

**TITLE OF THESIS: DESIGN OF VIRTUAL RETAIL STORE FOR
IMPROVED EXPERIENTIAL VALUE**



A THESIS

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BY

SHAKEEL SHEIKH [FPM(I)2014-07]

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THESIS ADVISORY COMMITTEE

PROF. PRABIN KUMAR PANIGRAHI

[Chair]

PROF. ABHISHEK MISHRA

[MEMBER]

PROF. PRASHANT SALWAN

[MEMBER]

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Abstract

Virtual Reality looks like a promising technology for many industry verticals, and better implementation and improvements could benefit its applications at large. In healthcare, the application Virtual Reality has seen promising results. In the retail industry, to provide the retailers with another viable business model, Virtual Reality technology is being studied and has shown promising results in initial studies (Kerrebrock, 2017). When we look at the retail industry, experience has become an increasingly differentiating factor for shopping. Also, off late the retail defaults, bankruptcies, and liquidations are on the rise, with some of the major retail players - Toys R' Us, J C Penny, Macy's, RadioShack, Sears/Kmart, in this list. With the advent of ecommerce and giants such as Amazon, many brick and mortar retail stores are losing revenues or going out of business. While customers can buy online or in-store, retailers can also look at providing new hybrid shopping experience to its customers and gain competitive edge over their competitors. While bigger players can develop their own VRS platforms, such a platform can be even be developed to provide an affordable Platform as a Service to the retailers. This will enable small and midsize retailers to exploit the Virtual Reality technology, and implement it based on their needs without much investment.

The important question lies ahead of us is how to design the Virtual Retail Store (VRS) such that it is acceptable by the customers. This research is focused on the design of VRS to provide improved experiential value to the customers and is an attempt to recommend a conceptual model and variants for the VRS. We have tried to analyze what design dimensions are more important for the customers, and how these design dimensions affect the Cognitive Absorption. Gamification and Cognitive Absorption relationship is also analyzed to study the impact on user engagement

and use Gamification techniques to further enhance the VRS design. The concept of Cognitive Absorption and its dimensions, as proposed by Agarwal (2000) are considered for this design study. This research studies the relationships between design dimensions, gamification and cognitive absorption dimensions, to derive a conceptual VRS model and its variants. We have used the customer needs-based design methodology proposed by Stone (2008) to recommend the VRS variants. This design methodology proposes step by step approach to designing a base or core platform, and its variants based on the customer's needs.

The data for this research was collected using the online survey platforms - FindParticipants.com, SurveyCircle.com, and Prolific.co. The data from all three platforms was consolidated from the first round of data collection. While response from FindParticipants.com, SurveyCircle.com was poor in first round of data collection, the response from Prolific.co was always 100% (106 participants), and hence Prolific platform was used for subsequent rounds of data collection. Also, specific data was collected, analyzed and then further data was collected in the design methodology stage, based on the previous responses. The functional features of the VRS were derived from physical store success factors and ecommerce website success factors from the literature review. Additional functional features were collected from the survey participants. All these functional features were then mapped to the design dimensions, and further analyzed for core and variant modules of the VRS. Thus, this research establishes strong relationship between different design dimensions and cognitive absorption, and gamification and cognitive absorption. It identifies the functional features which contributes to the core and different variants of the VRS. Finally, using the Preference Analysis, we identified the user preferences for core and variant design. This is the contribution to the academic literature from this research work. This research

also has managerial implications, where retail companies can use the findings from this research and offer improved shopping experience to its customers.

Keywords: Virtual Reality, Virtual Reality Dimensions, V-Commerce, Virtual Reality Commerce, Virtual Reality Shopping, Virtual Reality Store Design, Virtual Reality Commerce Design Dimensions, Ecommerce Design Dimensions, Retail Store Design, Design Dimensions, Consumer Experience, Gamification, Flow, Cognitive Absorption, Theories in Information Science, Experiential Learning, Design in Information Science, Design new technology.

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Appendix

Survey Questions:

1. In a Virtual Retail Store environment where I find the information I am looking for quickly and accurately, I am able to likely block out most other distractions.
2. In a Virtual Retail Store environment which is visually appealing, I am likely able to block out most other distractions.

3. In a Virtual Retail Store environment where I find the information I am looking for quickly and accurately, I am likely to get absorbed in what I am doing.
4. In a Virtual Retail Store environment which is visually appealing, I am likely to get absorbed in what I am doing.
5. In a Virtual Retail Store environment where I find the information I am looking for quickly and accurately, I am likely to get immersed in the task I am performing.
6. In a Virtual Retail Store environment which is visually appealing, I am likely to get immersed in the task I am performing.
7. In a Virtual Retail Store environment where I find the information I am looking for quickly and accurately, I am likely to get distracted by other attentions very easily.
8. In a Virtual Retail Store environment which is visually appealing, I am likely to get distracted by other attentions very easily.
9. In a Virtual Retail Store environment where I find the information I am looking for quickly and accurately, my attention likely would not get diverted very easily.
10. In a Virtual Retail Store environment which is visually appealing, my attention would likely not get diverted very easily.
11. A Virtual Retail Store environment would likely excite my curiosity if I find the information I am looking for quickly and accurately.
12. A Virtual Retail Store environment would likely make me curious if I find the information I am looking for quickly and accurately.
13. A Virtual Retail Store environment would likely arouse my imagination if I find the information I am looking for quickly and accurately.

