Evaluating the Virtual Shopping Experience
Comparison of Multi-Wall Displays for Navigation in a Virtual Store

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Expected Results
We expect to confirm our hypothesis that the five-wall environment will yield significantly shorter navigation times on average.

Research Question
Do multiple walls minimize the amount of time it takes a user to find products in a virtual store?

Motivation
Many major retail companies use one-wall displays of virtual stores to test new marketing strategies with consumers. These companies are concerned with improving virtual navigation while avoiding unnecessary costs.

We will investigate whether a multiple wall display in the C6 (a fully immersive synthetic environment) will enhance navigation by minimizing the time it takes a user to find products in the virtual store. We hypothesize that multiple walls will significantly reduce the time required to find products, and will be worth investing in for companies.

Methods

Group 1: One-Wall Display

Group 2: Five-Wall Display

Task: Find 4 Products

Task Time Measured

Shopping Cart Device
The user input device was a modified shopping cart with a rotating base and a virtual basket. The goal of introducing the shopping cart was to increase the participant’s feeling of immersiveness. We designed it to help the user make a connection between the standard shopping experience and the virtual one.

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