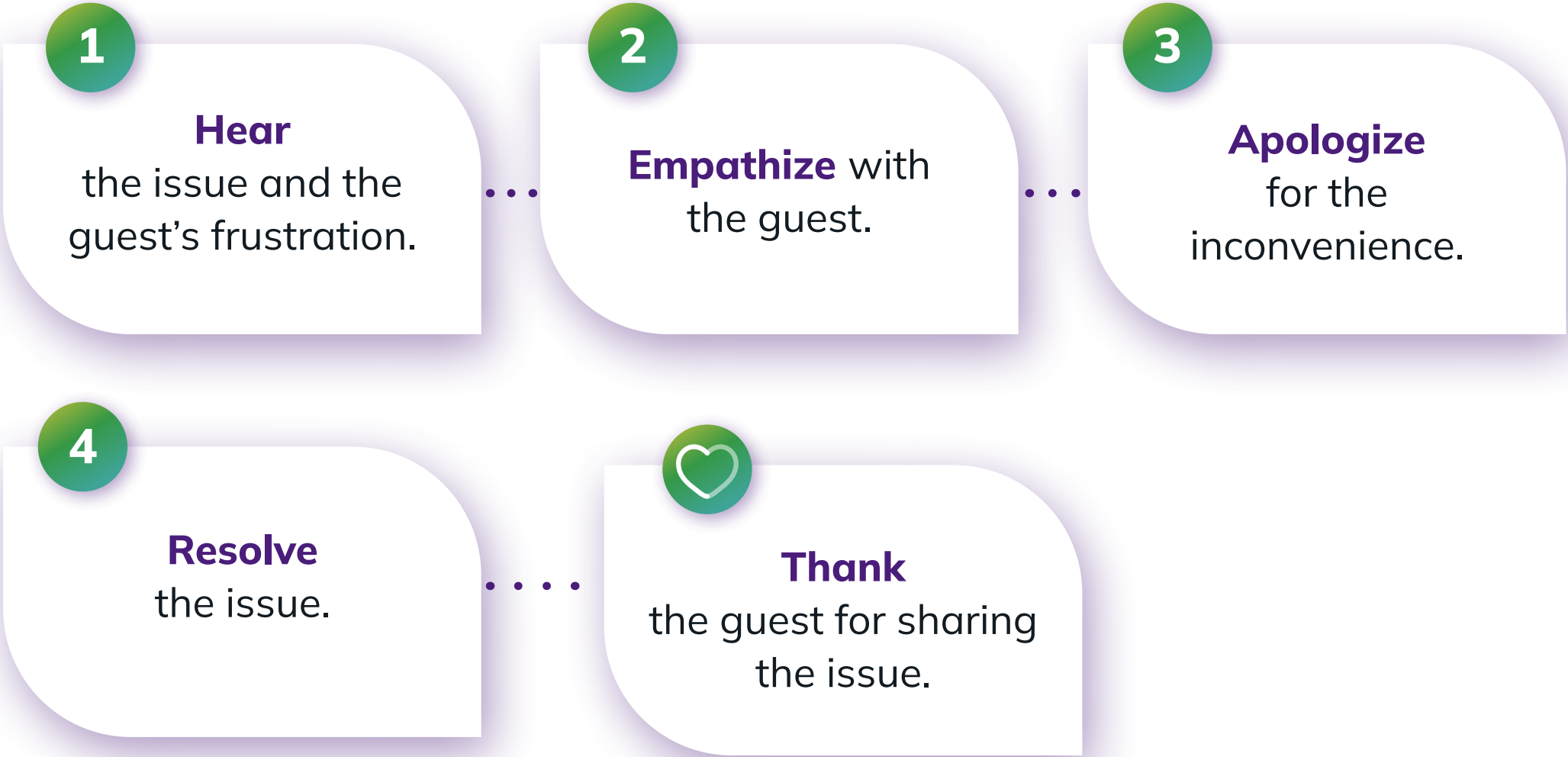
Use Cases:

-  Empathy Experiences
-  Technical or Hands-On Training

-  **Experience Type:** Semi-Active
-  **Learner Audience:** All Hilton operations staff members
-  **Purpose:** Help learners resolve guest problems by applying the HEART model (See right.)
-  **Scenarios:** The Hilton-SweetRush team’s latest WebXR masterpiece is a capstone to a Customer Promise learning experience that includes an eLearning module and six live pre-shift huddles. This simulation challenges learners to apply the HEART problem resolution model (right) in real time—just as they would in the real world.

Learners land in a Hilton guest room, lobby, and restaurant, where they face a virtual guest who presents a challenge: an improperly set up room, a noisy air conditioner, and a missed breakfast buffet. Learners must think on their feet to respond to each guest’s problem—and mitigate their feelings of disappointment—by speaking their answer aloud, using each of the five HEART steps.

Problem Resolution:
The Model at the HEART of Hilton Service Recovery



As learners interact with guests, a built-in **AI voice recognition tool** coaches them through these high-stakes service opportunities with real-time feedback. In the WebXR world, they have plenty of opportunities to practice getting it right.

 **Specs:** This experience was completely computer-generated to look, sound, and feel like a real Hilton hotel. Thanks to [device optionality](#), learners can choose to solve guests' challenges either via headset or their computers. With its real-time voice recognition and AI feedback helping learners connect with their guests, these guest scenarios are outstanding examples of how immersive learning technology can (and should!) support the human experience.⁹

