Make it better.

Leveraging the Phygital world of learning

January 24

Pandemic re-introduces us to the digital world…

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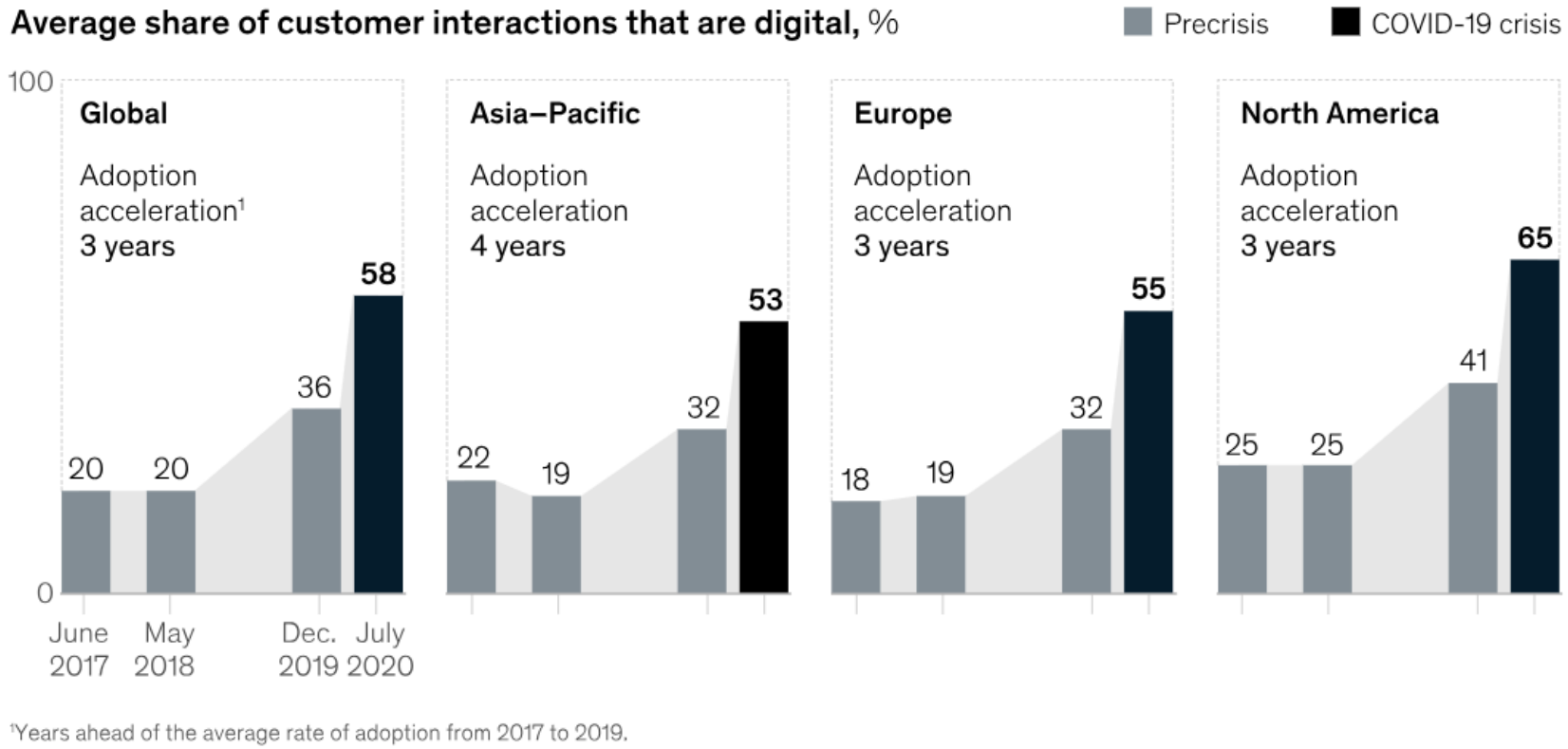
Digital adoption during the pandemic



**Mckinsey 2020 report*

There has been an increase of **245%** in the number of hours spent on learning during 2020 from the previous year.

