



 overstock.com

Augmented Reality Prototype Findings

# Working Well

▶ Watch Highlight Reel

- All of the participants stated that the AR feature would influence their purchase decision
- All of the participants mentioned a friend or family member they'd like to tell about this feature
- All participants thought the AR experience was 'cool'
- All participants would click the "View in my home" link on the product page either because they have an idea of what would happen or out of curiosity
- None of the participants had seen AR functionality on other competitive shopping sites

## IKEA:

- All participants noticed the "Place furniture in room" feature on the homescreen
- Users appreciated having a tutorial to explain how to interact with the feature

Note: IKEA updated their app this week and these two features have changed

## Houzz:

- Participants easily saved their images to the Ideabook and liked this feature

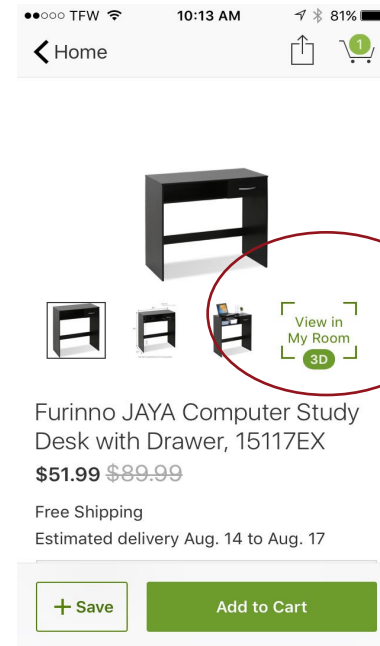
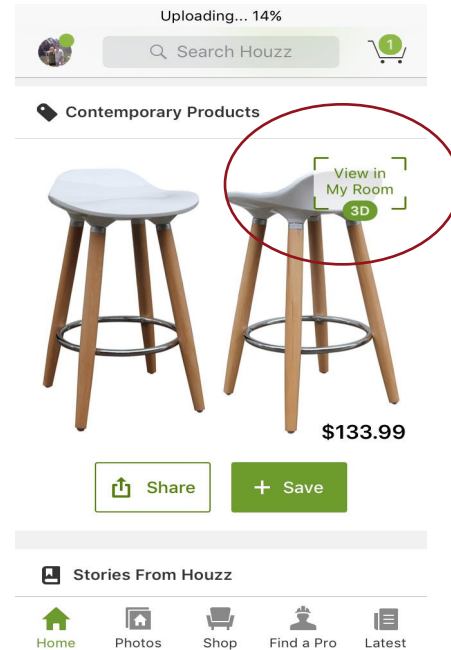
# Houzz Research Findings: 1 of 2

## Visibility: None of the users noticed the “View in my Room” box while scrolling on the homepage

Notes: However, every user noticed the option when viewing the product page and tapping on it automatically opened the AR feature

**Recommendation:** Choose a more obvious option to inform users about the AR experience, and include “View in Room” as a product image.

▶ Watch Clip



## Item Placement: Users struggled with the items being “offset” instead of placing flat against the wall and noted that it was difficult to imagine them in their home.

Notes: This could be either the functionality of the app, or the lack of understanding of how to rotate an item

**Recommendation:** Ensure the experience is realistic or the user will lose interest/get frustrated. Items should place flat against a wall.