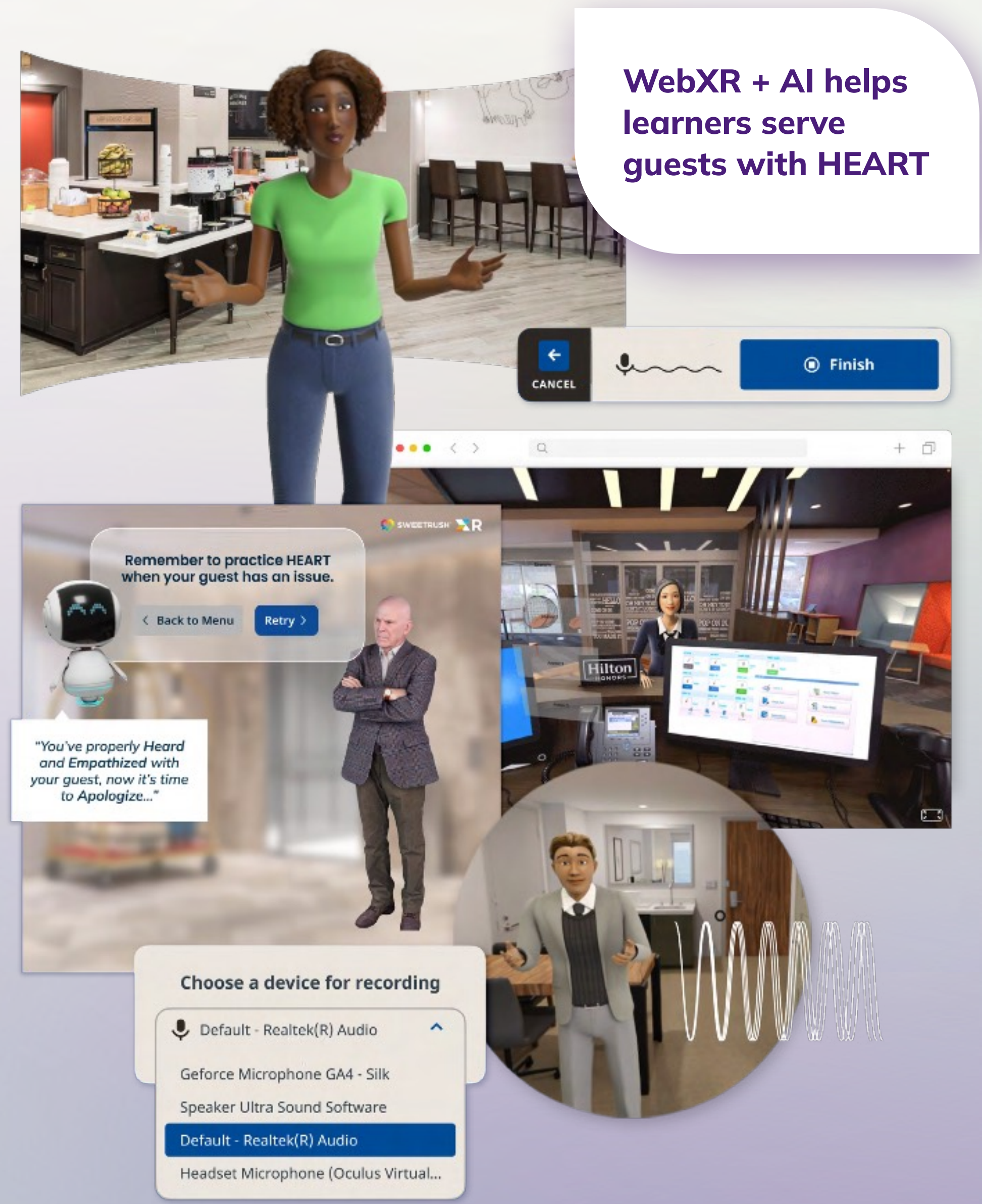
Faster, Better Empathy?

Learners trained in VR develop soft skills

4x faster than learners trained in the classroom⁶

and feel

40% more confident in applying what they've learned.



WebXR + AI helps learners serve guests with HEART

Remember to practice HEART when your guest has an issue.

< Back to Menu Retry >

"You've properly Heard and Empathized with your guest, now it's time to Apologize..."

Choose a device for recording

- Default - Realtek(R) Audio
- Geforce Microphone GA4 - Silk
- Speaker Ultra Sound Software
- Default - Realtek(R) Audio
- Headset Microphone (Oculus Virtual...

⁹ Norman, D. A. (1993). *Things that make us smart: Defending human attributes in the age of the machine*. Addison-Wesley Publishing Company.

Case Study: **Hilton** + **SWEETRUSH**

Exceed With Empathy

Use Case:

 Empathy Experiences

 **Experience Type:** Passive

 **Learner Audience:** Hotel operations team members

 **Purpose:** Help learners develop empathy for hotel guests.

 **Scenarios:** Learners step into the shoes of a guest waiting in a long line to check in, after hours of travel; a guest who's served the wrong order at the restaurant; and another who finds that the conference room they've booked is improperly set up.

 **Specs:** The Hilton-SweetRush team filmed this 360° experience with specialized cameras and professional actors in a real Hilton hotel. The experience began as a native VR application; the team is now exploring the possibilities of converting it into a WebXR experience to expand its reach to a wider audience of Hilton learners.

 **Show and Tell:** Check into this innovative experience with a [brief video presentation](#).

95%

of learners agreed they had **more empathy** for hotel guests as a result of this immersive experience.



Case Study: **Hilton** + **SWEETRUSH**

Hotel Business Immersion

Use Cases:

-  Onboarding
-  Empathy Experiences
-  Technical or Hands-On Training

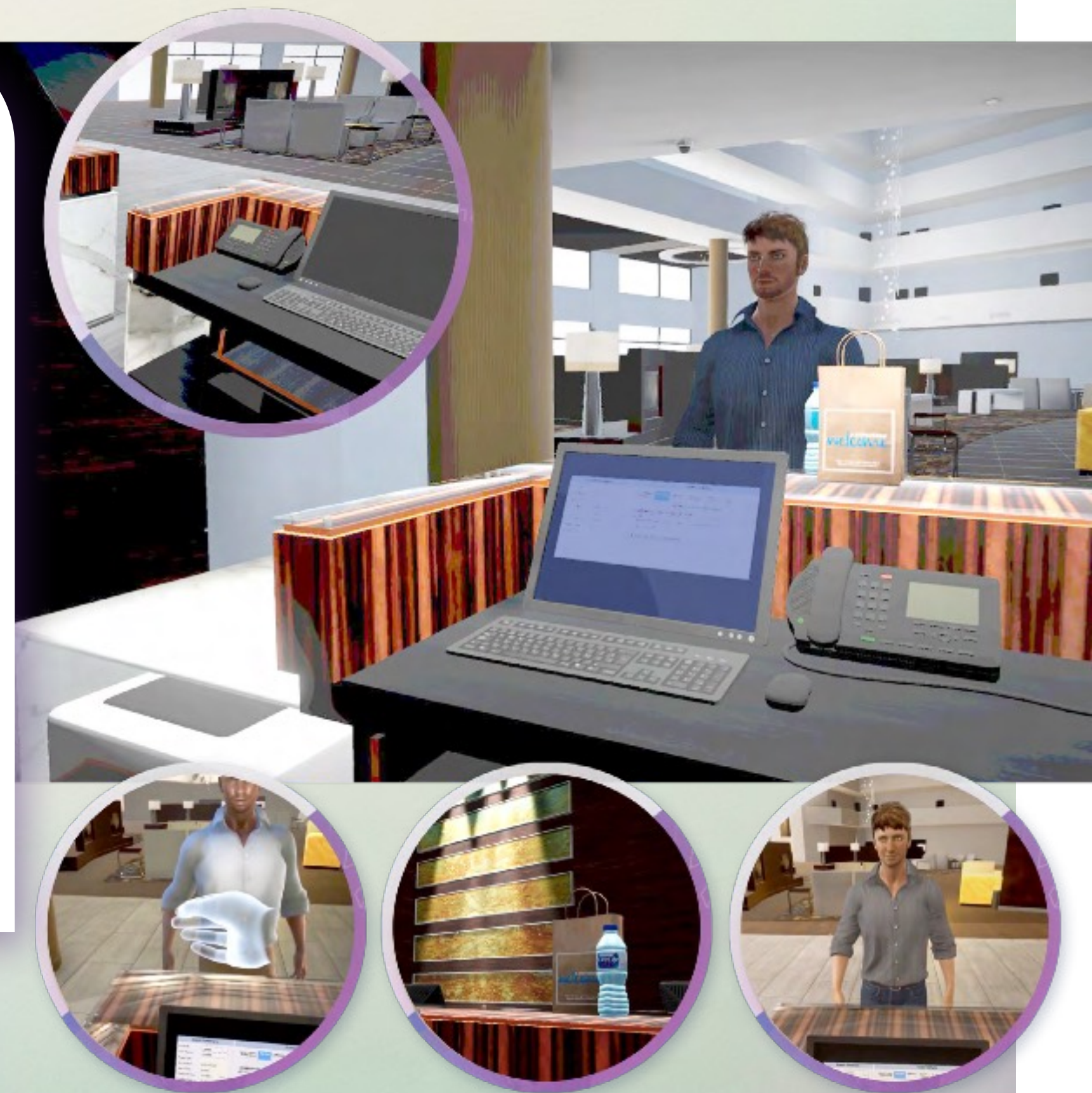
-  **Experience Type:** Active
-  **Learner Audience:** Newly hired corporate executives
-  **Purpose:** Help learners gain empathy for hotel operations team members.
-  **Scenarios:** The Hilton-SweetRush team wanted newly hired executives to experience a day in the life of the hotel operations team members who are affected by corporate rules and policies. In this energetic simulation, learners land in a Hilton hotel—and work against the clock to assemble room service trays, clean a guest room, and check guests in at the front desk.
-  **Specs:** Because learners need full freedom to move around these 3D spaces—and the agency to interact with objects—a native VR application, accessed via headset, is the best fit for this experience. (Check out our [head-to-head comparison](#) of native VR and WebXR experiences.)
-  **Show and Tell:** Catch a glimpse of this high-energy, day-in-the-life experience in our [one-minute demo](#).

