

SPIRE-EIT REU 2010

Summer Program for Interdisciplinary Research and Education
Emerging Interface Technologies

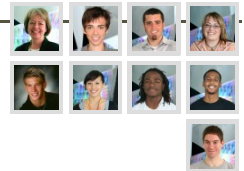
- [Home](#)
- [Groups](#)
- [Community](#)
- [Calendar & Milestones](#)
- [Program Logistics](#)
- [Seminars](#)
- [Courses](#)
- [Showcase](#)
- [REU Interns](#)



Consumer Groups

Public Group active 4 years, 4 months ago

Group Admins



Consumer focus groups using immersive technology
 Faculty: Judy Vance
 Graduate Students: Patrick Carlson and Ryan Pavlik
 REU Interns: Livien Yin, Terrence Scott-Cooper, Troy Lambert

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.

Leave Group

- [Home](#)
- [Admin](#)
- [Wiki](#)
- [Members \(10\)](#)
- [Send Invites](#)



No Filter

WHAT'S NEW IN CONSUMER GROUPS, REU?



Post Update



[Troy Lambert](#) posted an update in the group [Consumer Groups](#): 4 years, 5 months ago · [View](#) · [Delete](#)

Example of a Lit Review
http://faculty.mwsu.edu/psychology/Laura.Spiller/Experimental/sample_apa_style_litreview.pdf

Reply (0) Favorite



[Livien Yin](#) edited the [Consumer Groups](#) wiki page [Timeline](#): 4 years, 5 months ago · [View](#) · [Delete](#)

ii) Polish...
 iii) Present...

Reply (0) Favorite



[carlkipres](#) joined the group [Consumer Groups](#) 4 years, 5 months ago · [View](#) · [Delete](#)

Reply (0) Favorite



[Ryan Pavlik](#) edited the [Consumer Groups](#) wiki page [Tools](#): 4 years, 5 months ago · [View](#) · [Delete](#)

Mendeley – citation management web site and software...

[Reply \(0\)](#) [Favorite](#)



[Judy Vance](#) joined the group [Focus Groups](#) 4 years, 6 months ago · [View](#) · [Delete](#)

[Reply \(0\)](#) [Favorite](#)



[Ryan Pavlik](#) posted an update in the group [Focus Groups](#): 4 years, 6 months ago · [View](#) · [Delete](#)

Welcome to this year's SPIRE-EIT REU team on consumer focus groups and virtual experiences!

[Reply \(0\)](#) [Favorite](#)



[ryan-pavlik](#) joined the group [Focus Groups](#) 4 years, 6 months ago · [View](#) · [Delete](#)

[Reply \(0\)](#) [Favorite](#)



[Andrea Peer](#) created the group [Consumer Focus Groups Using Immersive Technology](#) 4 years, 6 months ago · [View](#) · [Delete](#)

[Reply \(0\)](#) [Favorite](#)