YULIO®

Client Conversations

Design. Present. Impress.

Architectural Success Stories in VR with Nethra Ram Mohan of HKS

Earlier this year, Regiane Laveli, the Sales Manager at Yulio had a chance to sit down with Nethra Ram Mohan, the Director of Immersive Experiences at HKS, a global architecture firm

With over 20 years of experience in integrating innovative technologies to improve and advance the architectural design process, Nethra weaves design concepts into emotive engaging and immersive user experiences. As the Director of Immersive Experiences, Nethra leads the charge in strategizing, training and implementation of immersive technologies and visualization on architectural design projects.

During this conversation Regiane and Nethra discussed the impact VR can have and some of the experiences Nethra has had with VR over the years. We've gathered some highlights from this conversation to share some examples of the success of VR.

Nethra Ram Mohan
Director of Immersive Experiences
HKS

How long have you been using VR presentations at HKS?

I'll say we were some of the early adopters. We have been using it for about 10 years.

We started with the Oculus when the first Oculus Rift was released . It was a slow start at the beginning, but we've been using it consistently since then.

What's the impact of VR on your presentations with your projects?

That is the whole reason why we use virtual reality! When you see that reaction from a person who's wearing it for the first time or who's experiencing their architectural design for the first time, be it the designer, be it the consultant, be it the client, everybody has that immediate reaction of "Wow:" When you see them actually understand the design, or the feeling of them walking through the design model , It's a surreal emotion for them and they hopefully feel something like "OK, this is real." And that is the biggest impact you can get with VR.

When it comes to communicating your design, there is no other medium that communicates it as good as virtual reality.

What is the impact of VR on the day-to-day development of the projects? Does it allow for faster decisions?

The better you're able to communicate, everything else falls into place. With VR you are talking at a completely different level Everybody you're talking to understands the design and is getting involved at a level that you could not achieve before.

So, with that there is absolutely faster decision making and more importantly confident decision making.

Before using VR, sometimes you have to go through multiple iterations with the client, but now you there is clarity and you want to make it better. Everybody wants to make it better. There’s definitely more confident decision making.

Then in terms of timelines too, yes, there is a time where you spend discussing it in VR, but then at the same time, it just eliminates a lot of back and forth. It eliminates a lot of rework. It eliminates a lot of things that would cause you more trouble if discovered later in the design/ construction stages.

Let’s talk about client reactions when they see VR presentations. So what was your client's initial reaction the first time they used VR with you?

I'd say many of our clients, be it our design team, even my team, the initial response is “Should I even wear the headset?”

There's always a hesitance before they start using it, but then once they are comfortable, and you do have to keep working at making them comfortable with the whole idea of virtual reality, it's a different medium. But once that's achieved, I've seen all sorts of positive reactions!

When you Google VR reactions and you'll find those crazy expressions,We've seen all those reactions from first time users. It takes a bit, but then suddenly they are looking all different directions, like it's not just one view like in 2D, you are actually exploring the design at a completely different dimension.

And the best part of the client reactions almost all the time have been very positive in terms of them saying “Now I see it! Now I get it!”

I would like to talk to you a little bit about the implementation of VR at HKS. What was the main challenge for you during the implementation?

At HKS, we have a group of people who champion the VR technology integration. It takes somebody with a keen interest and staying persistent, even if there is an initial hesitation. I remember going to our leadership and saying we need to do this. And they were like, “OK, let's try it.” There was never hesitation in terms of the investment. After you start seeing positive feedback, that's when it gets so much better.

I'm not saying every project is using it right now. It still takes time to set up and use VR, right? It can take time out of a client meeting, where we only have an hour. It requires some prep to make sure everything goes smoothly. The client should be comfortable wearing a headset.”

Headsets have become less expensive and more convenient. The level of development has made it much easier, and it's just a matter of time before every person starts using it

IHow long have you been using Yulio For? What made you decide to use Yulio?

We've been using Yulio for more than 7years. When we started using virtual reality headsets, that's when we first looked at Yulio. We were looking for a way to transfer our 360 panoramas into something that can go into a headset more easily, and Yulio was our choice.

It was user-friendly and could translate to different endpoints easily. Using hotspots to navigate through the project helped showcase the design with ease, enhancing storytelling.

Back then, when not everybody had a headset or even now having options like browser-based versus phone versus headset-based, was a huge benefit. The same Yulio project can be consumed in different formats.YIt's also very easy to share through a weblink. As a global firm, with people and projects spread in different parts of the world this helped with project pursuits and presentations.

So, we have been using yulio since the early years. Since then we have more than 100 Yulio projects across multiple sectors.

Everybody uses it differently. Some use it as a presentation tool, some use it as a design tool. I've seen people create stories through it. They have hotspots and audio cues that pop up as you go through your presentation, immersing the user through their stories.

So how would you define VR in three words? And what was the biggest lesson you learned through the use of VR?

The three words I would use are beautiful, magical, special.

The Biggest lesson learnt using VR is that design communication is complicated and difficult. anything that can make communication easier, is a great asset.

I think that's the biggest lesson we learnt and I'd say I'm still learning is how to communicate design and the best mode to communicate it?

Transform your Projects and Presentations with Yulio

Nethra's experience highlights just how impactful VR can be in client presentations. Whether you're showcasing conceptual designs, streamlining RFPs, or reducing costly physical mock-ups, Yulio provides the tools to elevate your visual storytelling. As well as making your projects easily shareable.

Want to see how Yulio can enhance your workflow? Book a demo today and discover how to create immersive, interactive presentations that leave a lasting impression.

About Yulio

At Yulio, we understand the challenges you face. That's why we've created a game-changing solution that requires almost no training. With our revolutionary VR and AR cloud rendering platform, you'll create more immersive presentations and AR objects directly from Revit and make client communication more efficient.

Ditch the PDFs and craft presentations that truly transport your clients. With Yulio Jump, you can transform static CAD projects and 3D models into immersive experiences in just a few clicks. **Create** captivating virtual tours, **Enhance** them with rich media, and **Present** seamlessly via URL or VR headset, all while tailoring the content for each client. Upgrade your presentations and elevate the client experience – the future is here.

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