94%

of learners reported that **Hotel Business Immersion** increased their empathy for hotel operations team members.

“Our goal was to make our corporate team members virtually sweat. We want them to understand the physicality and complexity of hotel operations so they can better feel what it’s like to be in the shoes of a room service attendant.”

—**Blaire Bhojwani**, Hilton
Vice President of Learning



Case Study: coursera + SWEETRUSH®

Our client-partners at Coursera are always looking for innovative ways to create impactful and engaging learning experiences. Coursera engages a diverse learner audience via multiple learning modalities such as readings, videos, and assessments—and now, immersive experiences (Got five minutes? Join Immersive Technologies Solution Architect Dani Silver for a [video tour](#) of three engaging Coursera learning experiences.)

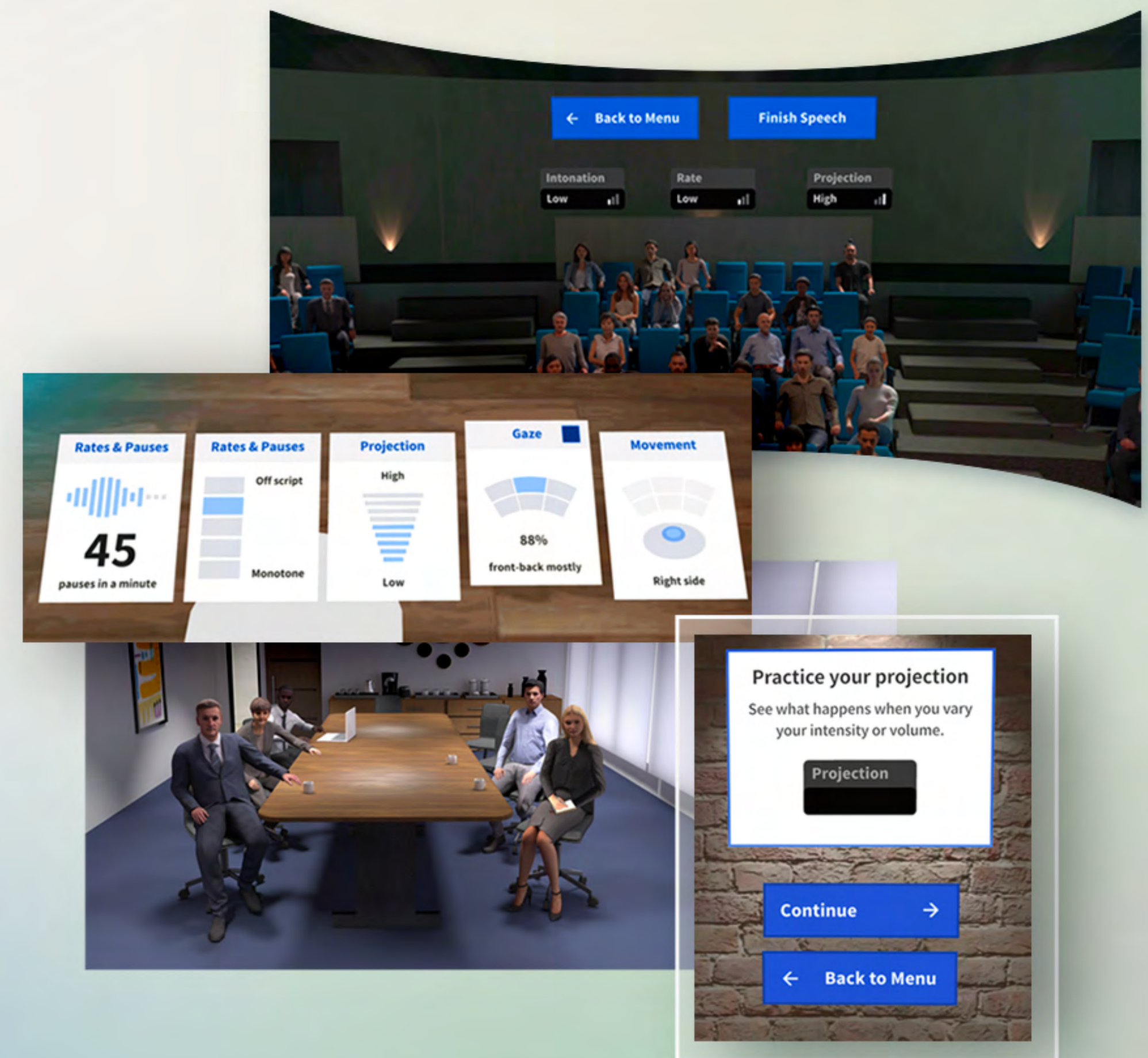
Introduction to Public Speaking

Use Cases:

- Visual Simulations
- Technical or Hands-On Training

- Experience Type:** Semi-Active
- Purpose:** Help learners develop and hone their public-speaking skills.
- Scenarios:** Learners step up to the mic in their choice of two customized environments: a conference room or auditorium. Options for audience engagement levels help simulate a range of crowds, from receptive and attentive to distracted and fidgety. Meanwhile, live feedback on pace, tone, projection, movements, gestures, and even gaze helps learners adjust their delivery in real time...and observe how changes land with listeners.

- Specs:** In the desktop version of this WebXR experience, learners use a mouse, trackpad, or keyboard to move around the auditorium or conference room. In the headset version, learners stand and deliver in fully immersive 3D spaces. Both formats make them sweat a little—while offering a safe practice space where it's OK to bomb.
- Show and tell:** Peek behind the curtain with a [two-minute demo](#) of this nail-biting experience.