# Houzz Research Findings: 2 of 2

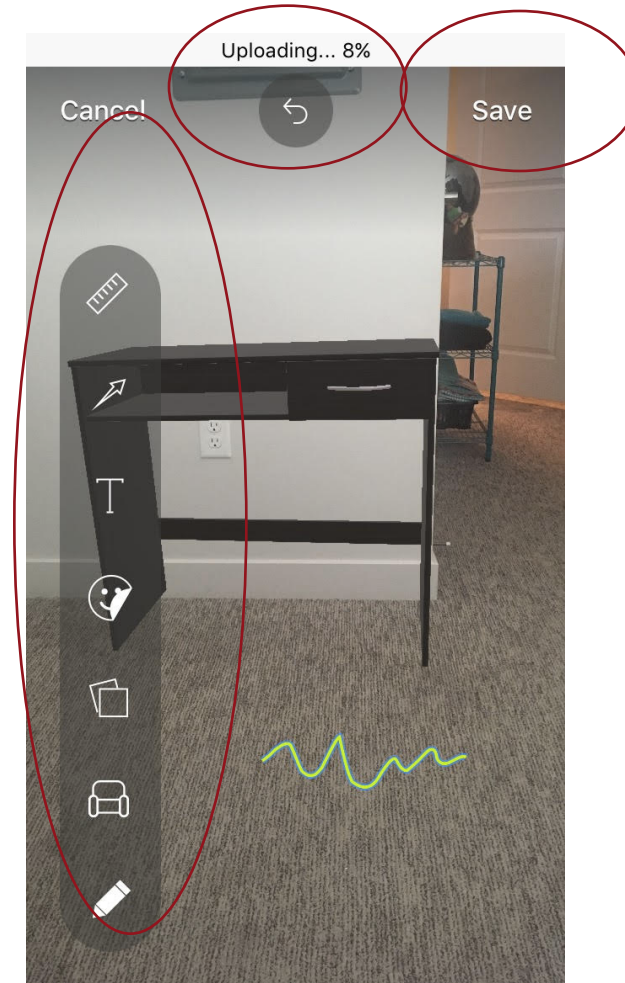
- Clicking on “Save” automatically took a screenshot and added it to the user’s Ideabook. Users liked this feature a lot

▶ Watch Clip

- Users appreciated the “back” button to undo their latest move, such as the green squiggly line in this image

- Users were confused by too many features and no labels

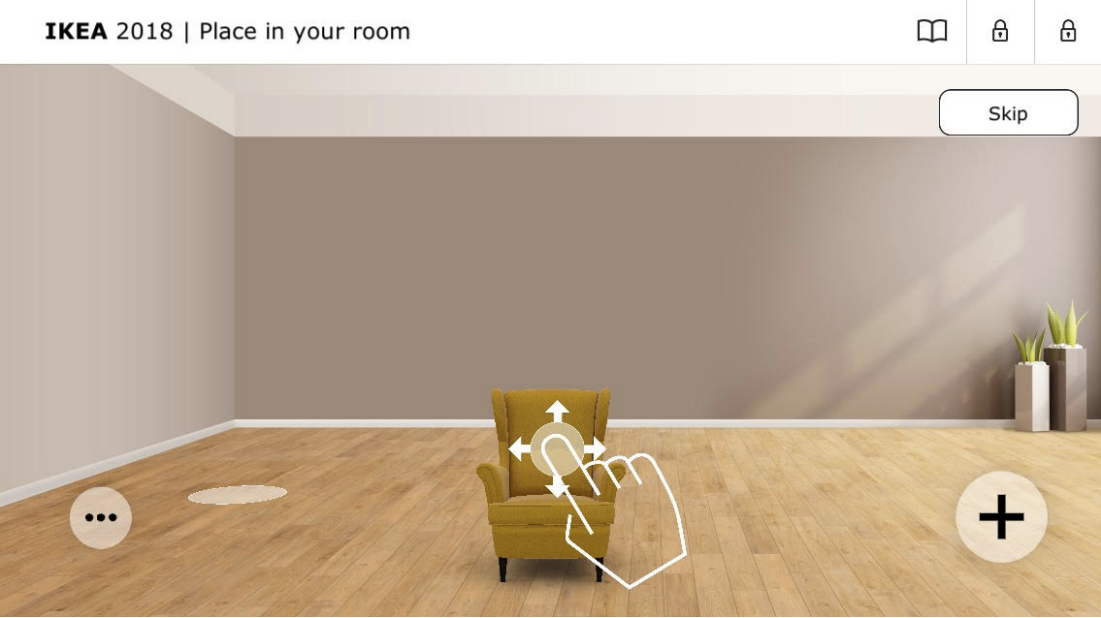
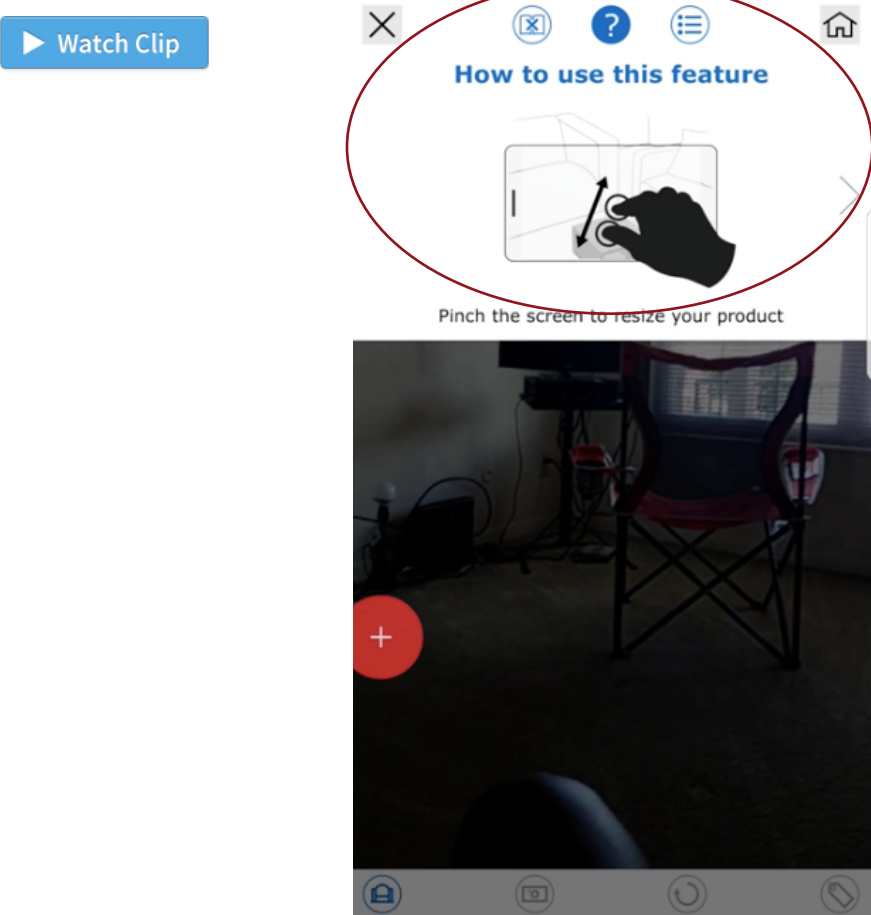
▶ Watch Clip



