

## 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.
- Participants spend more time researching and comparing expensive products than cheaper ones.

### *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.