Does 3D model help in decision making?

Explore the effectiveness of interactive product displays on consumer choice confidence

Abstract

Faced with complex product information, consumers may face cognitive barriers and information overload in the process of online shopping. How to help consumers make purchasing decisions more smoothly? Starting from the concept of choice confidence, this academic project sorts out the functional characteristics and information requirements behind product information exchange from the perspective of user experience and did research on 3d model display form. The purpose is to explore whether the 3D item display form can effectively improve the consumers' choice confidence.

Background

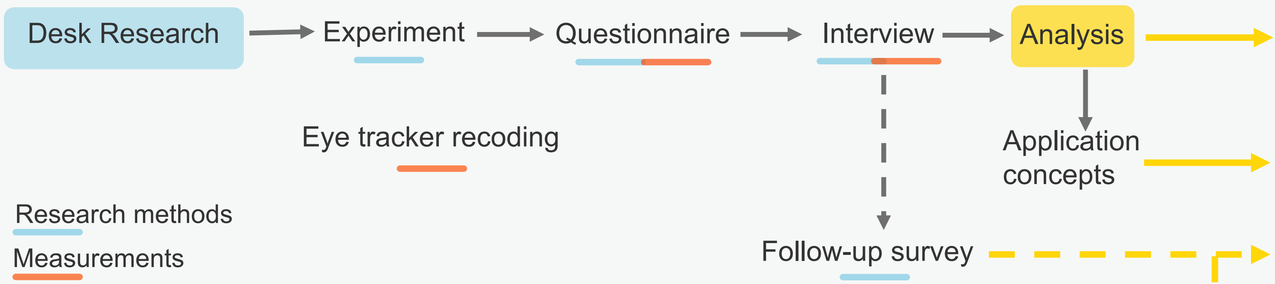
Phenomenon: New product display forms have emerged on some online shopping platforms. Some are 3D, some use AR technology.

Brand trends: 3D brand image establishment

Consumers: Facing tons of products with complex information and similar items

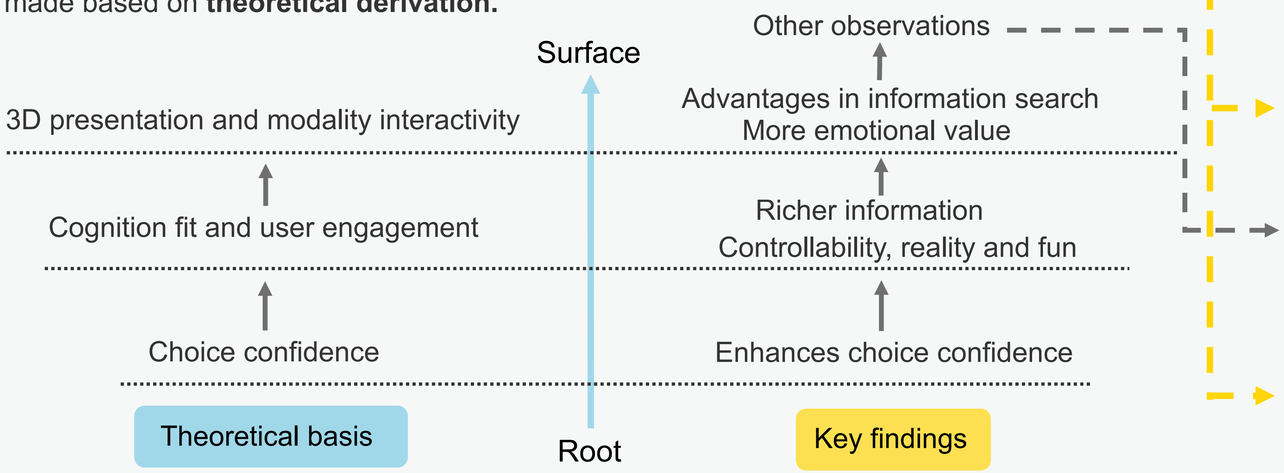
Platform: Risk of slowdowns and network congestion due to technology overload

Research Methodology



Diagram

Hypotheses are verified and **underlying insights** are made based on **theoretical derivation.**



Research Result

Hypotheses verification: 3D form has advantages in user information search and can provide emotional value when users make decisions.

Application suggestions for product display form and product information exchange interactivity. Brand management strategy with usage of 3D assets.

Follow-up study direction on different categories, interfaces devices and demographics.

Conclusion & Future Work

With a research methodology of several research methods combination, this study did an experiment about the effectiveness of 3d display form on choice confidence. Theoretical basis are mainly about content requirements and functional specifications of information interaction. Results are discussed from several perspectives.

Device-based study

Design different information content according to different interaction modes;
The impact of scenario-based applications on marketing effectiveness;

Technology exploration

For the expansion of application scenarios, it is worth considering the use of augmented reality technology. Models can be projected on real-world scenes, or virtual scenes can be simulated by wearing AR devices such as AR glasses.

Segmentation research on user characteristics and product categories

The influence of product category on interaction demand
Accessibility for senior use scenarios