# IKEA Research Findings: 1 of 2

**Tutorial: While users appreciated the tutorial, they were confused by it and exited the tutorial before it was finished**

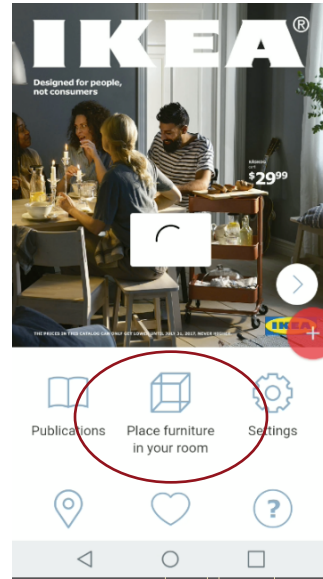
Note: This week the app was updated with a new tutorial (as seen in 2nd image) that we haven't tested yet but believe to be user friendly and efficient at explaining how to interact within an AR environment



# IKEA Research Findings: 2 of 2

- All users noticed the “Place furniture in your room” feature on the homepage during testing

Note: The image on the left is what users saw during testing. The image on the right is how the updated app displays the AR feature



- Users were extremely confused by the option to use or not to use the IKEA catalog

Note: Using the catalog ensures that the item will be the correct size but users thought it meant that they'd be shopping on other sites if they didn't use the IKEA catalog

▶ Watch Clip



# Overstock Top Priority Findings: 1 of 2

[Watch Overstock App Research Videos](#)

1. **Visibility:** None of the participants noticed the “View In My Room” option on the product page.