14. In a Virtual Retail Store environment with intuitive User Interface, I will likely feel in control.
15. When using a comfortable ergonomic Virtual Retail headset to browse Virtual Retail Store, I will likely feel in control.
16. I will likely feel that I have no control over my interaction if the Virtual Retail Store has intuitive User Interface.
17. I will likely feel that I have no control over my interaction with the Virtual Retail Store if I am using a comfortable ergonomic Virtual Reality headset to browse the Virtual Retail Store.
18. A Virtual Retail Store with intuitive User Interface will likely to allow me to control my interaction with Virtual Retail Store.
19. A comfortable ergonomic Virtual Retail headset will likely allow me to control my interaction with the Virtual Retail Store.
20. I will likely to have fun interacting with the Virtual Reality Store environment if the Virtual Reality software has quality features, high performance, and reliability, fulfilling my expectations.
21. I will likely to have fun interacting in the Virtual Reality Store environment which is visual appealing.
22. I will likely to have fun interacting with the Virtual Reality Store environment while using the Virtual Retail Store environment which has fun engaging features such as rewards, product quizzes etc.

23. A Virtual Reality Store environment will likely provide me with a lot of enjoyment, if the Virtual Reality software has quality features, high performance, and reliability fulfilling my expectations.
24. A Virtual Retail Store environment which is visually appealing, will likely provide me with a lot of enjoyment.
25. I will likely enjoy a Virtual Retail Store environment which has fun engaging features such as rewards, product quizzes etc.
26. I will likely enjoy the Virtual Reality Store environment if the Virtual Reality software has quality features, high performance, and reliability fulfilling my expectations.
27. A Virtual Retail Store environment which is visually appealing, I am likely able to block out most other distractions.
28. In a Virtual Retail Store environment with engaging features such as rewards, product quizzes etc., I am likely able to block out most other distractions.
29. A Virtual Reality Store environment would likely bore me, if the Virtual Reality software has quality features, high performance, reliability fulfilling my expectations.
30. A Virtual Retail Store environment which is visually appealing, I will likely block out most other distractions.
31. In a Virtual Retail Store environment with engaging features such as rewards, product quizzes etc., I will likely block out most other distractions.

Raw Data Collected:

Table A1: Data collected for variant selection reasons:**Variant 1, 2 and 3 selection reasons:**

Variant 1 Selection Reasons	Variant 2 Selection Reasons	Variant 3 Selection Reasons
I think appearance matters more than ambiance of store or design because with VR, the point is moreso about the virtual experience rather than the store experience. And checkout is more important than navigation because I think it would better allow a stress-free experience, and I think browsing/wandering is a nice thing (so navigation signs less important).	It highlights lack of stress ease of use, and ability to be an informed consumer.	design of the store is the most important. you should able to navigate easily, also shopping process important too. it must be hassle free. content is important for obvious reasons. if you do not have good content, nobody spends time in the store.
Target is a good example of a store with a pleasing appearance and an easy checkout process. I based my answer on this. It isn't too distracting or stimulating, just right.	I like that the products have easy to read good detail descriptions along with colorful lively shopping experience that makes it where I want to come back.	Some of the options did not mention "clean" in the store appearance. Cleanliness is important to me. Easy check-out is essential. I think that this is even more important than a store map.
Easier to see	VARIANT 2 IS MOST APPEALING TO ME DUE TO IT'S COMBINATION OF EASY CHECKOUT PROCESS, RELEVANT CONTENT AND STRESS-FREE AMBIANCE.	A small and clutter filled isle will make people feel like they do not have space to move thus decreasing the time people want to stay in the store. An easy checkout process is key to making people feel comfortable. The content must be realistic and comparable to being in an actual store.
Its gotta look cool plus fast checkout is awesome	I think out of the variant, variant 2 is the most important. I think store ambiance is important because if it wasn't they could just as easily go to a store in person. ANything to make the process quick and easy would make the user want to access the store more.If it is	Large, roomy, and uncluttered would be a must in a virtual environment for a comfortable experience.

	complicated or contained items not relevant there would be no point in using it.	
Appearances are very important. Also, lately I can't help but feel how dreadful checking out of stores is now with many moving towards inconvenient self-checkout areas exacerbating the impersonalization of it all.	Stress free and lively sounds interesting	Variant 3 feels like it would offer an efficient shopping experience. I'm not too concerned about the ambiance but would like to be able to find what I am looking for easily and be able to check out quickly with no hassles. Having uncluttered aisles, well stocked shelves and a clean retail store would distinguish this virtual store from real life stores. The checkout experience feels like it would be very quick compared to real life too.
The first thing that people will notice are the visuals, so high quality graphics will obviously needed to be a priority. This would also directly tie in with content. Also, an easy and safe check out process is needed for such an idea.	Stress free!!!!	Easy checkout plus uncluttered.
More appealing with the visualization	Ease of use and content will be better for all audiences.	Fast checkout is crucial to me. Combined with neat and roomy isles, I would be a happy virtual customer
I feel that the best thing is to having a pleasing atmosphere with lots of different images and animations. I also like an easy check-out experience as it means I will be able to spend more time shopping rather than waiting on line. Overall, I like the content available and think it would be most efficient.	Easy checkout is my top priority. I want it to be a pleasant experience (ambience), offer what I want (relevance) & checkout out quickly and easily.	I want to be able to check out efficiently, and I want to do it in a store that sells things that I like, in an environment that I like.
It sounds much nicer and easier.	The calm ambiance would make it ideal for me.	I would like the room to be spacious so I could get a