Case Study: **coursera** + **SWEETRUSH**

Chinese for Beginners

Use Cases:

-  Visual Simulations
-  Technical or Hands-On Training

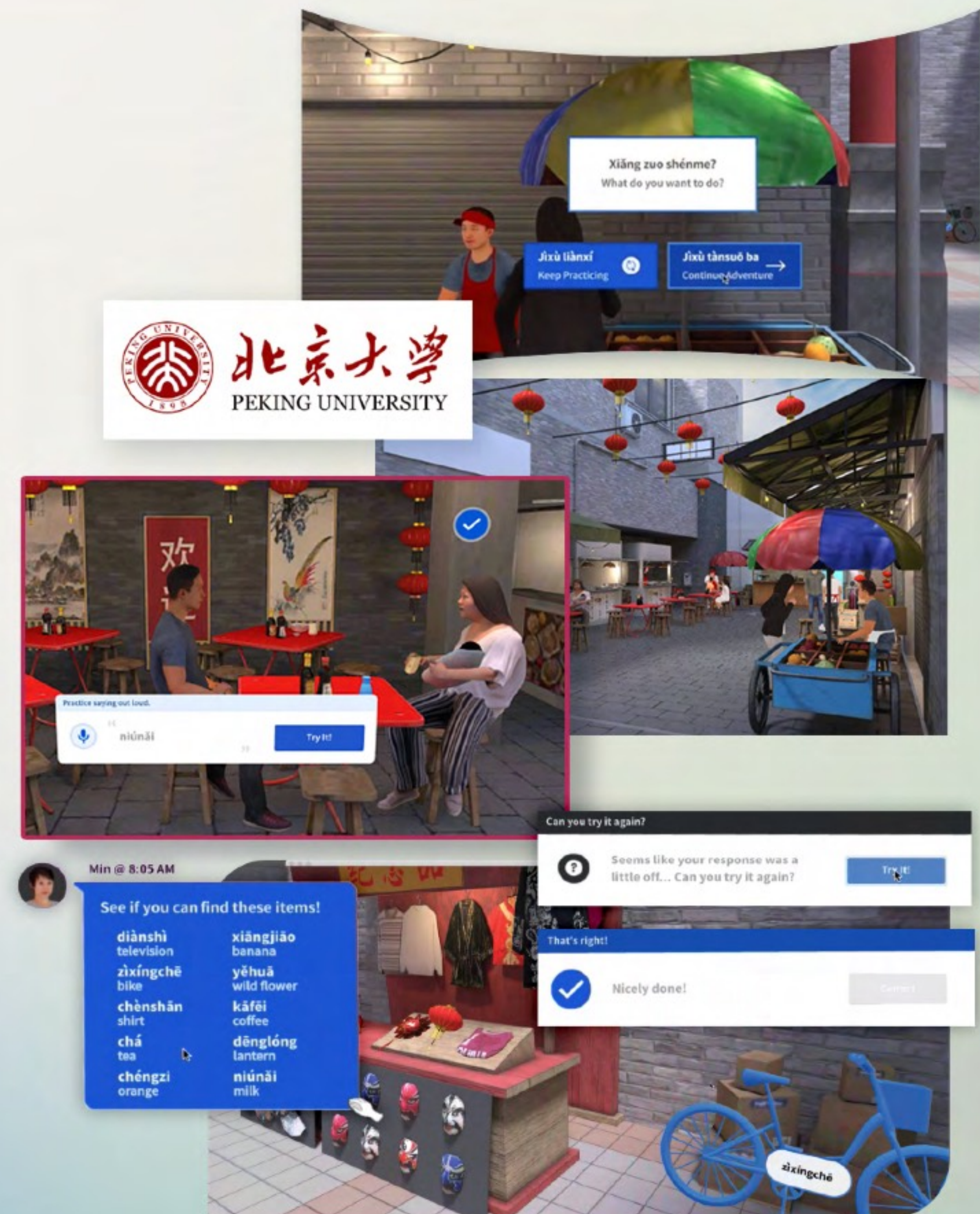
 **Experience Type:** Active

 **Purpose:** Help learners acquire new vocabulary and practice their speaking skills.

 **Scenario:** Learners teleport to a bustling market in China, identifying items and practicing their pronunciation and speaking skills. As learners explore, they practice listening, speaking, and applying vocabulary in realistic settings and situations.

 **Specs:** In the desktop version, learners move around the market via a mouse, trackpad, or keyboard; in the headset version, they're surrounded on all sides by this vibrant virtual market. In both formats, they gain feedback on their pronunciation and practice getting it right—a must-have with a tonal language like Mandarin!

 **Show and Tell:** Experience this virtual feast for the senses with our [50-second video tour](#).



Case Study: **coursera** +  **SWEETRUSH**

Introduction to Physiology

Use Case:

 Visual Simulations

 **Experience Type:** Passive and Semi-Active

 **Purpose:** Introduce learners to the structure and function of different bodily systems.

 **Scenarios:** Learners *literally* journey inward in this immersive tour of the human body. For example, they explore blood pressure from a cell's perspective—and later play the role of health care provider as they interact with a patient and measure her blood pressure.

 **Specs:** Learners can enjoy the journey through the human body and engage with their patient via their desktop *or* headset. In both formats, this immersive experience teaches them to “engage the ‘embodied imagination’—just as scientists do.” This engagement isn’t just enjoyable and interesting: As Jonas Salk (right) notes, it’s a vital step in scientific inquiry.

 **Show and Tell:** You’ll never look at a sphygmomanometer the same way again! Check out a video demo of this [awe-inspiring immersive experience](#).



“I would picture myself as a virus, or a cancer cell, for example, and try to sense what it would be like to be either...When I had played through a series of such scenarios on a particular problem and had acquired new insights, I would design laboratory experiments accordingly.”

—**Jonas Salk**, inventor of the polio vaccine¹⁰

¹⁰ Paul, A. M. (2022). Thinking with Movement. In *The extended mind: The power of thinking outside the brain*. Mariner Books.

Case Study

Warehouse Hazard Training

Use Case:

-  Health & Safety Training
-  **Experience Type:** Semi-Active
-  **Learner Audience:** Automotive warehouse technicians
-  **Purpose:** Prepare learners to identify critical safety hazards in a warehouse space.
-  **Scenario:** In this native VR application, learners use headsets to explore the 360° warehouse space and work against the clock to identify 15 safety hazards. Though the passing score was 12 hazards, learners voluntarily repeated the experience until they found all 15—an extra effort that demonstrates their high levels of engagement.
-  **Specs:** The client-SweetRush team originally created this experience as a native VR application—then leveraged the 3D assets for use in the client’s eLearning courses, thus maximizing the value of the experience across their learning portfolio. This realistic 3D content helped to increase learners’ engagement and transform an eLearning module into an enjoyable, first-person gaming-style experience.
-  **Show and Tell:** Enjoy a [one-minute walk-and-talk](#) through this authentic warehouse experience.



CHAPTER 5

How Do WebXR Experiences Work with My LMS?



Creating WebXR Experiences That Play Well with Your LMS and Data Analytics Needs

Friends, we've reached the make-or-break moment.

