
Ray-Ban AR Glasses

Research Proposal

Workshop 3 Group 2:

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Introduction:

Ray-Ban Meta is a leading brand in the smart eyewear market. This research aims to help Meta and Ray-Ban understand consumer preferences for AI-integrated eyewear to design a new line of smart glasses. The focus is on providing varying levels of AI integration tailored to specific scenarios: Indoor, Outdoor, Professional, and Fitness.

Objective:

The goal is to identify which product tier (Vision Lite, Pro, Elite) and features are most attractive to potential users across key scenarios:

- 1. Indoor Use:** Glasses with auto-adjusting display settings.
- 2. Outdoor Adventure:** Glasses equipped with enhanced GPS and live environmental data.
- 3. Professional Settings:** Glasses that subtly provide notification and data needed in professional environments without disrupting the user.
- 4. Fitness and Health Tracking:** Glasses that adjust to provide health metrics and fitness tracking.

Methodology - Conjoint Analysis:

A conjoint analysis is proposed to assist management with these decisions. The study will apply a fractional orthogonal design (A subset of the full factorial design $3^5 = 243$) will be used involving the following 5 factors or attributes and number of parameters will be 11 {= 1 + (3-1) + (3-1) + (3-1) + (3-1) + (3-1)}:

1. Price with 3 levels:

- a. \$350
- b. \$450
- c. \$550

2. Indoor Use:

- a. Auto-Brightness Adjustment
- b. Smart Adaptive Display
- c. AI-Optimized Vision

3. Outdoor Use:

- a. Basic GPS & Weather Updates
- b. Advanced GPS & Live Mapping
- c. AR Navigation & Real-Time Environmental Data

4. Professional Mode:

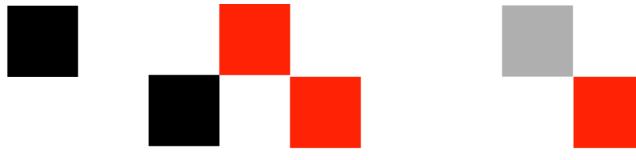
- a. Distraction-Free Alerts
- b. Smart Voice Commands & Reminders
- c. AI Assistant & Hands-Free Control

5. Health & Fitness

- a. Step & Calorie Tracking
- b. Heart Rate & Workout Insights
- c. Full Biometric Analysis & AI Coaching

Survey Link: https://utsau.au1.qualtrics.com/jfe/form/SV_0xLMs2bKeXbVTzo

Appendix



Introduction

Welcome to the Ray-Ban AR Glasses Survey!

Thank you for participating in our survey. Ray-Ban is integrating its timeless eyewear with advanced AR technology to enhance your digital interactions and everyday convenience, without sacrificing style. This survey will take approximately **5-7 minutes** to complete, aims to gather your thoughts and expectations on AR glasses to guide our innovation and improve user experience.

Your responses will be kept **confidential** and **used solely for research purposes**.

Click [Next](#) to begin and share your insights.

Section 0. Screening Questions

How interested are you in augmented reality (AR) technology? (Select one)

- 1 – Not at all interested
- 2 – Slightly interested
- 3 – Moderately interested
- 4 – Very interested
- 5 – Extremely interested

Have you ever used or tried any smart glasses (for example, Google Glass, Snapchat Spectacles, or Ray-Ban Stories)?

- Yes – I have used/owned smart glasses before.
- No – I have never used smart glasses.

Do you have prescription glasses ?

- Yes
- No

Would you be interested in using AR Glasses which use prescription lens ?

- Yes
- No

Section 1. Feature Preference by Use Case

Feature Preferences by Use Case

In this section, we want to understand which features you value most in smart glasses for different scenarios. For each use case below, select the top features you would find most useful.

Which features would you find most valuable for smart glasses used primarily in indoor settings (such as at home, in the office, or while shopping)? (Select up to 3 features.)

Items

- Hands-Free Notifications & Communication
- Virtual Assistant Integration, voice commands (e.g., "Hey Meta")
- Augmented Reality Overlays (Indoors)
- Media Viewing & Control - voice or touch controls on the glasses.
- Adaptive Lenses for Lighting: Lenses that automatically adjust to lighting conditions

Rank 1

Rank 2

Rank 3

Which features would you value most for smart glasses during outdoor activities or adventures (such as hiking, traveling, or sightseeing)?