		good feel of a VR store will be like and I want it to be where I am immersed. I want the store to be clean and make sure that everything is organized and easy to check out.
with no visual information any of the choices are relevant.	Easy checkout is very important to me. Websites are often times lengthy to checkout of.	more space, and it looks way more fun than the other options
I want the website to be attractive and I want to be able to check out easily and securely.	It's hassle free and provides the customer a satisfactory experience.	Well-stocked and well-organized makes it seem that a storemap would not be as necessary. A clear checkout without too many steps or surprises is appreciated. Since this is virtual, the more cogent information about the product the better.
Easy checkout and relevant content are the most important for me. Everything else doesn't matter if those two options aren't present.	To make the shopping experience enjoyable for me, I need the whole process to be seamless and fun. When the checkout process is simple and doesn't take long, the entire shopping experience is smooth. Additionally, product information and images must be correct so that I can feel comfortable making purchases through a virtual medium.	very good
When coming across a store, you don't want something messy and dirty and unappealing. You want something that appeases to the eye; something that is clean and pleasant to look at. Also, you want easy and quick checkout as well as items that interests you.	Seems like a more enjoyable experience.	I like the roomy colorful aspect of this variant because roomy and colorful stores are cozy to me.
Interesting	I want the experience to be smooth and quick, and this variant offer these traits.	I think easy in and out of a market is important while

		at the same time a simple store layout.
Being in a cool looking VR store would be part of the appeal of VR shopping. Ease of use and convenience are also a factor in whether or not I would use such an applicaiton.	I like being able to shop for what I need and check out easily and ambiance plays a big factor in how I perceive the shopping process and what they offer.	As a shopper unfamiliar with virtual reality, I chose options that would make the process as easy for me as possible.
	Makes shopping easier and less stressful	I dont want to be cramped so a large layout would be nice. The colors and quality of it would also be important to help immerse yourself into the situation. Also if the content is not relevant then i wont care about it.
		Large space and de cluttered.
		I chose variant 3 because there is nothing I detest more than a cluttered store/cramped aisles. I want to be able to easily see items.
		when a store is pleasant inside the experience is better even if it's a busy store
		Clean design and uncluttered aisles, everything priced and very transparent.
		I chose Variant 3 because I would expect the checkout process to be the most foolproof part of the entire experience (since the store would want my money). Since it's a virtual reality store, I would want the store to be better than me actually going to a store in person. This means I would want the design to be really focused on and thought about a lot before being released to the public.

		Reasons for selecting the variant above is that it would make our lives easier going through the process. The entire store would also be easier to navigate and understand if everything was uncluttered. Quality of life additions played a major role in selecting the variant.
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Table A2: Round 2 Open ended responses:

Respondent ID	Any other features you think are absolutely mandatory in a Virtual Reality Retail Store, if any?
	Open-Ended Response
11189955042	more informations about purchase items
11189934372	it looked like enough.
11189934238	Maybe an info sheet on all the VR experiences offered
11189927554	I'd like to see an aisle of my frequently purchased and browsed items, perhaps in order of priority. For example, if there are items I buy every week - even if they aren't related - it would be nice to see them on a shelf. Amazon PrimeNow has a Buy it Again type feature like this. If there are items I buy once a month, perhaps they could be on another shelf. I would like a clickable icon that gives me a comparison table of similar products with reviews. Think of a magazine like C-Net that shows similar softare side-by-side including features, price, and rankings. Thanks!
11189924605	N/A
11189923636	shopping process
11189922675	Music playing in the background, with the option to disable it. Would probably make it feel more like an actual store.
11189921425	Easy returns system, clear return policy.
11189920284	do I need a cart or a basket?
11189920110	Good lighting.
11189919644	No other features
11189919292	low prices and a choice of music to play in the background
11189919233	It would be nice to have ambient music playing while shopping making the customer feel more relaxed.
11189918754	CLEAR HELP FEATURE
11189917552	Search function is a must. Possibly a virtual checkout associate too.
11189916259	The use of the program should be natural / instinctive and easy to learn.
11189916072	No
11189915308	No bugs and everything needs to work perfectly.

11189915259	A shortcut list that would instantly teleport me to the product I want if I don't feel like wandering around looking for it, or can't find it
11189914919	Ease of navigation from a keyboard.
11189914616	If Variant 4 had shopping process added
11189914073	Option to see avatars of other people.
11189913953	easy navigation
11189913805	A range of secure payment options, shipping estimations and options for faster delivery, information on items that might be for sale or any available coupons, an easy way to find new items that have been added to the store. Maybe personalized recommendations for individual customers.
11189913426	If food purchase then a detailed list of ingredients... Same description needed for any other products.
11189912973	Competitive pricing.
11189912882	It would be nice if the variant had an easy check out process too. I like easy in, easy find, and easy out in all my stores.
11189912740	Not that I can think of
11189912618	price comparisons
11189912598	I don't.
11189912495	Besides the listed features, I believe that a review section would be a good addition. A price display would also be good to have. Having the option to compare items with one another is also good.
11189912156	Nothing I can think of right now
11189911868	Not sure
11189911712	Not glitchy
11189911694	I think fast and easy checkout is mandatory.
11189911488	Data security/privacy
11189911391	No other people
11189911048	Neat and friendly staff is also important.
11189910981	Wider isles, actual 3D representations of objects (so a person can pick it up, rotate, zoom in, etc). Further, it would be nice to be able to unbox an item so we can see exactly what we're purchasing.
11189910655	The quality of the VRs being sold and the amount of stuff available there.
11189910234	nothing else really
11189910138	You want to to be simple and intuitive.
11189909841	The checkout and return process should be as easy as possible. The prices must be competitive to other stores as well.
11189909653	It falls under design, but order/organization: the layout of the store makes sense like a real store.
11189909026	Lots of bright imagery, and visualization
11189908967	a virtual store manager might be useful.
11189908939	I would like demonstrations or to be able to test a product so that I am understanding what I get/am more tempted to make the purchase.
11189908715	exellent
11189908626	A FAQ section for the less technically inclined
11189908541	Ease of use