Up to this point, learning innovators like you are all in on the benefits of WebXR learning solutions. Who wouldn't jump at the opportunity to offer engaging, effective immersive learning experiences to a much wider audience?

There’s no question that scalability makes WebXR experiences an asset to any learning portfolio. But even our most future-focused client-partners have some lingering concerns:

Maybe all learning content needs to live in their organization’s LMS.

Maybe they need to collect completion and performance data that proves the ROI of their learning investment.

And maybe they’ve heard the rumor¹¹ that LMS integration is a thing of the future—or that it’s only been achieved in a few rare, hard-to-replicate instances.

Learning futurists, we assure you: These obstacles are ancient history.

WebXR experiences **can** live and thrive in an LMS—right here in the present. And the benefits of LMS integration are available to **everyone**.

No, we haven’t built a replicator¹² (at least not yet!). But we *have* created a revolutionary technology that makes our client-partners think they’re living in the 24th century.

Meet the WebXR LMS Integration Tool by SweetRush XR. (You can call it LIT.)

LIT’s superpower is making sure no immersive learning solution ever has to stand alone.

Here’s why it’s the ultimate sidekick for your WebXR experiences:

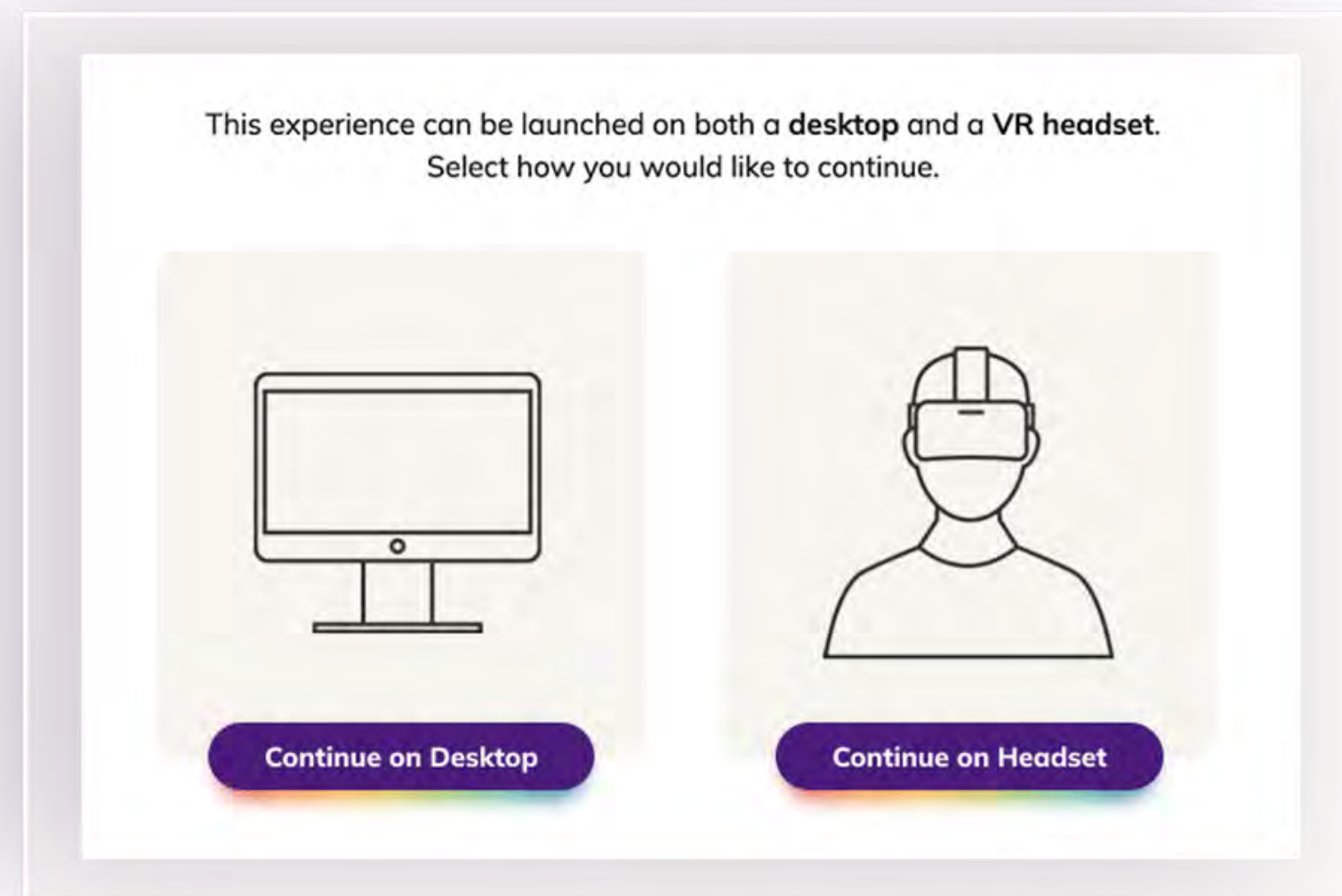


11 Scoggin, B. & Stackable, W. (ArborXR). (2023, May 10). [Bodyswaps: Innovating Soft Skills Training with Virtual Reality](#) [Audio podcast].

12 CBS Studios Inc., Paramount Pictures Corporation, and CBS Interactive Inc. (2012, February 18). [Replicator](#). Star Trek.