**LinkedIn Study 2020*

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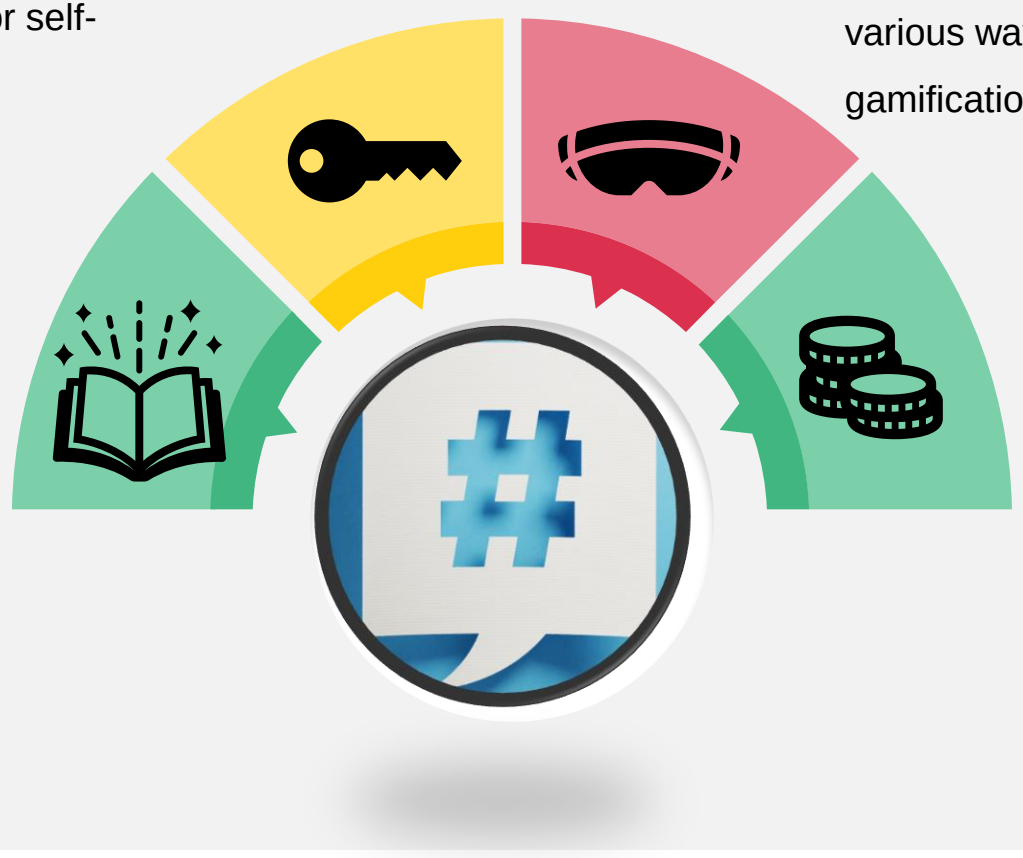
Advantages offered by digital learning

Personalized Experience: Offers flexibility, opportunities for self-paced learning

Availability of diverse information and experiences: Availability of new forms of technology - AI, virtual reality, various ways of interactive learning platforms, gamification etc.



Ease of access: Easy access to learning opportunities across geographies, locations, physical limitations and facilitators/ trainers across the globe

Cost effectiveness: Savings on infrastructure, logistics for physical training

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What does physical learning offer?

Complete cycle of thinking, feeling and doing with a holistic sensory experience of seeing, smell, feeling, hearing and touch.

Community experience: Real time interactions with peers, community based learning experiences leveraging the social capita of learning

Real-time feedback: Possibilities for on-the-job experimentation ar real-time feedback around the group dynamics of learning from peers and facilitating seamless sharing of group experiences.

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Combining the best of both worlds

What are the phygital experiences you have had recently?

Asian paints through their beautiful homes stores provides phygital customer experience in an apartment setup allowing them to envision the décor of their homes

Pepperfry experience studios provide a physical feel of sample furniture allowing consumer then to choose from a variety of options through the digital platform

