THE WILD

5 Ways to Evaluate if You Need to Evolve Your Design Collaboration

Is your team effective, staying current, productive, and making informed decisions on their designs?

Introduction

Is your design collaboration process a breeze?

Chances are, it's not. With more people working remotely and projects moving faster than ever before, it's easy to make critical mistakes along the way. These high demands can make it difficult to articulate design intent to teammates and stakeholders, especially as new, immersive technologies can outdate your old design processes.

This guide will show you five ways to evaluate if you and your team need to evolve your design collaboration process.

Design intent is hard to articulate.

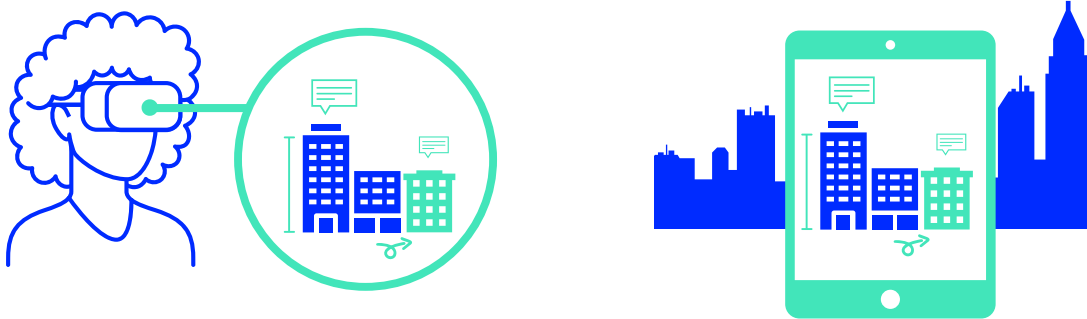## | "I just can't see it."

Sound familiar?

We know how frustrating it can be to tirelessly work on a design, only for key stakeholders to misunderstand the intent behind it. Articulating spatial design intent in 2D can be incredibly difficult and downright ineffective. Of course, it's the way it's always been done, but deep down, you know there must be a better way.

As a leader in your company, you have implemented many new workflows, but facilitating how to articulate design intent has been one of the hardest.

Sending 3D files back and forth to one another over Slack gets confusing, and reviewing spatial concepts on video like Zoom is not ideal. Standing over each other's shoulders becomes really out of the question with more colleagues working remotely or in different time zones.

It's crucial for your team to be able to meet in real-time in order to keep everyone aligned and make their design intent clear. Today, you can collaborate and experience your designs at even more effective levels using Virtual Reality (VR) and Augmented Reality (AR.)

Using these technologies, you can have a more effective meeting by experiencing the design, rather than just showing it out of context. Your workers can rapidly prototype and capture ideas in an immersive environment, no matter where they're located, so they can save time and gain faster project approval. Immersive technology is the key to helping everyone unlock better and faster decisions in the design process.

50% faster
design approvals by using immersive design collaboration

Your company is a bit stuck in the past.

On a <u>recent blog post</u>, a Digital Design Applications Technologist at a Top 100 architecture firm asks "How do we further enhance the way we visualize our designs to better involve stakeholders as integral members of the process?"

From architecture firms to enterprise companies, visualization and collaboration workflows are largely stuck in the past. Organizations continue to partake in outdated forms of visualization such as required in-person interaction, creation of physical mockups, and 2D modeling. These iterations are sluggish and time-consuming due to lack of collaboration efficiencies.

Chances are, your company is also experiencing challenges due to poor visualization capabilities and techniques.

If your work is continually being passed over or you're losing out on bids, it's time for a more modern approach to visualization. When looking amongst several RFP's, clients are increasingly selecting the firms employing emerging technologies. Many progressive design teams are embracing the power of real-time, immersive collaboration, and watching it revolutionize their workflows and processes.

Recently, the Senior Technologist of a global retail experience firm based in Pennsylvania reported that the number one area of value for his team has been able to quickly iterate on initial concepts with clients:

"That iterative process is often stymied by stakeholders that can't make that mental leap of logic or extrapolation. With immersive collaboration using virtual reality, we can now 'invite them in', show them directly, have conversations, riff, move around, and adjust the design in real-time."

Presentations are time-consuming to prepare.

Traditional presentations are time-consuming to prepare, are often static, and lack a sense of immersion. Organizations often underestimate the cost to prepare design proposals and presentations and do not account for that cost to achieve desired margins. When presenting designs to stakeholders and other teammates, reviewing 3D models in an immersive virtual environment can help you be up-to-date on new tech, gain design approvals faster, and compete for—and win—the most important projects.

According to the CEO of a major architectural visualization studio based in Dallas, Texas, the amount of new business won through immersive client presentations has been "definitely in the millions—just this year." His team can upload their 3D models into a virtual space, add interactive elements, invite others to join, and present virtually, eliminating the need for a flat Zoom call or Powerpoint presentation.

Remote work is the new normal.