11189908420	Not that I can think of
11189907886	Not at this time.
11189907822	Attractive, easy to search, and easy to check out.
11189907083	Can't think of any sorry.
11189906355	Feeling the experience is secure.
11189906235	reading store labels, shelf location, item, price, portion size, healthy, vs junk food, recommendations by people using the VR, etc.
11189906124	Security
11189905324	N/A
11189905120	Stress-free interface is also an important addition. Especially in regards to seeing 'loud' advertisements on-screen. Such as, 'BUY NOW' or 'LIMITED TIME ONLY.'
11189904929	The ability to interact with items in the digital environment, with a well built trial version, for testing and learning how the product works.
11189904219	Complete product description is very important.
11189904029	Options to turn on crowds or turn them off for people who do not like going to the store with full crowds.
11189903717	Realistic prices and products.
11189903658	I think it's important for the process to be easy and the shipping to be free
11189903502	These seem to be great relevant features.
11189902693	I think having other customers there with you would be a nice addition to shopping.
11189901965	Fake carts, maybe design them :)
11189901636	Voice search is probably easier to use than a virtual keyboard. But I'd prefer making my choices on a normal online shopping website, and then trying things out virtually.
11189901537	Soothing music
11189900841	I would also like to choose Navigation, but could not that and Shopping Process in the list at the same time.
11189900311	Security of your information.
11189899609	none.
11189899465	No, I can't think of any.
11189898553	Another feature may be to add other shoppers/customers. While the lack of others may be comforting, I would feel odd if I was the only person shopping in a huge store.
11189898141	None to add.
11189897856	easy to read instructions for using the store
11189897472	Maybe have an entertainment factor as well such as quick games or actual prizes to win.
11189896947	Everything is said in the description.
11189896004	Aisle details
11189894924	No.
11189894776	Music playing, like in real stores.
11189894215	Ease of use
11189893344	Ease finding products and checking out.

11189893203	Easy navigation
11189892610	I would rather make purchasing choices from a spreadsheet than us a virtual store like this - it's too distracting from my main goal of buying needed items quickly and hassle-free. shopping is a chore, not an event/experience to me.
11189891827	clean, uncluttered, stocked, attractive
11189891802	Minimal steps to purchase an item and reach checkout
11189891210	Everything seems to be covered
11189889368	Ability to see labels and everything clearly.
11189888102	Pricing should be relevant and accurate.
11189887709	Reviews easily seen based on selection from real people who have purchased the same products.
11189887366	Thorough product descriptions, especially measurements when relevant
11189886776	Easy to locate and use support features are an absolute must or else your shopping experience will be affected no matter the variant you choose.
11189886257	There must definitely be enough sets of products for sale. Also, I wish there would be a station for testing out the set, in addition to some free games that come with the set (free versions of paid games at least). There should also be a service personnel that could answer questions.
11189885721	I cannot think of any other features that should be absolutely mandatory in a Virtual Reality store.
11189877857	No other features
11189877703	being able to view product ratings and reviews would be helpful for selecting products
11189873961	Ability to pick up/rotate and view different items
11189873443	None
11189872805	Not at this time.

Figure A1: Sample survey sent and responses in SurveyMonkey:

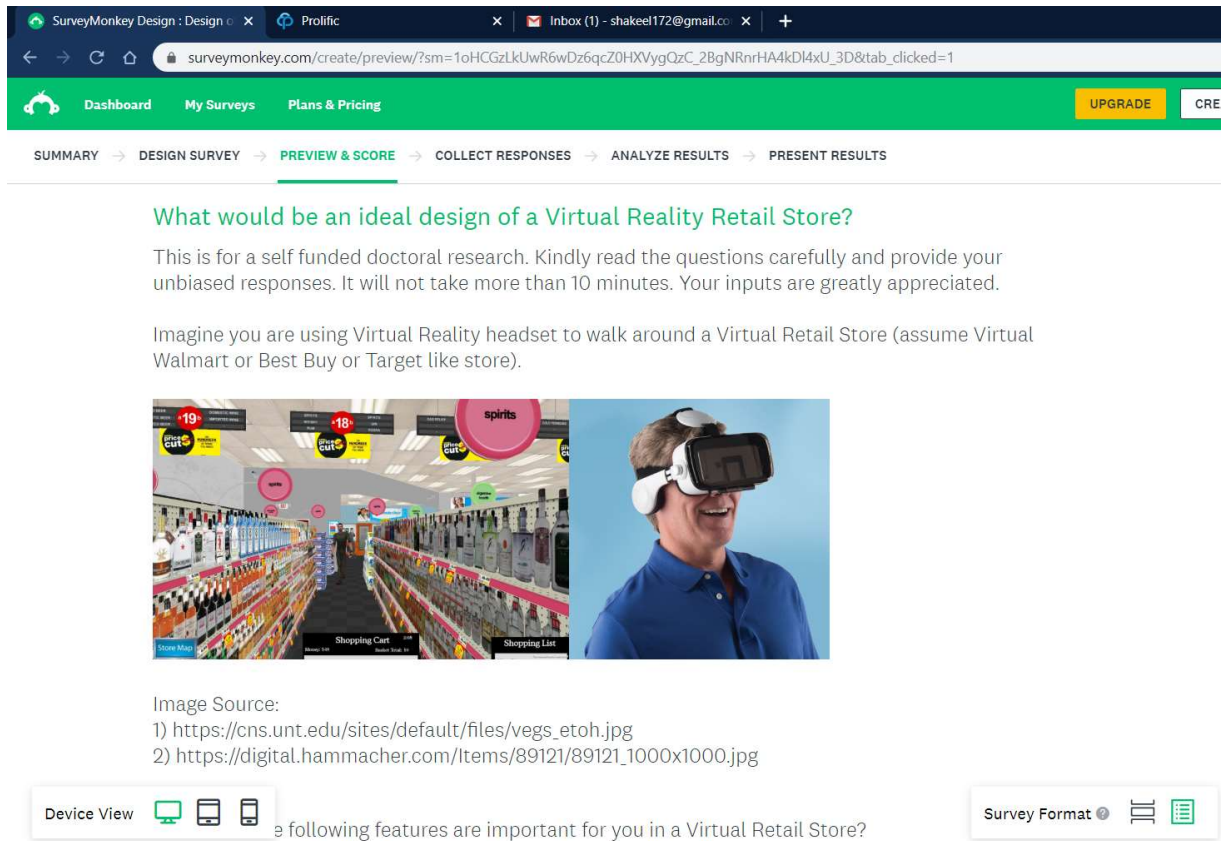


Figure A2: Screenshot of the surveys conducted and number of responses received:

Survey Title	Created	Responses	Actions
Design of Virtual Reality Retail Store	12/04/2019 Created 11/29/2019	32	[Edit] [Share] [Chart] [Link] [More]
Design of Virtual Reality Retail Store (Academic Research)	12/04/2019 Created 12/01/2019	1	[Edit] [Share] [Chart] [Link] [More]
Design of Virtual Reality Retail Store	12/02/2019 Created 12/02/2019	100	[Edit] [Share] [Chart] [Link] [More]
Design of Virtual Reality Retail Store (SurveyCircle)	12/02/2019 Created 12/01/2019	1	[Edit] [Share] [Chart] [Link] [More]
Design of Virtual Reality Retail Store (Prolific)	12/01/2019 Created 12/01/2019	106	[Edit] [Share] [Chart] [Link] [More]
VR Open Ended	06/10/2019 Created 06/10/2019	0	[Edit] [Share] [Chart] [Link] [More]

Figure A3: Screenshot of the surveys target profile:

Genders
 Male Female Trans Male Trans Female Rather not say

Languages
 English

Age Range
 11 years old | 21 years old | 40 years old | 93 years old

Countries
 United States

Regions

Cities

Educational Levels
 College Graduate (4 year) Doctoral Degree (PhD) Master's Degree (MS) Professional Degree (MD, JD, MFA, etc.) Vocational/Technical School (2 Year)

Employment Statuses
 Full Time Self-employed Student

Table A3: Variant selection reasons (raw responses):

Respondent ID	Collector ID	Which additional feature set would you add to improve your shopping experience in the retail store design?	Please state the reasons why you selected the above feature set. (Only complete responses will be considered for evaluation)
		Response	Open-Ended Response
11197 189736	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	make experience more friendly
11197 177078	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The features under the process/functional set are much more appealing to me. I wouldn't use the music and while 3D products would be nice, I'd much rather have a buy it again feature and the aisle of browsed and purchased items. I would much prefer an intuitive shopping experience over music I would mute anyway or 3D products.
11197 168172	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Just thinking of my own experiences shopping online or otherwise, this would be the feature set most useful to me.
11197 166741	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased	It would feel more real to see other buyers like myself

		items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	
11197 164441	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	I chose it because it seemed like it would make for a better experience.
11197 158602	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I chose the process/functional feature set because that was the most social option. The ability to see other customers piqued my interest.
11197 157110	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I don't care for anything social related. I want features that would actually help with shopping, especially the product comparison and unboxing.
11197 156013	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I would like to have a Personalized store. For example, do not display foods containing artificial colors, gluten, etc. Or display only items made in X country. I just don't want to wade through aisles and isles of items I would not buy, just to find choices that I would consider buying.

