



A/B Testing in VR

Better Sales and Happier Customers



Who are we?

- Tengio build apps and websites with clients like Gumtree, Groupon, Depop, Amphio, Monzo
- Working on VR over the last year

VR for Architecture

- extensive experience in consumer facing applications, interfaces and experiences
- use this knowledge in creating high quality VR experiences of architect's models

A/B Testing

- One or Several variations of an interface or experience
- Have users test the implementation and determine the best solution through analytics
- Repeat



VR A/B Testing

- Multiple Models
- Carefully selected target groups
- Analytics
- Realistic experience





Target Markets

- Architects
- Retail, product placement, Advertising/PR, Marketing firms
- Retail, shop floor design
- Shopping Malls, Airports

Questions?

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