Items

GPS Navigation & Maps:

High-Quality Camera & Video Recording

Rugged, Weather-Resistant Design

Real-Time Environmental Alerts

Extended Battery Life

Emergency/SOS Functionality

Rank 1

Rank 2

Rank 3

Which features would be most useful for smart glasses in professional or work settings (such as office work, meetings, or specialized jobs)? (Rank based on priority)

Items

Discreet Notifications & Communication: Ability to quietly receive work emails, messages, or meeting reminders on your glasses and respond via voice or subtle gestures, so you stay informed without pulling out a phone or laptop.

Rank 1

AR Productivity Tools: Augmented reality overlays to enhance work tasks – for example, see your meeting agenda or notes in your field of view during a meeting, get step-by-step instructions or diagrams overlaid when working on equipment, or have a virtual teleprompter for presentations.

Collaboration & Remote Support: Stream or share what you see with colleagues in real time (useful for remote team collaboration or getting expert help on a task), and view live feedback or annotations they send back.

Data Capture & Scanning: Use the glasses' camera to scan documents, QR codes, barcodes or to take photos of whiteboards and notes; easily save and share these for work purposes.

All-Day Comfort & Style: A lightweight, comfortable design that can be worn throughout the workday (possibly with prescription lens options), and a professional look that blends in like normal eyewear.

Privacy and Security Features: Options to disable recordings or display a visible indicator when recording, secure data encryption, and app controls to comply with workplace privacy requirements.

Rank 2

Rank 3

Which features would you prioritize for smart glasses used in fitness activities and health tracking (such as running, gym workouts, or cycling)? (Select up to 3 features.)

Items

Real-Time Workout Stats: Display live fitness metrics in your field of view during exercise (e.g., heart rate, step count, running pace, distance, calories burned), so you can monitor your performance without looking at a phone or watch.

Rank 1

Health & Activity Sensors: Built-in sensors to track health data (heart rate monitor, GPS for distance, accelerometer for steps, possibly blood oxygen or other vitals) that sync with your fitness apps or wearable devices.

Rank 2

Workout Coaching & AR Guidance: Guided workout instructions or AR overlays that help with exercise form (for example, showing the next yoga pose or highlighting whether your posture is correct) and audio or visual cues for motivation.

Rank 3

Music and Audio Integration: High-quality open-ear speakers or bone-conducting audio built into the glasses, allowing you to listen to music or podcasts during workouts and take calls, all while remaining aware of your surroundings.

Secure, Sweat-Proof Fit: A design made for movement – comfortable, secure fit that won't slip during activity, with water/sweat-resistant materials for durability during intense workouts or outdoors.

Safety Features for Outdoor Exercise: Enhancements like visibility alerts (e.g., notifying you of cars approaching from behind while cycling) or fall detection and the ability to quickly send an alert if you need help.

Section 2. Situational Usage Frequency

Situational Usage Frequency

In this section, we ask about your lifestyle and how often you engage in various activities. This helps us understand how frequently you might use smart glasses in different contexts. Please indicate how often each of the following occurs for you.

In general, how do you anticipate using smart glasses in your daily life? (Select one option)

- I would wear them throughout most of the day as a general-purpose device
- I would use them frequently but only during specific activities
- I would use them occasionally, for special purposes (such as when traveling, at events, or certain tasks, but not as part of my everyday routine).
- I'm not sure how regularly I would use them — I might experiment at first and then decide based on how useful they prove to be.

How often do you engage in the following activities where smart glasses could be useful? For each item, select the frequency that best applies: Daily, Weekly, Monthly, Rarely, or Never.

	Daily	Weekly	Monthly	Rarely	Never
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Indoor personal activities (home, school, or daily errands indoors): e.g., cooking while following a recipe, doing household tasks, indoor hobbies.

<input type="radio"/>				
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Daily	Weekly	Monthly	Rarely	Never
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Professional work activities (office work, job tasks, or meetings):
e.g., working at a computer, attending meetings, giving presentations, on-site job work.

Outdoor recreation or travel: e.g., hiking, camping, sightseeing, photography outings, traveling to new places.

Fitness or exercise:
e.g., running, gym workouts, cycling, sports or outdoor exercise routines.

Section 3. Trade-Offs and Prioritization

Trade-Offs and Prioritization:

In this section, we want to understand your overall priorities and what trade-offs you would make when choosing a smart glasses product. You will be asked to rank different product concepts and make some either-or choices between key features. This will show us what is most important to you.