11197 154780	2510 02588	Interface Feature Set:Avatars3D representations of objects	I think the 3D representations of objects would add more to the feeling of reality than the other two choices. When objects are 2D it's harder to immerse yourself.
11197 154573	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	I like the product comparison
11197 153584	2510 02588	Ambiance Feature Set:Soothing background music Social (Lively, cheerful, stimulating and have courteous virtual salespeople)	I would not mind to be able to set the kind of music I listen to since in-store music in real life can be really irritating. A calming atmosphere with instrumental music may help the shopper enjoy the VR experience.
11197 153040	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	The selection I chose has the most value to an actual shopper. The other choices only "enhance" the experience. I want to be able to compare products, see products up close, buy items again, etc.
11197 152155	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	Mostly because of the option to compare products and unbox products. I feel this would help me get best pricing and get the products I really want.
11197 152089	2510 02588	Process/Functional Feature Set:Option to see other customers Personal	i think it would be hilarious to see other people. i also like the practical side like being able to

		shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	comparitive shop, unbox to look at item and a shelf to put items on. i also like you can personalize the experience with your shopping behavior. it makes it all seem fun
11197 152039	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Product comparison and unboxing are important to me in purchasing decisions I make. I like the option to look at products I previously browsed instead of searching again.
11197 151741	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The product unboxing is really important to see the item fully. It let you know what you are truly buying. Also the option to see other customers will provide more immersion.
11197 151347	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Product comparison is very important as well as unboxing to be able to see what you are actually purchasing. The only thing I don't like included in this group is the option to see other customers. If I'm virtual shopping it's because I don't want to see other people.
11197 150822	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed	If the VR is made for someone purchasing, they will most likely want to see their past items as well as items that they have shopped for in the past (personalization) since

		productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	the VR experience can be overwhelming but if it has things they like it is controlled
11197 150560	2510 02588	Interface Feature Set:Avatars3D representations of objects	Well, I was going to chose (a), only I would run my virtual self, far, far away if I had a salesperson following me around yapping. I just like some elevator music. And all of option b is what i think is wrong with apps like walmart and amazon
11197 150473	2510 02588	Interface Feature Set:Avatars3D representations of objects	If I'm shopping virtually, the last thing I want is to meet or hear real people.
11197 150445	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The Process/Functional Feature Set seems the most practical. I believe the ability to have a personal shelf and aisle of purchased items and browsed products provide a lot of utility.
11197 150159	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	Because of the the music and the sales people ,would make it really real and if i could ask for help and they could help that would be nice.
11197 149829	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	I like having ambience when I shop as well as friendly staff, so I'd expect the same in my virtual reality.
11197 149722	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization	I like to compare products "side by side" and I like personalization (a la what my Amazon Prime gives me).

		(Personalized based on my preferences and shopping behavior)	
11197 149572	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The functionality of the features chosen outweigh what I would consider added (premium) features from the other two choices.
11197 149512	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I think it would be easier to shop again if it had some of these things available. It would also make it more realistic virtually to see other customers. I would like the price comparison feature as well because that's what I do in real life. Overall, it streamlines the shopping experience that would be tailored to my needs over time-that itself saves time and money.
11197 149229	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	Shopping can be very stressful and I really feel that if I had lively music and friendly people around me , it would make for a better shopping experience.
11197 149016	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The functional features are the best options to me. I like being able to unbox items so I can see what the actual size would be. I also like comparing several items/brands before I buy. A buy it again feature would also make shopping quicker.
11197 148935	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed	I would really like the product comparison, personal shelf, and buy it again feature. These seem like the most usefull of all the features.

		productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	
11197 148854	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I think it would make the task quicker. A lot more helpful and make shopping more fun in my opinion.
11197 148303	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	it feels more real that way and makes it easier to do the same thing over again
11197 148233	2510 02588	Interface Feature Set:Avatars3D representations of objects	The ability to actually see that product instead of a flat image is key. If the avatar could give a tactile feedback then all the better.
11197 148155	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	because it would be most realistic to be able to view items at the same time to compare and have it as personalized as possible to what I want to experience and how I'd actually be shopping inside a brick and mortar store
11197 148058	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal	I think that once you make other customers visible it drives up the personalization, and it feels a lot

		shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	more realistic than if you are alone and can't see the other customer avatars.
11197 148049	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Features more align with my wants than the other two selections.
11197 147875	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	It would make it feel more real.
11197 147699	2510 02588	Interface Feature Set:Avatars3D representations of objects	This is the most useful option. The other choices are unnecessary. I would rather be able tp pick up the 3d representation to get a better idea of what im buying.
11197 147618	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I want to be able to compare products. I think that's very important.
11197 147325	2510 02588	Interface Feature Set:Avatars3D representations of objects	3D is more realistic
11197 147221	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively,	To me, music has a big impact on my shopping. If it's something calming or ambient I feel

		cheerful, stimulating and have courteous virtual salespeople)	more relaxed and want to stay and if it is completely quiet its kind of uncomfortable. I think it is an important feature.
11197 147194	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	It's simply an additional element of realism when you're hearing '90s adult alternative while comparing toothpaste prices while there's some college-aged kids scanning others' items at the front.
11197 147157	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I value functionality over user experience in almost all software I build. Personalized section of the store and ability to see historical purchases are integral to the online shopping experience. If virtual reality is the next step technology goes, it should build on top of the normal experience most of the population is used to in online shopping and not reinvent the wheel
11197 146932	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	It would be interesting to see the type of people, what they're wearing, the town I'd imagine I'm seeing
11197 146621	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I would prefer features that make it easier to shop rather than features that are there for just looks.
11197 146597	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and	Since we are close to the holidays, I've been hearing a lot of Christmas music in the supermarkets. Background music makes the place