Whether you've recently been thrown into the "WFH" life due to the pandemic, or you're an old hat at working away from an office, remote work is the new normal. And with that, comes challenges. Physically working apart from your co-workers might not be how you envisioned working on design projects together.
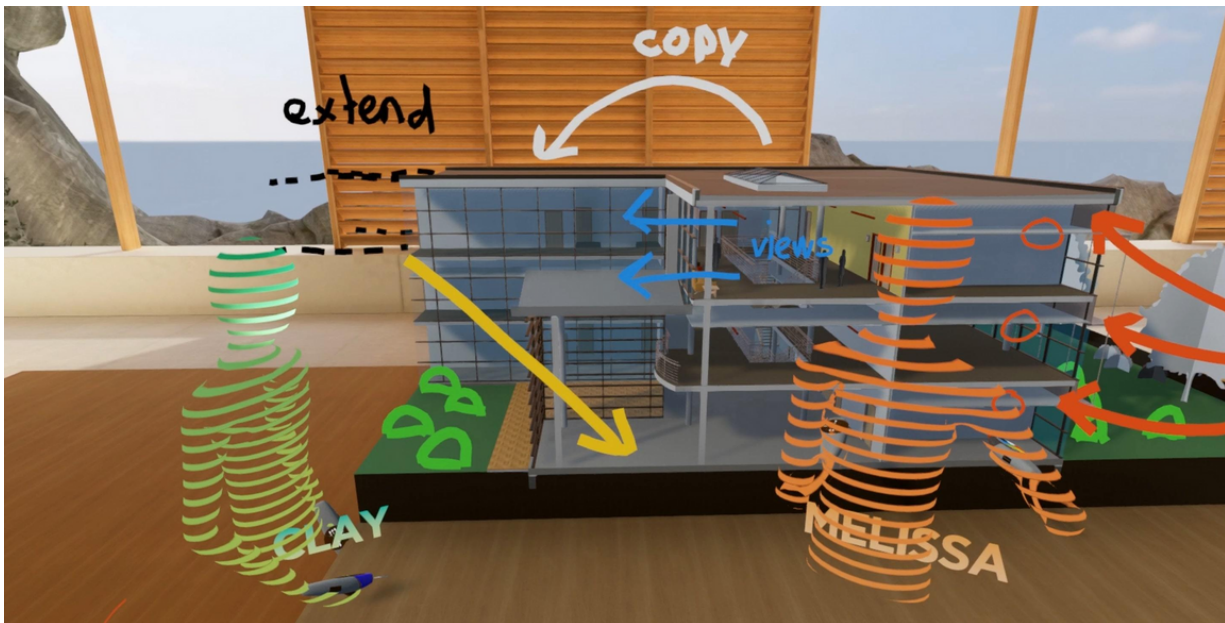
By working together immersively in real-time, your team can remotely catch errors, make decisions more quickly, and avoid miscommunication on design intent—all while aligning your project goals across multiple stakeholders. Working in a remote, virtual workspace creates the experience of a real "place" that is always up-to-date, lives in the cloud, and accessible from anywhere in the world.

A designer at an architectural planning firm recently noted that inhabiting digital spaces it is a must, especially now that they primarily work remotely.

> "Digital commenting, markups, and real-time changes are even more important, with multiple people inhabiting that space with varying skill levels."

With immersive technology, there is an opportunity to actually improve communication and collaboration. You're all in a space together, experiencing spatial context at human scale, with the ability to iterate on your designs, prototype, and work out your ideas in real-time.

Immersive design collaboration eliminates the need for travel, reduces in-person meetings, and provides a space to connect virtually, together, from anywhere you work.
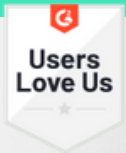
Change orders are becoming costlier.

In any project big or small, making a design change is incredibly costly. The ability for organizations to effectively manage change orders is impacted directly by the communication lines between teams and departments as well as how effective that collaboration was in the project. Change orders have a direct impact on your project's profitability, and miscommunication is largely the culprit.

Additionally, it's important to catch critical errors—before going to the next stage in the design process, whether it's off to the engineering team or breaking ground for a large-scale construction project. For larger companies, especially for those that have to coordinate the moving pieces between design, planning, BIM, or engineering, precise collaboration is especially crucial.

If these are issues for you, there is a critical need to minimize the cost associated with these changes orders occurred by miscommunication and unnecessary design rounds. Through real-time immersive design reviews, teams and stakeholders can be involved earlier and help make faster, more informed decisions, eliminating the need for multiple design rounds, saving you time, money, and frustration.

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We hope this guide helped you evaluate your design team's need to evolve their collaboration process. If you want to learn more about these benefits, or are curious to try out our top-rated platform, learn more and chat with our team.

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"We haven't found any other platform that can allow us to be as agile, creative, and iterative in a process as The Wild."

IA | INTERIOR ARCHITECTS

With The Wild, designers can now manipulate furniture, experiment with materials, create geometry, verify dimensions, and charrette together in virtual space—regardless of global location.

Talk with us to learn more about how you can use VR/AR to gain alignment, catch critical errors, articulate design intent, prototype out ideas, and win faster approvals.

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