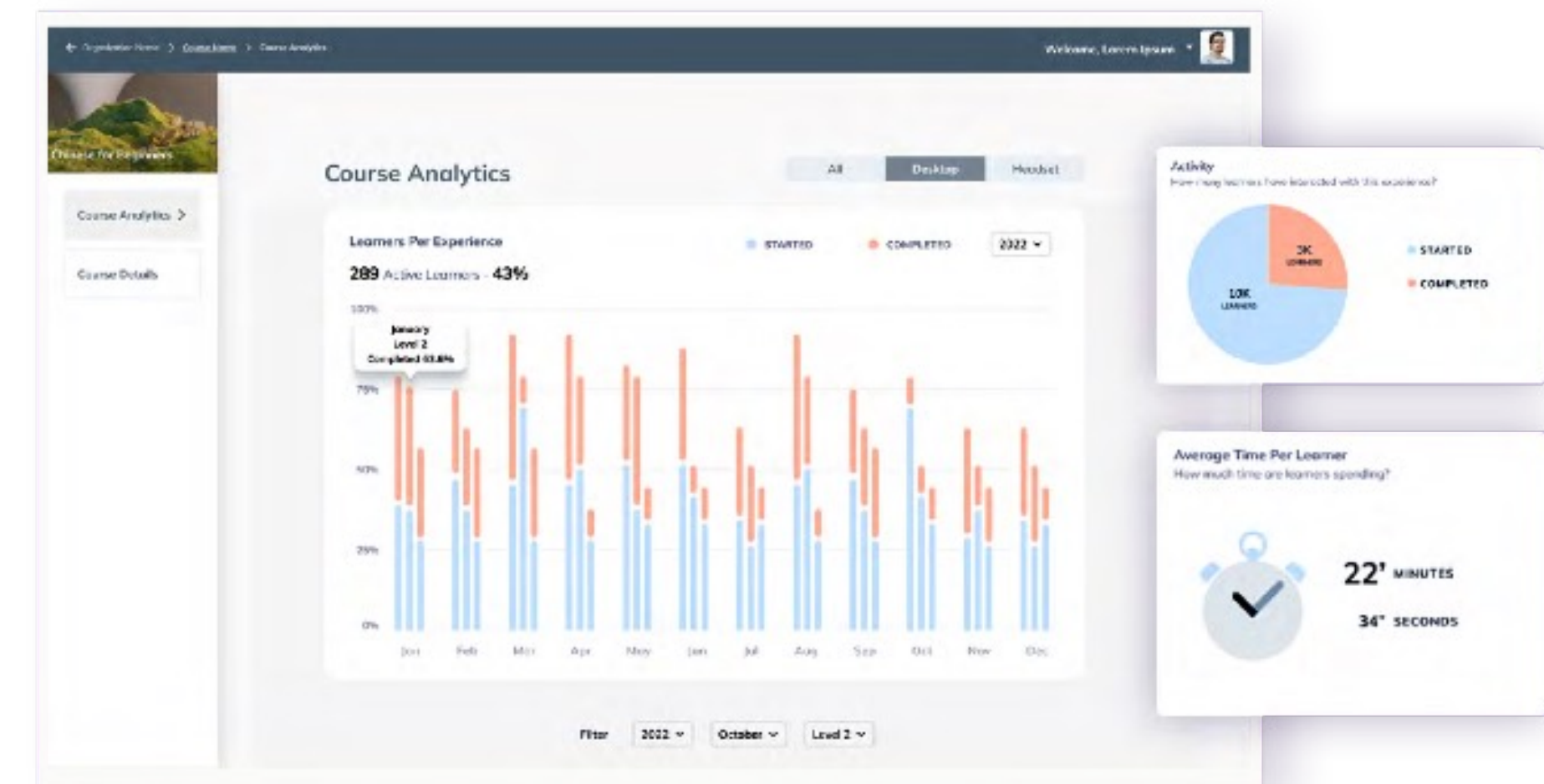
- 2 **LIT allows WebXR experiences to launch directly from existing eLearning courses.** At launch, it cues learners to choose their device: headset or computer. (We call this choice **device optionality**.)

Learners then proceed seamlessly to the WebXR experience via their device of choice. Here's how that looks to learners:



- 3 **LIT shares data between the LMS and the WebXR experience.** The WebXR solution “knows” learners’ identities and brings their performance metrics back to the LMS, creating a continuous, seamless experience on the front *and* back ends.

- 4 **The LIT Analytics Dashboard captures and displays complex performance data that the LMS can’t process.** We work with you to customize this feature to deliver the learner performance data that matter most. Go beyond completions and seat time with complex learner metrics like tone-of-voice analytics, gaze tracking, and reaction time.



You might be wondering if LIT is compatible with your organization’s LMS.

We want to [hear more](#)—but our working answer is “yes!”

We’ve deployed content on hundreds of LMSs, all with their own complexities, quirks, and security protocols. (Learn more about [how we build](#)—in the words of one client-partner—“with, through, over, around, and under” your current learning ecosystem to integrate your WebXR experiences.)

A very LIT show and tell: Adrian Soto and Dani Silver discuss the features and functionality of this transformative innovation in this [four-minute video](#).

CHAPTER 6

How Can I Leverage WebXR Learning Experiences at My Organization?



Our Consultative Approach to Adding Immersive Experiences to Your Learning Portfolio

We've been talking a lot about what you can create with WebXR. Now let's talk about *how* we show up to create with you.

We're learning partners first.

We love to build—but there's more to us than bells and whistles.

We start with curiosity about your business and learning needs and explore those with you to help find the right solution for your learners. The best fit may be an exciting WebXR experience...or it might be something else entirely.

If, for example, a video or an eLearning course would work better, we'll say so! Some of our best friends (and colleagues) are custom learning creators—and we'd love to introduce you.

Our team has a wide and wonderful range of capabilities, and we're united by our passion for creating engaging, effective ways to help learners meet the rapidly unfolding future (and present!) of work.

We'd love to join you for this important work—and we promise you'll be in good hands. Check out our industry awards (right) and [reviews](#) from current client-partners.



Brandon Hall Group Awards

187 TOTAL — 130 GOLD (2017–2023)

In 38 categories, including:

- Learning strategy, measurement, results
- Sales training, leadership, compliance, new hire onboarding
- Virtual worlds, games, video, mobile, custom content
- Blended learning, certification, competencies & skill development
- Change transformation, innovation, upskilling, hybrid learning
- Diversity & inclusion
- Human capital citizenship



Training Industry TOP 20
Experiential Learning
and Custom Content



eLearning Industry
CHOSEN #1
Immersive Learning

We can consult with you on L&D *and* broader business strategy.

We've said it before: We do a lot of listening.

We want to understand your use cases, learners, and work environments so that we can recommend the optimal immersive learning experience for your needs.

We *also* want to help you maximize the value of your immersive content. Together, we'll explore ways for different teams and functions across your organization to share and leverage these 3D assets. (See right for an example featuring a digital twin of a hotel.)

We call this beginning-to-end consulting process **strategy mapping**, and it's just one of the ways we help you boost the ROI of your immersive learning experiences. Some others include needs analysis, design thinking, empathy interviewing, learner testing, and frequent iterations: the tried-and-true practices we use for *any* effective learning program.

Four Ways of Looking at a (Virtual) Hotel: Strategy Mapping in Action



Recruitment: This digital twin can be leveraged to create hospitality management games for recruitment events. Players who perform well just might receive an offer.



