



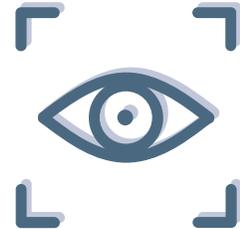
**AUGMENTED REALITY  
(AR) SURVEY TOOL**

**Key Terms:** Augmented Reality (AR) | Market Research | Survey | In-the-Moment | Context-Oriented



## AUGMENTED REALITY (AR) SURVEY TOOL

**Augmented Reality (AR) Surveys:** A market research methodology which allows the participant to respond to digital survey questions on the screen while viewing the product through their device's camera.



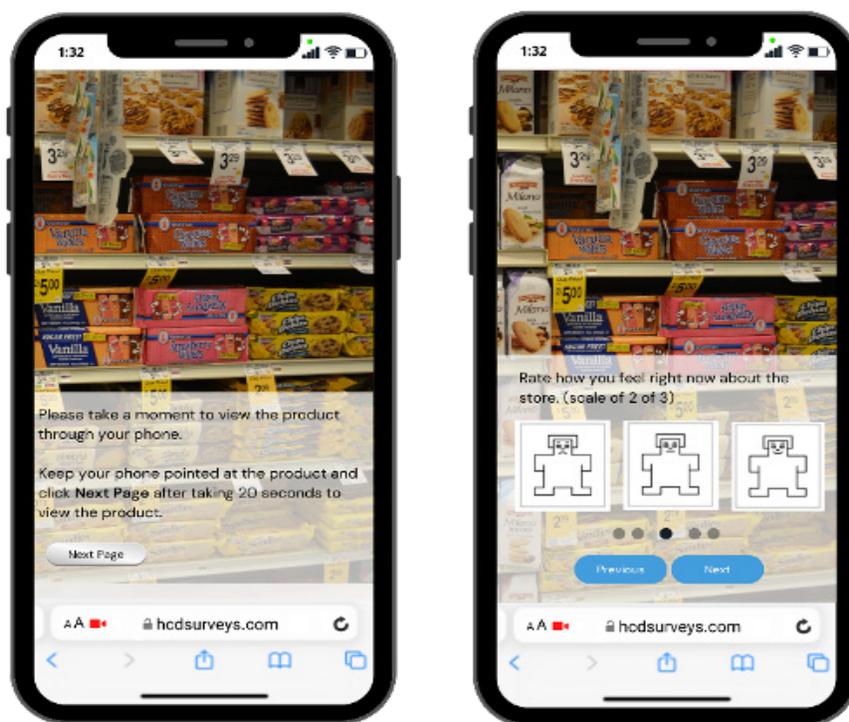
### **What is augmented reality, and how does it fit into market research?**

Augmented reality (AR) is the inclusion of virtual elements into a live view of a current, real-world space. This immersive technology helps bridge the gap between the physical and digital worlds, allowing interactions from both worlds to meld together seamlessly. Smartphones, tablets, and desktops can all incorporate AR, which has enhanced many apps, trainings, and games. AR experiences are commonly used by consumers in social media apps, such as Snapchat and Facebook but there is untapped potential within the market research industry. The possibilities for the interactive graphics overlapped on the video stream are endless. This creates plenty of flexibility when designing a study using AR Surveys, since the questions asked will be specifically tailored to answering the research question. Anything from emotional batteries and scales to traditional survey questions can be imposed on the participant's screen, creating a new, innovative methodology of self-reporting.

# Augmented Reality (AR) Survey Tool

## How does AR Surveys work?

AR Surveys merges a physical product, service, or advertisement with a digital landscape to learn perceptual responses. It is easy to implement, provides an opportunity for creative insights, and uncovers in-the-moment reactions. Once the webpage is granted access to the participant's camera, the participant selects either the front or back camera for use. After access to the camera is approved, instructions continue to appear on the screen, but now with the ability to view the stimuli through the smartphone camera as well, as seen in Figure 1. Participants are then prompted to respond to a series of survey questions while viewing the product through the screen. For the survey to progress, participants either click or tap on the response for their answers to be recorded. The screen is recorded for quality assurance and behavioral compliance, allowing HCD to review the experience, ensure instructions were correctly followed and the appropriate items were being evaluated. It should be noted that saving the recordings can be disabled to avoid data privacy issues.



**Figure 1: A screenshot of an example of AR Survey instructions (A) and prompt (B) where the participant evaluates in-store products using the Self-Assessment Manikin (SAM) emotional battery. The participant simply clicks the icon which best matches their mood while viewing the product through their smartphone camera.**

Leveraging the screen recordings and augmented reality displays gives a better understanding of the context in which stimuli is assessed and creates an opportunity for research to be conducted anywhere- at the store, in a home, with a customer service provider- since consumers can answer these questions anywhere with a mobile device or tablet. The clear interface displays the augmented survey with the participant's reality, whatever the camera is focusing on, making an easy, fun way for consumers to evaluate products, ads, brands, and experiences.