		have courteous virtual salespeople)	feel alive and more real. That is why I chose the Ambiance Feature Set.
11197 146586	2510 02588	Interface Feature Set:Avatars3D representations of objects	If I'm using VR I think I would want it to be as lifelike as possible, so 3D objects seem like they would enhance the experience.
11197 146505	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	It is a practical option. It has time savers or provides extra information
11197 146474	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	This option seems the most genuinely useful. It describes features with utility such as comparing products, seeing the features of products and methods of navigating the store. It fills in gaps of what is not available in stores in person. Interacting with other customers is not that important or desirable. Music is nice but if it's virtual you can have music playing yourself anyway.
11197 146156	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I do NOT like 'soothing background music.' Not sure I care about seeing other customers either, but I do like the personalization elements of the middle one. They're practical; other stuff is cosmetic.
11197 145854	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	I think the experience would be more fun if you could interact with virtual salespeople. They could have a sense of humor or be interesting to talk to. They could recommend products or tell you about product features. It would make the experience more fun. Also, music is

			nice and relaxing. I think a sound component is important to the experience.
11197 145509	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	Buy it again, product comparison, and seeing what other people bought would all make the shopping process easier and faster. Those are features I currently use on Amazon, for example.
11197 145466	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	It includes more information about products that I would want and would be overall more useful to me. I don't care as much about the socialization options. Being able to find what I want or need is easier.
11197 144912	2510 02588	Ambiance Feature Set:Soothing background music Social (Lively, cheerful, stimulating and have courteous virtual salespeople)	Music and lighting are important and make a difference. Interactive virtual workers and opportunities would enhance the experience.
11197 144280	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	I dont care about seeing other customers, but being able to compare products give more of an in-store feel. The personal shelf is reminiscent of a shopping cart.
11197 144030	2510 02588	Ambiance Feature Set:Soothing background music Social (Lively, cheerful, stimulating and	Background music genuinely helps me focus and have less anxiety. It would sincerely improve the quality of my shopping.

		have courteous virtual salespeople)	
11197 144021	2510 02588	Interface Feature Set:Avatars3D representations of objects	Would like to see a realistic view of items
11197 143561	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The social aspect of VR might be one of the strongest things about the technology. Seeing other people in the store would add a lot to the experience.
11197 143336	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Honestly, I would not want an option to see other customers. That sounds horrible. If I'm shopping in an online VR retail space, it's because I DON'T want to encounter other people. HOWEVER, That being said, I profoundly do not care about cosmetic issues. Soothing background music, virtual salesstaff, avatars, and 3D representations of objects are all largely unnecessary. I would compare it this way. Many video games have prioritized graphical quality over story, interface, or AI features. This has resulted in a vast field of very, VERY pretty games, that are all VERY dumb and easy. Option 2 sounds like it has the most functionality (aside from the horrible idea of adding other shoppers). Personal shelves, buy it again features, product comparison (OH WOW, WOULD I LOVE THIS IN REAL LIFE) and unboxing, so I can see how it will look when I actually get the thing... all of these features add real value to the interface. The other two options make the interface prettier to look at or experience, but do not otherwise improve the way it actually WORKS. 2 feels like it improves the way it WORKS.

11197 143144	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	The personal shelf, the buy it again feature, and the personalization will make future shopping experiences more convenient. Product comparison also helps you find the best product.
11197 143115	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	It seems like the other ones are mostly asthetic features where as the one I selected has more useful featurres that I would actually use in a store.
11197 143002	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	other options seem more aesthetic than functional. aesthetics can come after the function of the device has been optimized.
11197 142886	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	To save time shopping. I can research anything on the internet, am going to store to buy specific items.
11197 142870	2510 02588	Process/Functional Feature Set:Option to see	I want to be able to see the products better.

		other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	
11197 142742	2510 02588	Process/Functional Feature Set: Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	Those features would be far more useful for actual shopping and should be implemented first before the others.
11197 142646	2510 02588	Process/Functional Feature Set: Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	Seeing other customers would appear more real
11197 142619	2510 02588	Process/Functional Feature Set: Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	This is because I always choose function over form. The personal focus of the functional feature set allow you to customize your experience in a way that's actually useful to you in terms of shopping more efficiently. I shop to shop, not to socialize or have fun.
11197 140827	2510 02588	Ambiance Feature Set: Soothing background music Social (Lively, cheerful, stimulating and	Because it would make it seem less cold and impersonal.

		have courteous virtual salespeople)	
11197 140358	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	To create a real experience as possible.
11197 140279	2510 02588	Interface Feature Set:Avatars3D representations of objects	I think it would be nice to see things more realistically than just 2D like images. It helps me make buying choices when I can things from many angles. I also like avatars because it's fun to feel like I'm there myself.
11197 140230	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I selected the reason above because I don't believe using a virtual shopping store would need the ability for music, nor people, because I believe for the optimal "shopping" experience should be geared towards the whole point of looking at items before you shop for them. Although yes, it is VR, items shouldn't be 3D because like again, we are just focusing on the items. Same reason goes for the avatars.
11197 140213	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	It cuts down on shopping time and makes it more likely that I'll get exactly what I'm looking for.
11197 140031	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again	I like the idea of the personal shelf so I can verify what I purchased and have a second look at browsed products without having to go down the aisles again I like the "buy it again" feature as some items like soap

		featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	or shampoo are purchased on a regular basis.
11197 139854	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	More realistic and helpful
11197 138632	2510 02588	Interface Feature Set:Avatars3D representations of objects	If the purpose is to present a shopping experience in VR, I would prefer something more simple and less complicated.
11197 137567	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	These are the most useful features for an optimal shopping experience, particularly the product comparison, unboxing, and personalization.
11197 136555	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I would love to be able to access these functions. The product comparison and unboxing would be an awesome feature I'd use often while shopping.
11197 135929	2510 02588	Interface Feature Set:Avatars3D representations of objects	It's more personal and otherworldly

