

REINVENTING OFFERS AND CUSTOMER EXPERIENCE WITH MULTI-SENSORY IMMERSIVE ROOMS

February 2022

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WHY IMMERSIVE RESEARCH?

Testing in real-life conditions is not always possible or easily achievable. However, it has been shown that context impacts perception and improves evaluation.

Reproducing different contexts and offering an immersion allows the researchers to:



LIMIT CERTAIN LABORATORY BIASES



IMPROVE TEST PREDICTIVITY



PLAY WITH DIFFERENT SCENARIOS

ENGAGING ALL THE SENSES FOR A COMPLETE EXPERIENCE



ACT ON THE 5 SENSES

Seeing and hearing, but also the other senses (smells, heat/cold, wind, humidity,...)

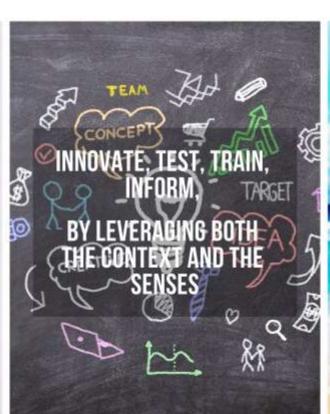


BE ABLE TO INTERACT

Moving around, interacting with other people,...

MULTI-SENSORIAL IMMERSION WILL ALLOW THE RESEARCHERS TO:



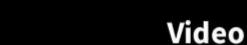




OUR SOLUTION: MULTI-SENSORY IMMERSIVE ROOMS

Modular and removable





CIRCULAR SCREEN 90" / 180" / 270" / 360" OR IN COMBINATION OR PROJECTED ON WALLS

4K VIDEO AND 360° SOUND

WIND, AMBIENT HEAT, RADIANT HEAT, AMBIENT COLD, MISTING, SCENT DIFFUSERS

INTERACTIVITY WITH CONNECTED OBJECTS, ERGONOMIC CONTROL ON TABLET

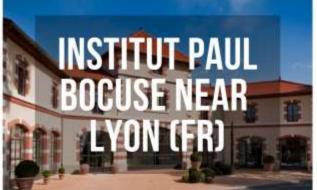
TO SUIT YOUR NEEDS:











CASES STUDIES



PRODUCTS AND CONCEPTS TESTING



USER EXPERIENCE TESTING



AUGMENTED BRAINSTORMING CO-CREATION

1) PRODUCT & CONCEPTS TESTING

An ideal approach when real-life testing is complex (out-of-home use)

IMMERSIVE TESTING FOR...

Multiplying contexts, varying sensory parameters, accelerating time (1 day or 4 seasons in 1 hour), limiting certain laboratory biases



UNDERSTANDING THE IMPACT OF CONTEXT ON APPRECIATION & EXPERIENCE



DETECT THE BEST PRODUCT-CONTEXT PAIRING



DETECT RISKY PRODUCTS, NOT CONGRUENT WITH CERTAIN CONTEXTS











OF THE BIASES OF THE LABORATORY

Survey AgroParistech - Reperes - The Lab in the Bag (2017) Alcohol-free beer test in an immersive room with 240 participants

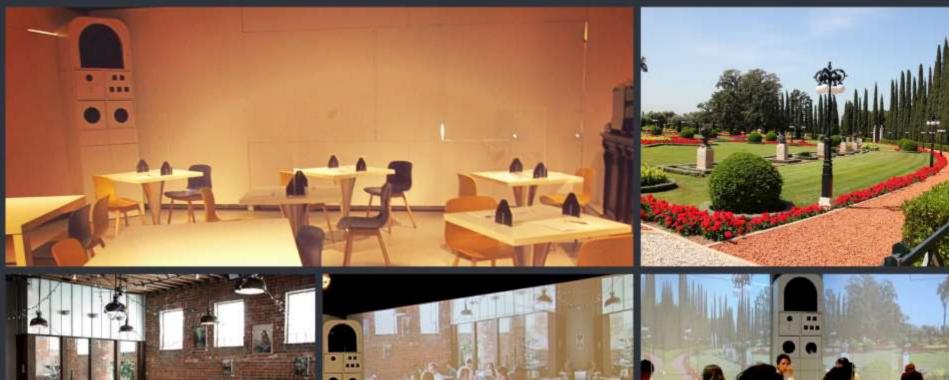


2) EXPERIENCE TESTS IN IMMERSIVE ENVIRONMENTS

THE PARTNERSHIP BETWEEN INSTITUT PAUL BOCUSE, REPERES AND THE LAB IN THE BAG

A multi-sensorial immersive space of 80m2 allowing to bring to life concepts of restaurants, shops, agencies...







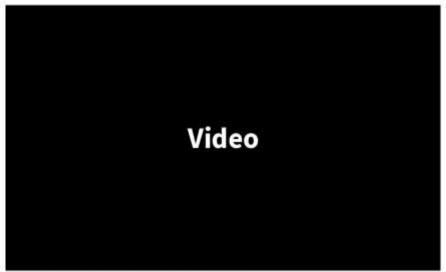




CATERING CONCEPT TEST

Co-creation of environments around the use of industrial hemp in the restaurant menu.

Use of three different environments to immerse clients in a hot topic.



POSITIONING OF PASTRY CONCEPTS

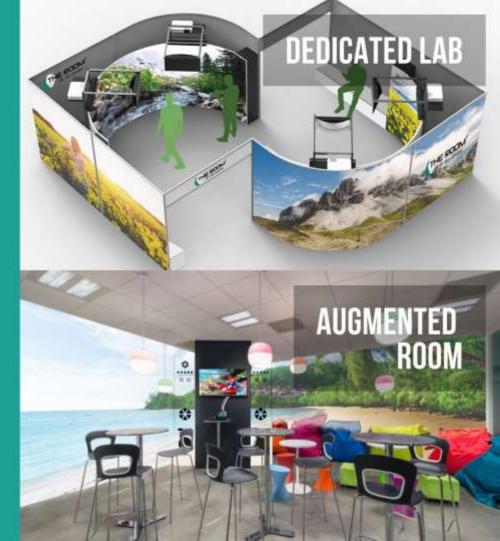
Co-creation of two pastry shops: use of smells, music and visuals to understand the congruence between each stimulus and pastry and their impact on the customer journey

EXAMPLES OF STUDIES CONDUCTED

3) AUGMENTED BRAINSTORMING, CO-CREATION

IMMERSION INTO AN ISSUE
DEMONSTRATION OF PROSPECTIVE
SCENARIOS

INTERACTIVE CREATIVITY
WORKSHOPS
CUSTOMER JOURNEY TESTING





Video



CONTACT US TO SET UP YOUR IMMERSIVE STUDIES



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