# Augmented Reality (AR) Survey Tool

## A new way to connect with consumers

Market research continues to evolve and seek out new ways to effectively analyze consumer decisions. The AR Surveys are a simple and innovative way to capture information within any desired specific context. The survey can be done in several types of environments, serving as a non-disruptive shop along to an in-home use test. Rather than communicate with an interviewer, participants can give honest opinions about all types of products without concerns for feeling embarrassed or uncomfortable. Similarly, this approach is beneficial for research on more intimate products and gives participants time to think without being rushed. The AR Surveys also gives space for the participants to come to their own in-the-moment feedback. Unexpected responses are often the most valuable because they discover potential problems or unintended affects relevant to the target audience. This type of survey collects data in real-time or point-of-purchase, helping participants give top-of-mind answers without any judgment.

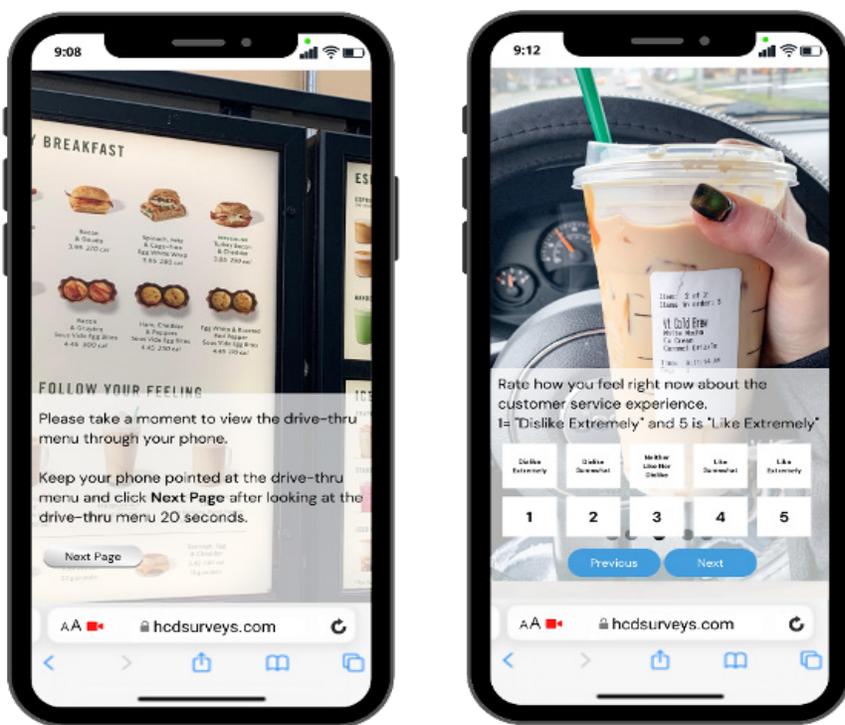


Figure 2: An example AR Survey instructions (A) and prompt (B) where the participant is evaluating a drive-through customer service experience.

## Keeping up with the context

Expectations can vary depending on the environment in which a product is presented. Just consider the standards you expect from a burger joint compared to a candle-lit dinner. Quality responses come from gaining insight into the circumstances in which each participant experiences the product. For example, cosmetics, lotions, or moisturizers may elicit different reactions on a store shelf compared to a bathroom drawer. Both environments can provide valuable insights depending on the research question, but the context should not be overlooked.



The numbers gathered from the research must be informed by the context to gain meaning. Information collected from context-oriented research gives a better idea of the types of comparisons being made and the generalizability of the findings.

Anything from the packaging to the product to the messaging contribute to the consumer experience when it is integrated into a lifestyle. Having the flexibility to explore consumer responses in more private spaces, like their bedroom or bathroom, allows the survey experience to seem more organic and less invasive. Making the experience personal by reviewing the product where it can be useful has powerful implications. Associations are strengthened in certain places, which may reveal a direction into how to fulfill consumer needs.

### **Meeting the consumer where they are**

From computer to mobile devices, screens are embedded in our society and will continue to be one of the lenses in which consumers engage with a large portion of their lives. Using a familiar tool to learn consumer perceptions fosters understanding and truthfulness. AR within market research pushes the boundaries between naturalistic and controlled environments, exposing drivers of decision making by modernizing conventional market research with a cost-effective approach.

Because of the boom in games and filters integrating AR into their designs, the majority of consumers are comfortable and excited by its applications. AR Surveys are an immersive and interactive experience that are also intuitive, straightforward, and easy to employ. Additionally, this innovative methodology will access valuable in-the-moment responses, helping to expand market research into locations where the product is being purchased as well as where it is actually being used.

# Augmented Reality (AR) Survey Tool

This opportunity adds depth to the consumer response, helping to cut through the clutter of the customer journey and learning what differentiates certain products. Meeting consumers in-the-moment with the right tools empowers any research to move forward efficiently by driving meaningful, future innovation.

## AR Surveys Use Cases

- Products (in-store and at home)
- Customer Service
- Advertisements
- In-Store Experiences
- Experiential Venues (i.e., sports games, movie theater, concert, restaurant)
- And much more!

## CONTACT US!



**HCD Research** strives to promote quality research by using the right tools for the right question. If you are interested in learning more about how to use **AR Surveys** to progress your research, please contact [info@hcdi.net](mailto:info@hcdi.net) or call **908.788.9393**.

**DOES YOUR** *product*  
**MEET THE** *promise?*

*Prove* **IT.**

**CONNECT  
WITH US!**  
  
**[www.hcdi.net](http://www.hcdi.net)**