Rank the following four product concepts in order of which you find most appealing or important for your needs (1 = most important, 4 = least important)

Everyday Indoor Use Optimized: Emphasizes comfort, style, and seamless integration for daily personal use

Outdoor Adventure Optimized: Emphasizes durability and on-the-go functionality for travel and exploration

Professional Productivity Optimized: Emphasizes workplace and productivity features

Fitness & Health Optimized: Emphasizes exercise and wellness tracking

If you had to choose, which would you prefer in a smart glasses device? (Select one option.)

- Longer battery life with basic features:** The device can last a very long time on a charge (all day or more), but it might have fewer or less advanced features.
- More advanced features with shorter battery life:** The device includes cutting-edge, advanced capabilities, even if that means it needs to be recharged more frequently (for example, after a few hours of heavy use).

Which aspect is more important to you personally? (Select one option.)

- Lightweight, slim design and style:** The glasses are sleek, lightweight, and stylish – easy to wear for long periods and looks like normal eyewear (even if it's a bit less robust or has slightly fewer rugged features).
- Rugged durability and high performance:** The glasses are extremely durable, can handle drops or harsh conditions and pack in high-end tech (even if they are a bit heavier, bulkier, or not as fashionable for everyday wear).

What would you prioritize when it comes to cost versus capabilities?

- Affordability:** It's more important that the smart glasses are affordable. You would be satisfied with a device that covers the essential features you need at a lower price point, even if it doesn't have every high-end feature.
- Top Features (Higher Cost):** You are willing to pay a premium for the most advanced technology. Having cutting-edge features and performance is worth a higher price, even if a more affordable option is available with fewer features.

Section 4. Conjoint Analysis Questions

Rank the following Feature set in order of your preference:

Profile 1:

Features	Values
Price	\$450
Indoor Use	Smart Adaptive Display

Outdoor Use	<i>Advanced GPS & Live Mapping</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Heart Rate & Workout Insights</i>

Profile 2:

Features	Values
Price	\$450
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Basic GPS & Weather Updates</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Step & Calorie Tracking</i>

Profile 3:

Features	Values
Price	\$350
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Advanced GPS & Live Mapping</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Full Biometric Analysis & AI Coaching</i>

Profile 4:

Features	Values
Price	\$550
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Advanced GPS & Live Mapping</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Step & Calorie Tracking</i>

Profile 5:

Features	Values
Price	\$550
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>AR Navigation & Real-Time Environmental Data</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Heart Rate & Workout Insights</i>

Profile 6:

Features	Values
Price	\$450

Indoor Use	<i>Smart Adaptive Display</i>
Outdoor Use	<i>AR Navigation & Real-Time Environmental Data</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Step & Calorie Tracking</i>

Profile 7:

Features	Values
Price	\$350
Indoor Use	<i>Smart Adaptive Display</i>
Outdoor Use	<i>Basic GPS & Weather Updates</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Full Biometric Analysis & AI Coaching</i>

Profile 8:

Features	Values
Price	\$550
Indoor Use	<i>AI-Optimized Vision</i>
Outdoor Use	<i>AR Navigation & Real-Time Environmental Data</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Full Biometric Analysis & AI Coaching</i>

Profile 9:

Features	Values
Price	\$350
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Basic GPS & Weather Updates</i>
Professional Mode	<i>Distraction-Free Alerts</i>
Health & Fitness	<i>Step & Calorie Tracking</i>

Profile 10:

Features	Values
Price	\$450
Indoor Use	<i>AI-Optimized Vision</i>
Outdoor Use	<i>Up to 4 hrs.</i>
Professional Mode	<i>Basic Directional navigation</i>
Health & Fitness	<i>Basic Pedometer and calorie counter</i>

Profile 11:

Features	Values
Price	\$450
Indoor Use	<i>AI-Optimized Vision</i>

Outdoor Use	<i>Basic GPS & Weather Updates</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Full Biometric Analysis & AI Coaching</i>

Imagine you are purchasing a pair of Rayban AR Glasses. Below are different options with varying features. Please select the option you would most prefer. (1 being the Lowest and 7 being the Highest)

1 2 3 4 5 6 7

Profile 1:

Features	Values
Price	\$450
Indoor Use	<i>Smart Adaptive Display</i>
Outdoor Use	<i>Advanced GPS & Live Mapping</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Heart Rate & Workout Insights</i>

Profile 2:

Features	Values
Price	\$450
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Basic GPS & Weather Updates</i>
Professional Mode	<i>AI Assistant & Hands-Free Control</i>
Health & Fitness	<i>Step & Calorie Tracking</i>

Profile 3:

Features	Values
Price	\$350
Indoor Use	<i>Auto-Brightness Adjustment</i>
Outdoor Use	<i>Advanced GPS & Live Mapping</i>
Professional Mode	<i>Smart Voice Commands & Reminders</i>
Health & Fitness	<i>Full Biometric Analysis & AI Coaching</i>

1 2 3 4 5 6 7

Profile 4:

Features	Values
Price	\$550
Indoor Use	Auto-Brightness Adjustment
Outdoor Use	Advanced GPS & Live Mapping
Professional Mode	AI Assistant & Hands-Free Control
Health & Fitness	Step & Calorie Tracking

**Profile 5:**

Features	Values
Price	\$550
Indoor Use	Auto-Brightness Adjustment
Outdoor Use	AR Navigation & Real-Time Environmental Data
Professional Mode	Smart Voice Commands & Reminders
Health & Fitness	Heart Rate & Workout Insights

**Profile 6:**

Features	Values
Price	\$450
Indoor Use	Smart Adaptive Display
Outdoor Use	AR Navigation & Real-Time Environmental Data
Professional Mode	AI Assistant & Hands-Free Control
Health & Fitness	Step & Calorie Tracking

**Profile 7:**

Features	Values
Price	\$350
Indoor Use	Smart Adaptive Display
Outdoor Use	Basic GPS & Weather Updates
Professional Mode	AI Assistant & Hands-Free Control
Health & Fitness	Full Biometric Analysis & AI Coaching

**Profile 8:**

Features	Values
Price	\$550
Indoor Use	AI-Optimized Vision
Outdoor Use	AR Navigation & Real-Time Environmental Data
Professional Mode	AI Assistant & Hands-Free Control
Health & Fitness	Full Biometric Analysis & AI Coaching



1 2 3 4 5 6 7

Profile 9:

Features	Values
Price	\$350
Indoor Use	Auto-Brightness Adjustment
Outdoor Use	Basic GPS & Weather Updates
Professional Mode	Distraction-Free Alerts
Health & Fitness	Step & Calorie Tracking

Profile 10:

Features	Values
Price	\$450
Indoor Use	AI-Optimized Vision
Outdoor Use	Up to 4 hrs.
Professional Mode	Basic Directional navigation
Health & Fitness	Basic Pedometer and calorie counter

Profile 11:

Features	Values
Price	\$450
Indoor Use	AI-Optimized Vision
Outdoor Use	Basic GPS & Weather Updates
Professional Mode	Smart Voice Commands & Reminders
Health & Fitness	Full Biometric Analysis & AI Coaching

Section 5. Brand Perception Question

Please rate your perception of the following brands based on a 7-point scale (1 = Strongly Disagree, 7 = Strongly Agree).

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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Rayban as a brand is innovative.

I like the way Ray-Ban products are designed.

Ray-Ban products offers good value for money.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Ray-Ban must include AI in its latest products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable using this brand's AI Glasses in terms of privacy and data security.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy Ray-Ban over a competitor even if they had the same features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would prefer a Ray-Ban product even if it is more expensive than the competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My last interaction with Ray-Ban was good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the technology that is created by Meta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that Ray-Ban deserve to be as popular as they are in the eyewear space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please choose a brand that is the most suitable according to the conditional questions given below :-

	Ray-Ban Meta	Bose Frames	Amazon Echo Frames	Huawei Eyewear
Which brand do you consider the most innovative in terms of introducing new products and features?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which brand offers the most modern and stylish design in its products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which brand offers the best value for money in terms of product quality and price?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which brand provides the best audio quality in its products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ray-Ban Meta	Bose Frames	Amazon Echo Frames	Huawei Eyewear
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Which brand makes you feel most comfortable in terms of privacy and data security when using its AI Glasses?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Section 6. Behavioral & Psychological Questions

Please rate how much you agree or disagree with each of the following statements about your approach to adopting and buying new technology products based on a 7-point scale (1 = Strongly Disagree, 7 = Strongly Agree).

