ONEBONSAI

CASE STUDY

Baby Risk Simulator

Immersive VR training that helps parents and caregivers recognize and prevent everyday risks to infant safety.

Platform: VR



Project overview

Immersive VR training that helps parents and caregivers recognize and prevent everyday risks to infant safety.

About the project

OneBonsai created a VR Baby Risk Simulator that immerses parents and caregivers in everyday scenarios to identify and prevent infant safety risks. The solution is widely used at point-of-contact locations to increase awareness of safety risks in apartments for young parents.

Challenge

Preparing Parents and Caregivers for Infant Safety Risks

Caring for an infant comes with countless responsibilities, and many risks can emerge in everyday household settings. From falling to choking hazards or unsafe kitchen equipment, small mistakes can lead to serious consequences.

Traditional methods to inform young parents about these dangers, such as brochures or videos often failed to engage participants or replicate the stress of real situations. While these methods could raise awareness, they rarely translated into long-lasting behavioral change. New parents in particular often struggled to internalize safety protocols, leaving infants vulnerable to preventable accidents. There was a clear need for a tool that was immersive, practical, and memorable, allowing parents to truly understand and practice infant safety.

> *"Parents often underestimated everyday dangers for infants, and leaflets or videos weren't enough to raise awareness."*

Solution

VR Baby Risk Simulator

OneBonsai developed an engaging VR experience that places parents in highly realistic household scenarios where they look at the dangers through the eyes of the infant. Using VR headsets, participants explore a home environment and interact with objects. Unsafe objects become interesting, just as the children's imagination can create them. This way, parents can better understand what dangers lurk in a home environment. Each hazard is accompanied by a safe solution, showing directly how to mitigate the risk.

Approach

Immersive, Hands-On Learning

The module was designed with input from safety experts to ensure the scenarios reflected the most common and dangerous risks infants face. The VR module includes an interactive experience, where parents' choices shape the outcome of each scenario.

To ensure accessibility, the Baby Risk Simulator was made portable and adaptable, allowing it to easily be deployed everywhere.

> *"I never realized how many everyday risks there are for babies until I saw them in VR."*

Outcome

Safer Care and Greater Awareness

The Baby Risk Simulator was built as a safety exposure tool for insurance agents. This way they could highlight the dangers in a household and also provide guidance as an insurance agent. However, the tool has had a strong impact, and has been deployed in over 80 locations across France. The response was overwhelmingly positive, as the polished experience gave an excellent starting point of the discussion with the insurance agent.

> *"This tool has proven very effective to engage with young parents in our affiliate offices and talk about child safety and our insurance packages."*

Discuss a similar project

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