Consumer focus groups using immersive technology
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Consumer product companies spend a lot of time working with retail businesses to determine the best product packaging and displays. They often bring in focus groups of consumers and show them multiple package designs and even store displays to gain an understanding of just what works to lure customers to purchase their products. Recently, as technology has improved, companies have moved to using digital product models for the consumer focus groups. This REU project team will design, create and implement a virtual shopping experience that incorporates both physical objects and virtual objects into the scene. Once the virtual environment is complete, the team will explore the use of the VE for product evaluations by consumer focus groups.

Example of a Lit Review
http://faculty.mwsu.edu/psychology/Laura.Spiller/Experimental/sample_apa_style_litreview.pdf
Welcome to this year’s SPIRE-EIT REU team on consumer focus groups and virtual experiences!