	1 = Strongly Disagree	2 = Disagree	3 = Slightly Disagree	4 = Neutral	5 = Slightly Agree	6 = Agree	7 = Strongly Agree
I love to try new gadgets as soon as they are available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wait until a technology is proven and popular before buying it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only adopt new technology when I need to or once it's very common.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I avoid or delay adopting new gadgets for as long as possible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often buy on impulse if it's something I want, without much research.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do some research and compare a few options, but decide relatively quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thoroughly research specifications, reviews, and alternatives before making a decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1 = Strongly Disagree	2 = Disagree	3 = Slightly Disagree	4 = Neutral	5 = Slightly Agree	6 = Agree	7 = Strongly Agree
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I rarely buy new tech gadgets – only when necessary.

<input type="radio"/>						
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What factors influence your decision to purchase AI glasses?

Please select up to 3 factors from the list below and then rank your top three choices in the box provided to the right.

Items

- Brand reputation
- Compatibility with other devices
- Features/Functionality
- Recommendations/Reviews

Rank 1

Style/Design

- Price

Rank 2

Rank 3

How likely are you to recommend AI Glasses to a friend or colleague?

- 0- Not at all likely
- 1
- 2
- 3
- 4

- 5
- 6
- 7
- 8
- 9
- 10 - Extremely likely

Where do you primarily purchase electronic devices?

- Online Stores (Amazon, eBay, etc.)
- Brand Retail Stores
- Electronics Shops (Best Buy, JB Hi-Fi)
- [] Others: Please specify

Section 7. Barriers to Adoption & Willingness to Pay

Barriers to Adoption & Willingness to Pay

In this section, we'd like to understand what concerns you might have about smart glasses and your willingness to pay for advanced features. Identifying these barriers will help address them in product design, and knowing your value perception will guide pricing and feature decisions.

Please **rate the level of concern** you have for each of the following potential barriers that might prevent you from purchasing or regularly using smart glasses.

Use a scale from 1 to 7, where 1 means 'Not Concerned at All' and 7 means 'Extremely Concerned'.

1 = Not Concerned at All	2 = Slightly Concerned	3 = Somewhat Concerned	4 = Moderately Concerned	5 = Concerned	6 = Very Concerned	7 = Extremely Concerned
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**Privacy
concerns**

-
-
-
-
-
-
-

**Comfort and
ergonomics**

-
-
-
-
-
-
-

	1 = Not Concerned at All	2 = Slightly Concerned	3 = Somewhat Concerned	4 = Moderately Concerned	5 = Concerned	6 = Very Concerned	7 = Extremely Concerned
Battery life and charging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style and social acceptance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability and maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety & Distraction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical complexity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much **would you be willing to pay** for a pair of smart glasses that perfectly fits your needs and includes the features you want?

- Under \$300** – I would only consider it if the price is relatively low, even if it means fewer features.
- \$300 – \$499** – I expect to pay a mid-range price for a good balance of features and value.
- \$500 – \$699** – I am willing to pay more for additional or advanced features, as long as it significantly enhances the experience.
- \$700 – \$999** – I would pay a premium price if the device truly offers top-of-the-line features and quality.
- \$1000 or more** – I'm comfortable paying a high price for a flagship-level device with cutting-edge technology (assuming it delivers exceptional value).

Would you be willing to pay extra for **premium features or upgrades** on smart glasses (for example, advanced AR capabilities, a better camera, or specialized health sensors)?

- Yes, definitely.** I am willing to pay significantly more to get the most advanced features or upgrades available.
- Yes, to an extent.** I would pay a bit more for some key premium features, but there is a limit to how much extra I'd spend.
- Not really.** I prefer the base functionality at a standard price – I likely wouldn't pay much more for high-end extras.
- Not sure/It depends.** It would depend on what the features are and how useful they are to me; I'd evaluate it case by case.

Section 8. Demographic Questions

What is your age group?

- Under 18
- 18-24
- 25-34
- 35-44
- 45+

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

In which country do you currently reside?

What is the highest level of education you have completed?

- Less than Primary
- Primary
- Some Secondary
- Secondary
- Vocational or Similar
- Some University but no degree
- University - Bachelors Degree
- Graduate or professional degree (MA, MS, MBA, PhD, Law Degree, Medical Degree etc)
- Prefer not to say

What is your occupation?

- Student
- Employee
- Business Owner
- Other (Please specify)

What is your monthly income range?

- Below \$1,000
- \$1,000 - \$3,000
- \$3,000 - \$5,000
- More than \$5,000

Section 9. Open-Ended Questions

What improvements would you like to see in AI-powered smart glasses?

What do you wish smart glasses could do for you that they currently can't?

Powered by Qualtrics