lenskart

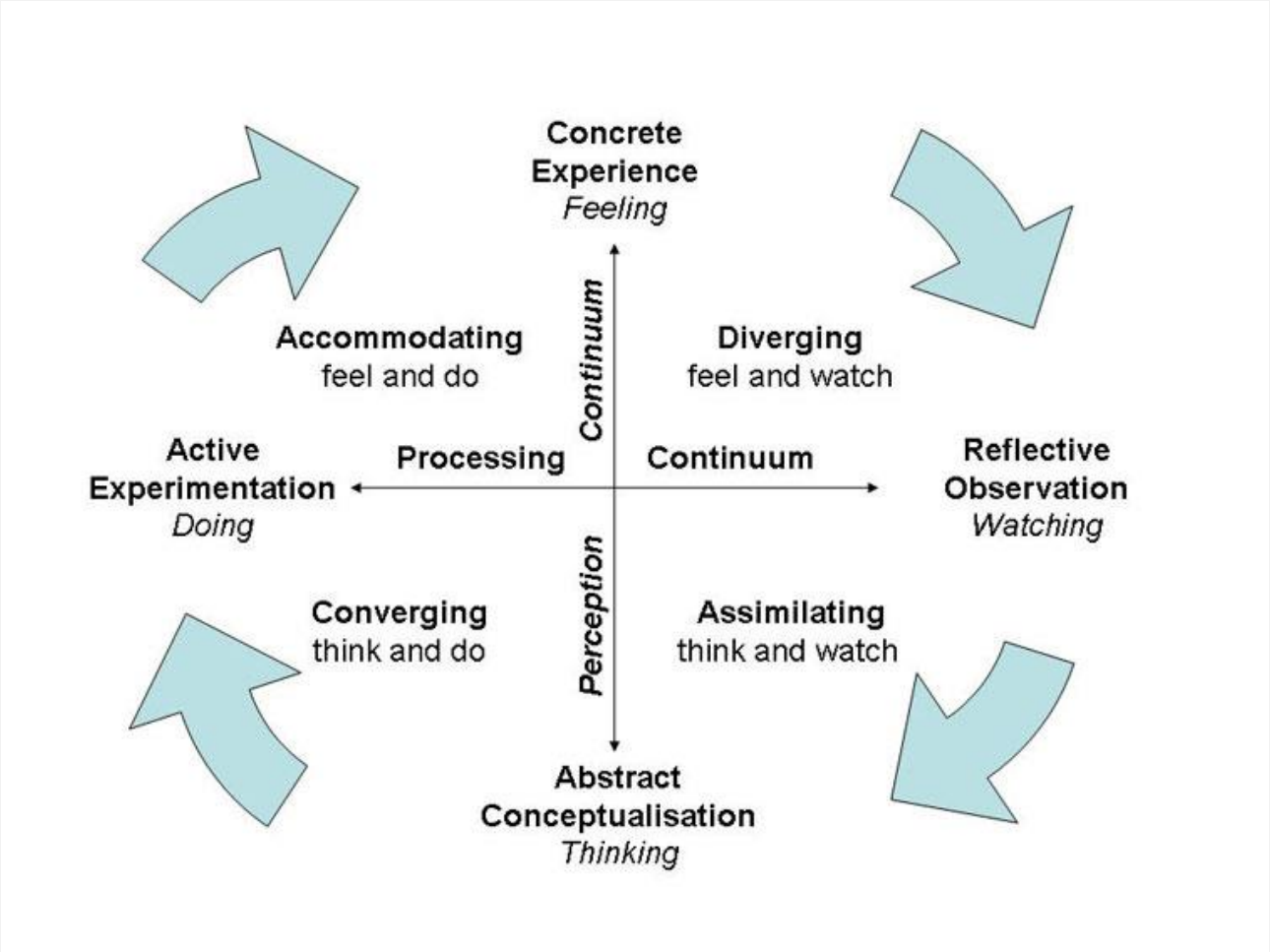
Lenskart has an innovative platform that lets users virtually try on glasses through their phone's camera

Google Lens

Google lens lets you explore the physical environment around you using a phone camers

Re-learning to create a new world from the old

Facilitating all facets of experiential learning (Kolb's learning cycle)



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Leveraging phygital for experiential learning

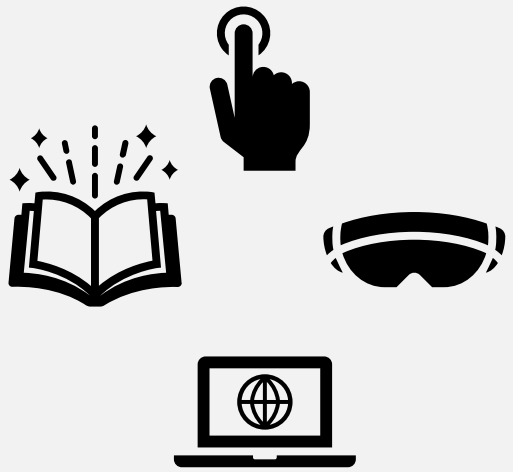
Experience

Education

Concrete Experience

Synchronous

- Classroom learning
- Hands-on projects and experimentation
- Human process labs
- In-person behavioural interventions
- Physical large group interventions



Asynchronous

- Supplementary self-learning
- Self-reflection recording
- Virtual reality-based simulations
- Gamified learning
- Online peer collaboration platform

Active Experimentation

Reflective Observation

Abstract Conceptualization

Exposure

Eco-system

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Envisioning future of phygital learning

Plant technician goes through a class-room program on machines

Then, goes through a gamified learning module to understand the workings better

Experiments using an AR led simulation of the machine

Finally, deployed on the job to handle the machine

Participant sits through a human process lab in a physical intervention

Enters post reflection on a real-time online collaboration platform which is shared with their coach and peer group

Experiments in a VR led group simulation

Actively applies the learnt behaviours in the current role

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What would your phygital learning experience look like?

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Thank you