Findings

Initial Survey

- Participants appreciate the immediacy and physical interaction with products in a store.

- Participants dislike about shopping in-store:
  – Lack of ability to comparison shop in-store.
  – Not getting the lowest price or feeling like they are paying more.
  – Staff trying to influence purchase decisions.

- Participants appreciate about online shopping:
  – Convenience and efficiency.
  – Seeing reviews and comparison shopping.

- Participants dislike the shipping charges and subsequent wait times.

- When asked for their most important factors in making shopping decisions, 96% of users said "Price" and 76% said "Reviews" were in their top three factors out of six options.

Low Fidelity Prototype

- Participants expressed a desire to view specifications of two different laptops in the same view.

- Participants were more receptive to quick and less information than to a fuller, menu-based approach.

- Participants mentioned a desire to toggle display of content.

- A participant explained product demos as a useful application of augmented reality in retail.

High Fidelity Prototype

- How participants envision use of this platform:
  – Comparison shopping.
  – Quickly see reviews, prices, and product specifications.
  – Video or visual demonstrations of how the product is used.

- Tradeoffs of this system:
  – Less depth in the product information listed.

- Other useful features in augmented reality retail:
  – Several different expected interactions with the static content.
  – Keeping information within view to comparison shop.
  – To use this system to compare competitors' prices and would consider buying from another retailer if presented with a better price.

- Concerns about the system:
  – Participants expressed concern with digital content being distracting from the physical environment.

- Other types of products augmented reality could be used for: games, toys, furniture, and clothing.