



Master Thesis Offer

On Self versus In Environment Augmented Reality Application

Context

Emerging Mixed Reality Technologies, notably Augmented Reality (AR) and Virtual Reality (VR), are swiftly gaining traction. Consumers now utilize AR/VR for a myriad of purposes, ranging from educational endeavors to enriching retail experiences.

For instance, AR empowers consumers to seamlessly explore products from the comfort of their homes by overlaying virtual representations onto their surroundings. Moreover, it enables the superimposition of products directly onto consumers themselves. Consider virtual try-ons for sunglasses or shoes in AR, where consumers can visualize products in real-time on their own bodies or within their environment.

This master's thesis endeavours to uncover the distinct characteristics of on-self versus in-environment applications of augmented reality (AR).

Master's students interested in this area undertake the development of simple AR try-on and in-environment applications, followed by conducting a lab or online experiment to examine the unique traits associated with each application. Students engaged in this research will explore questions such as: How do consumers perceive AR try-ons compared to in-environment AR

experiences? Do these different forms of AR yield varying levels of satisfaction for both businesses and consumers?

About the project

The project has two main objectives:

Firstly, master's students shall develop a web application that can be used to test for AR try-on versus in-environment effects.

Secondly, an experiment (A / B Test) will be conducted in a brick-and-mortar or online setting, comparing related consumer explorations.

This project is conducted in collaboration with Maastricht University. Master thesis students can spend part of their thesis in Maastricht (upon individual discussion) and use lab facilities there.

Major tasks include, but are not limited to:

- Review and synthesis of relevant literature
- Development of an independent web application for AR try-ons versus in-environment AR
- Conduct a simple experiment (A / B) test.
- Data analysis and presentation of results

Requirements

We are looking for 1-2 highly motivated students with technical skills and an entrepreneurial mindset.

Start: Anytime, as soon as possible

Methodology: technical development & experimental research

Duration: 6 months

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