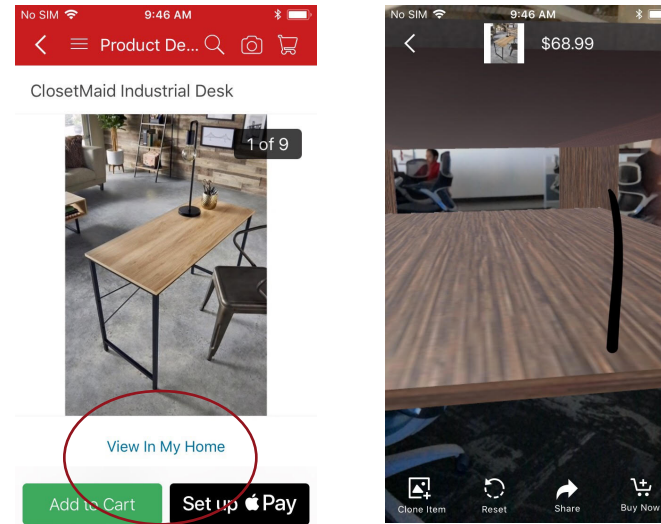
**Recommendation:** Bold the text and make the text more color prominent or make the text into a button

2. **Scaling:** After resizing the item to fit into their screen and home, all participants were confused about the size of the item they would actually receive, as well as the actual dimensions of the item.

**\*\*This was an issue across all three apps tested.\*\***

**Recommendation:** Don't allow the ability to resize the item and instead find a way to show measurements or to allow the user to zoom out to view the room as a whole

[▶ Watch Highlight Reel](#)



3. **Tutorial:** All participants on Overstock struggled to know how to interact with the AR feature. All participants asked for a tutorial that would show them what to do.

**\*\*This was an issue across all three apps tested.\*\***

**Recommendation:** Provide a brief and simple tutorial overlay

[▶ Watch Highlight Reel](#)

# Overstock Top Priority Findings: 2 of 2

## 4. Iconography: Without labels, participants didn't understand what the functions of the icons were.

Note: The older participants in our demographic didn't understand that they should touch the screen to place the item in the room, and didn't know how to resize or rotate the item

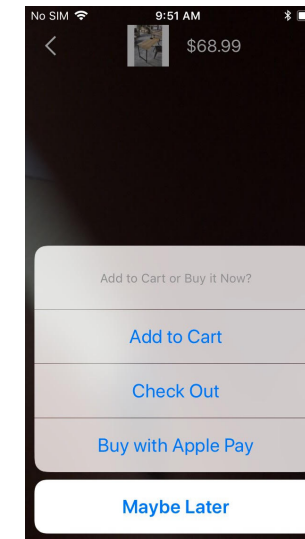
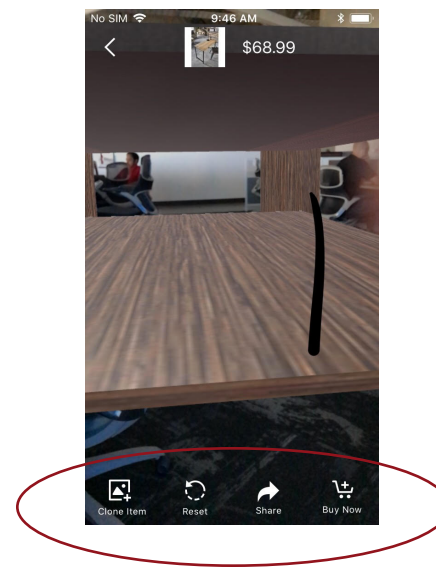
**\*\*This was an issue across all three apps tested.\*\***

**Recommendation:** Add descriptive labels to the icons that are easily understood by the user

## 5. Option Selection and Feature Requests: Instead of going back to the product page, participants expect the ability to select color and other options within the AR environment. Participants also expected to see more action options available.

**\*\*This was an issue across all three apps tested.\*\***

**Recommendations:** Provide option selection without forcing the user to return to the product page and include a back/undo button or trash can to drag items into. Include a save to Favorites/Wishlist button. Include rotate button.







# Questions?

[taiken@overstock.com](mailto:taiken@overstock.com)

# Appendix: Augmented Reality Resource Links

- [Learn more about Augmented reality](#)
- [Where or how can I learn augmented reality?](#)
- [Types of Augmented Reality](#)
- [VR, AR will be very real in 2017](#)
- [Top 10 Best Augmented Reality Apps – The Future is Now](#)
- [VRTO – VIRTUAL & AUGMENTED REALITY WORLD CONFERENCE & EXPO 2017](#)
- [What's Next? The Biggest Augmented Reality Trends of 2017](#)