

Hamburg, 10. Juli 2018

Betreff: Gastvortrag Marco Speicher (DFKI Saarbrücken)

Sehr geehrte Fakultätsmitglieder,

Anfang August ist Herr Marco Speicher vom Deutschen Forschungszentrum für Künstliche Intelligenz (Saarbrücken) bei uns zu Gast. Diesen Anlass möchten wir nutzen, um Ideen für Forschungsvorhaben in dem interdisziplinären Themenfeld der künstlichen Intelligenz zu generieren.

Gerne laden wir Sie daher am 01.08.2018 um 10:00 in Raum VMP A215 zu seinem Gastvortrag ein. Das Thema des Vortrages lautet: "Shopping in Virtual Reality - Classification, Investigation and Evaluation of Next Generation VR Shops. " Dabei gibt Herr Speicher spannende Einblicke in die Einbettung von Virtual Reality in neue Shopperlebnisse. Einen Abstract seines Vortrags finden Sie in der Anlage anbei.

Wir freuen uns, falls wir Sie oder Ihre MitarbeiterInnen zum Vortrag begrüßen dürfen.

Mit freundlichen Grüßen

Prof. Dr. Thorsten Teichert

Anlage: Abstract

Shopping in Virtual Reality - Classification, Investigation and Evaluation of Next Generation VR Shops

In contrast to traditional retail stores, online shopping offers many advantages, such as unlimited opening hours and a stronger focus on functionality. But this is accompanied by a complex categorization, limited product visualization and immersion. Virtual Reality (VR) has the potential to create new shopping experiences that combine the advantages of e-commerce sites and conventional brick-and-mortar shops. We examined the main features of online and offline shops in terms of buying behavior and customer frequency. Furthermore, we designed and implemented an immersive WebVR online purchasing environment and aimed to retain the benefits of online shops, such as search functionality and availability, while focusing on the shopping experience and immersion. This VR shop prototype was evaluated in a case study with respect to the Virtual Reality Shopping Experience (VRSE) model. The next step is to classify, investigate and evaluate the next generation of VR shops, including product interaction and navigation techniques, as well as store and product representations.