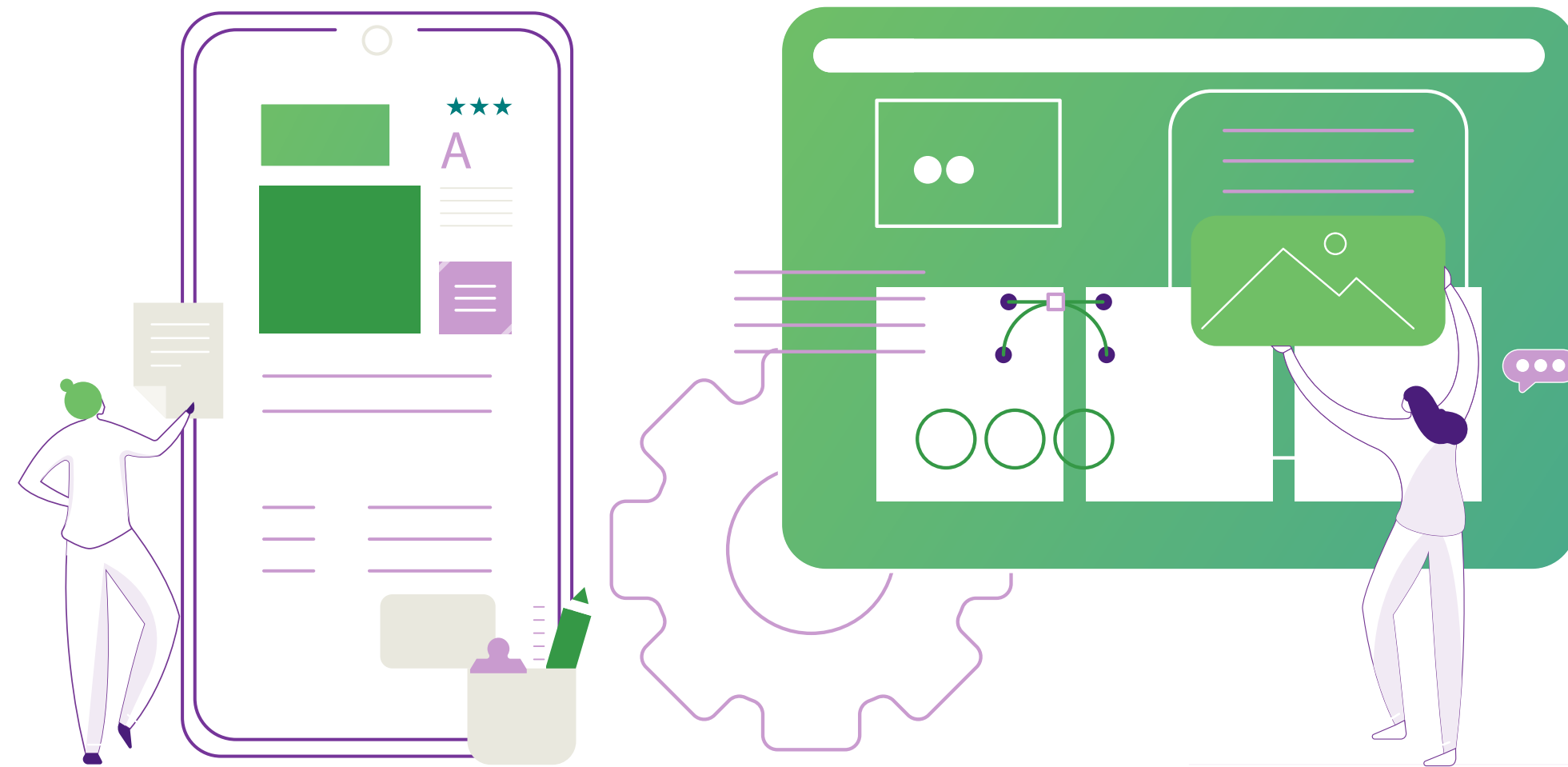
Guest Services: Guests might use the digital twin to customize their rooms and event spaces in advance of their visit.



Marketing & Communications: Marketing teams might take the digital twin "on the road" as part of a pitch to potential clients.



Learning & Analytics: L&D teams can leverage a digital twin from an immersive simulation to supplement training videos and eLearning courses.



We're technology-agnostic.

Because we're not bound to any specific tool or technology, we're able to recommend effective solutions using the software, game engines, hardware, and platforms that best meet your needs. We often develop from the ground up, but we also take requests!

If, like many client-partners, you've got technology constraints, we'll build with the authoring tools and systems you already have. We're known, in the words of one client-partner, for making learning experiences work "with, through, over, around, and under" idiosyncratic intranets, content libraries, and infrastructures.

If you've got a labyrinthine LMS or a fractious firewall, [we're all ears!](#)

We bring agency-level visual and creative design to the table.

When it comes to learner engagement and immersion, appearance matters. SweetRush is known for our team of designers, developers, and 3D technical artists who will work with you to design a richly immersive environment with all the relevant details your learners need (and none of the noise).

We'd love to hear your vision—or help you create one. (Curious about the possibilities? Flip through [our lookbook](#).)

We're focused on research and development.

You're future-focused—and so are we.

Because we're a learning partner first and foremost, we're curious about results. And because immersive experiences yield such robust learner data, research and development play a significant role in our vision. If you're looking to conduct systematic, controlled tests of your immersive learning solutions, [we're all in!](#)

We'll evolve together.

Evolution is a constant process...and we love the way our client-partners inspire us to advance.

76%

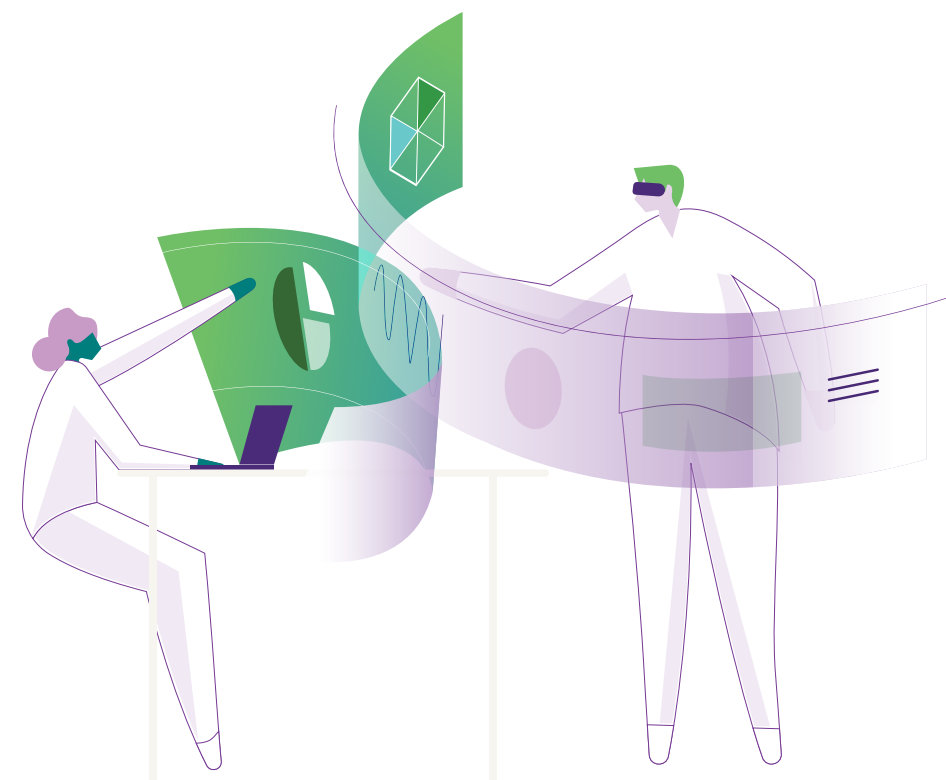
of executives and learning leaders report that immersive learning implementation and scaling are "faster and easier" when they partner with experts.¹³

¹³ Carrel-Billiard, M., Guenther, D., Rosa, N., & Taylor, K. (2021). Engage: Experienced Partner to Scale XR. In [Engage, immerse, and inspire...with Extended Reality](#) (p. 38). Accenture.

Our team started with custom native VR applications, then rose to the challenge of building VR instructor-led training (VR-ILT) and multi-learner collaboration spaces. (Watch Solution Architect Dani Silver share our origin story in this [90-second video](#).)

