

## Behind Closed Doors: Global Social Media Organization Elevates Their Data Collection in Real-World Home Environments

When our Client, a global social media organization, needed data collection from home environments to evaluate their AR/VR products' performance for launch readiness, Data collection was ramped up by over 80%.



### Challenges

Data collection from home environments was required to evaluate their AR/VR products' performance for launch readiness.

Their scope need to be expanded globally to cover North America, Europe, and Asia Pacific.



### Solutions

Proof-of-concept for data collection was undertaken using homes in the San Francisco Bay Area.

Ground truth data was collected using motion capture systems that was easily set up in homes.



### Results

The project's global scale grew to cover over 15 countries in 100 cities.

Data collection was ramped up by over 80% leading to the launch of multiple VR headsets and dozens of new software products.



## Client overview

Our client, a prominent social network company, hired us to help with data collection of ground truth data for their consumer AR/VR headsets from a diverse range of real-world home environments. We took this project head-on, knowing we would help evolve our client's groundbreaking products.

## Expanding data collection sites for AR/VR performance evaluation

Our Client needed data collection from home environments to evaluate their AR/VR products' performance for launch readiness and for corner-case training (i.e., training data for hard-to-track environments).

They expected us to establish and expand our data collection site to a variety of locations in North America, Europe, and Asia Pacific – all places where they were launching these products.

## Collecting ground truth data in Airbnb locations worldwide successfully

We worked closely with our Client's team to develop data requirements, to refine procedures for collecting high-quality data using motion capture systems, to build tooling, to manage logistics of data and equipment, to secure IP, and to handle privacy and regulatory issues, such as trade and customs.

The project began with a proof-of-concept for data collection using homes in the San Francisco Bay Area. After the data requirements were fleshed out, operations were scaled up and proved the value of the data collected to client stakeholders. We collected data with the clients' devices by using them in the way end-users would be expected to use them (i.e., playing games or watching media in different environments). We used tools that interface with the devices to record key device data metrics.

We dispatched three (3) traveling teams that would implement data collection in Airbnb locations in countries across the globe where the client's products would launch. We collected ground truth data using motion capture systems that can easily be set up in homes, then shuttled captured data from the homes (Airbnb locations) to our client's campus for processing using large RAID drives to protect against data loss. We also worked with our client's internal security teams to book local security agents for secure transport and safeguarding of IP and equipment.





## Key benefits

- The project's global scale grew to cover over 15 countries in 100 cities.
- The project utilized 1250 rooms in 336 homes globally, without additional infrastructure costs.
- Data collection was ramped up by over 80% leading to the launch of multiple VR headsets and dozens of new software products.
- A 75% improvement in the quality of our Client's KPI's was achieved for their product teams.

As a result of this work, our Client now has a clear path for developing future products that function in diverse home environments. This project provides valuable insights into our Client's ability to innovate and push AR/VR boundaries further into the real world.



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