11197 134096	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I selected the above feature set "Process/Functional Feature Set", because it has the options where I can have my own personal shelf and aisle of purchase information available for future purchases, and the buy it again feature helps so I don't have to search for it, and I really like the price comparison and unboxing and the personalized feature as well.
11197 133148	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I like the buy it again feature because I like to use it like a shopping list
11197 132617	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	1.) seeing other people would make the experience feel more real
11197 131832	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	i dont really care about seeing other customers, but a personal shelf would be benficial, and product comparisons - I would like music, but its not that important, so the 2 was the best option
11197 131550	2510 02588	Process/Functional Feature Set:Option to see	The personal shelf would be convenient (analogous to a shopping

		other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	cart that you can see in the real world), and the buy-it-again feature would entice return customers.
11197 131299	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	In my opinion, it is the most useful of the options. It has more options that are useful.
11197 130717	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	I think that mood is so important to the buying process. I am listening to music that is conducive to the atmosphere I am in, then I am more willing to buy. Additionally I am less willing to buy if there are a lot of other people around looking at and judging my choice, same goes for avatars that might be pushing me towards a choice.
11197 130397	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	When shopping function is the most important thing, and features like buying it again and being able to see my purchased or browsed products are very important and used by competing online retailers.
11197 130355	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again	The option to have a personal shelf to store items appeals to me similar like storing items in a shopping cart online. I like the 'buy it again' feature for items I buy often. It's convenient. I especially like the

		featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	'product comparison' feature because I use that now when shopping online so I would like it also to be in a virtual reality shopping experience. I like the unboxing because I like to see all the accessories items come with. Sometimes they're not listed in the item description so this would remove any doubt. I like 'personalization' if it would make my shopping more efficient and save me time.
11197 130201	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I selected the process/functional feature set because it is the most practical and useful set.
11197 128508	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	it will improve the vibe of the shopping experience. make things more enjoyable and fun
11197 128233	2510 02588	Ambiance Feature Set:Soothing background musicSocial (Lively, cheerful, stimulating and have courteous virtual salespeople)	Music is soothing to the soul.
11197 126454	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	really only for the buy it again feature and personal shelf. also i'd hope i could not see other people also. and if i was buying things from Target I wouldn't want to watch it be unboxed
11197 125505	2510 02588	Interface Feature Set:Avatars3D representations of objects	Online shopping usually has the process/functional feature set, but a 3D representation would be

			something unique that only VR can offer, that would make the experience more realistic and helpful.
11197 124130	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I think it would be really odd - apocalyptic almost - to go shopping in a store with no other customers, especially if it was dead quiet with no music or anything.
11197 121911	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Out of the 3 choices, the choice I selected would be most beneficial. It would allow me to personalize my shopping experience and make shopping easier if the program was able to remember what I typically buy. The Buy It Again feature is something I would appreciate. As a mother of 3 kids, I often need to shop quickly and efficiently. This feature would help me shop even quicker because I typically buy the same products regularly. I would also really like the product comparison feature because I like to compare similar products when I am making purchasing decisions. I like to have multiple options and then be able to make a choice on which is best. The other two options presented are more frivolous options in my opinion. Neither feature is necessary to enhance the virtual store or shopping experience.
11197 120799	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	Personalization seems like it could be helpful, as could the buy it again feature. Although I would not want to see other customers. I also chose this option because I definitely wouldn't want the virtual salespeople in the Ambience Feature Set option.

11197 120565	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	It has the most important features that I would use. Without some of these features there is no reason to use a virtual store.
11197 119893	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	First I would like to get a good deal, thus product comparison. Also, I need to find the product attractive. Other features that I would be looking for is durability.
11197 119694	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	I chose the feature set because I believe it will enhance the actual value of the purchase. It helps to be able to visualize how others interact with the product and how it can be utilized more creatively once you take it home. It helps build a feeling of belonging to the product, a sense of ownership. These features enhance the brand the most out of all of the feature sets.
11197 119039	2510 02588	Process/Functional Feature Set:Option to see other customersPersonal shelf and aisle of purchased items and browsed productsBuy it again featureProduct comparisonProduct unboxingPersonalization (Personalized based on my preferences and shopping behavior)	These seem like the most important features for a good shopping experience.

11197 118697	2510 02588	Interface Feature Set:Avatars3D representations of objects	To make immersion more believable, having other avatars to see and 3d objects would help.
11197 118213	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	I like being able to see the items I have browsed or purchased so that if I want to buy them again, it is easy to do so. I don't have to search around for something I have thought about buying or bought in the past.
11197 117565	2510 02588	Ambiance Feature Set:Soothing background music Social (Lively, cheerful, stimulating and have courteous virtual salespeople)	To make it feel more like I'm in the store shopping.
11197 112072	2510 02588	Process/Functional Feature Set:Option to see other customers Personal shelf and aisle of purchased items and browsed products Buy it again feature Product comparison Product unboxing Personalization (Personalized based on my preferences and shopping behavior)	I like that it has the option to buy it again and a price comparison feature. I think that this adds really good features to the set.