Most recently, as we worked to solve our client-partners' adoption and scaling challenges, we discovered the missing link and the gateway to immersive learning: **WebXR experiences.**

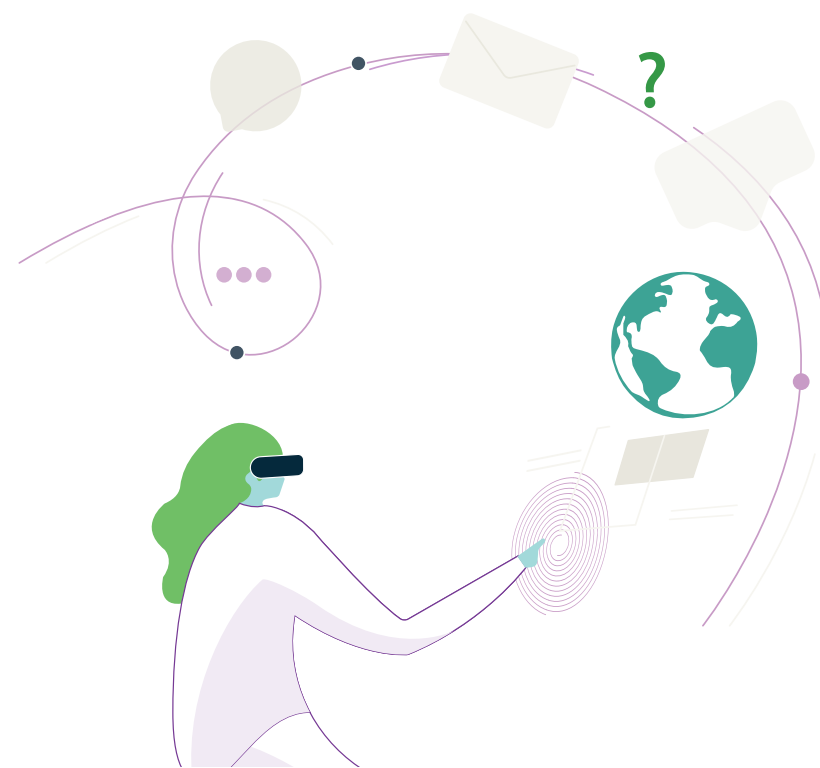
Ready for *your* next learning leap forward? [Let us help you](#) clear the hurdles.



WebXR: The Gateway to Immersive Technology



360° immersive experiences are delivered straight to learners' VR headsets or desktop computers.



Immersive Learning VR Applications



Self-directed simulations allow learners to practice and perfect their skills in a safe virtual environment.



Virtual Reality Instructor-Led Training (VR-ILT)



Live facilitators demonstrate concepts, guide learners, and provide authentic, real-time feedback anywhere in the world.



Multi-Learner Virtual Spaces



Intentionally designed immersive spaces welcome groups of people for learning, collaboration, and connection.

As learning leaders, we're increasingly called upon to do **more, faster, with fewer resources**. (No wonder we're feeling the need for adaptability and agility.)

Our learners are looking to us for help in meeting the pace of change. They understand the need to upskill and reskill. They just need time...and bandwidth.

Immersive learning helps them conserve these valuable resources while removing the pressure and fear of fumbling. Thanks to its authenticity and reduced time to competence, it's also a great confidence booster.

We've known about these benefits for a while. What's **transformative** about the present moment is the opportunity it presents to bring high-quality, effective, and engaging immersive experiences to our entire learner audiences.

WebXR empowers us to democratize access to leading-edge knowledge and skills—and bring about more positive change than ever before.

We're so excited about this new L&D superpower...and we can't wait to join forces.



Warmly,
Tiffany Vojnovski
SweetRush Senior Learning Evangelist

Contact Our XR Team



Danielle Silver

Immersive Technologies
Solution Architect

[Get In Touch](#)



Adrian Soto

Director of Immersive Technologies

[Get In Touch](#)



Let us be your guide to the **Future of Learning**



You're excited about leveraging new technology—and you need the right partner to help you take the next step.

We're ready to show you how your immersive learning initiatives can be phenomenal success.

We'll help you bring the future to your learners and your business—and accelerate your career as an innovator.

Reach out anytime. Let's start creating the future of learning together.



Danielle Silver

Immersive Technologies Solution Architect
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[Learn more at xr.sweetrush.com](https://xr.sweetrush.com)



Advanced Learning
Technologies Strategy &
Roadmap



Virtual
Reality



Web-Based Immersive
Experiences (WebXR)



Multi-Learner and
Instructor-Led VR



Augmented
Reality



AI / Machine
Learning



Learning Game
Design



Blended Learning
Journeys



Multiplatform
Development



Top Winner 2023!

40 Awards

24 Gold — 7 Silver — 9 Bronze



[Learn More About The Awards](#)

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Our Clients Say...



Professional, creative, resourceful with high quality delivery and a great team spirit!

They stay on top of the latest trends in their field, hire diverse talents, are very responsive to client needs/ feedback, and they have the courage also to stand up for what they believe in. It was a true joy to work with them as we would go through the ups and downs of our projects with a 'glass half full' attitude, making sure it was fun to do the work at the same time as we were really focused on a high-quality outcome. I would say I think SweetRush are the best in their field!

—**L&D Director**, Fortune 500 consumer goods manufacturer, 10,000+ employees



EXCITING... development of a POC for Virtual Reality training

Amazing how SweetRush can quickly understand our business. Right from the start the SweetRush team (yes, I said team) worked with us to develop an exciting Virtual Reality experience.

Their ability to wrench on the creativity nerve was amazing. SweetRush's customer-centric approach is second to none, while flexibility and innovation exceeds expectations. The result is a handsomely designed, impactful Virtual Reality solution. More projects to come.

—**L&D Manager**, Leading transportation and logistics company, 10,000+ employees



Great thought leaders willing to push, and be pushed, in new and exciting ways

Excellent and responsive team, great innovators, inclusive leadership. All of this has made me and my team feel at home as if SweetRush were an extension of our internal team members.

—**Product Manager**, Online education provider, 10,000+ employees



SweetRush is a customer-focused partner that provides world-class products and services

The SweetRush team is amazing. They are all so friendly and quick to jump on any questions or concerns. Their communication is top notch and their final product is amazing. They helped us realize our vision and produce something new and fresh our company had never seen before. I have and will recommend them for any eLearning need in the future.

—**Senior L&D Manager**, Automotive, 10,000+ employees

Trust

is a beautiful thing.

Trust is why we get to work
on our clients' **most
important custom L&D projects.**

And when our clients need **temporary talent**,
the trust is there because, like them,
we **do** this work!

And when they have **leadership & culture
challenges**—the trust is there because
we walk the walk.

And when they see **VR & AR** coming and need
a solid partner, the trust is there to build the
business case (and incredible content).

And trust is why clients join us in pushing
the envelope and creating results that
win awards.

So let's have one conversation.
You will feel the trust!



130 Gold
Brandon Hall
Group Awards
2017—2023



8 Gold
Chief Learning
Officer Awards
2014—2022



Top 20
Training Industry
Custom Content,
Experiential Learning



Chosen #1!
eLearning Industry
Immersive Learning,
Diversity & Inclusion



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