

SHelfZONE RESEARCH

The virtual Shopping experience for Market Research.

VR SIMULATION

ShelfZone uses high-end VR headsets to simulate retail spaces in virtual reality.

Room Scale Movement

Moving inside VR has never been easier.

Thanks to a dedicated user interface, moving inside virtual reality is an instant and natural-feeling experience, with no collateral effect. It is possible to interact with the environment, walk and teleport yourself inside a surface thousands of square meters wide with a simple click.

Shopping simulation

The emotion of Shopping.

Thanks to the immersive virtual reality, ShelfZone Research simulates an extremely realistic Shopping experience. The emotion and the realism are fundamental in studying consumer behavior inside the simulation.

Product consumer data overprint

Maximum legibility for every single product.

ShelfZone Research automatically and dynamically imports products data and displays them on traditional labels (on the shelf) or on evolved windows that can appear next to the product, when it is taken and held by the user. It is possible to view texts, images and movies to enhance the Shopping experience and match the Researcher's needs.

Hand-holdable VR products

Products so realistic that you can touch them.

The ShelfZone Research simulation allows the user to touch the products, receiving a force feedback. The products can be taken from the shelf and held with both hands. Thus, they can be put inside a shopping cart as they would in a real store, and be found in a wishlist that is easily editable through a simple and natural interface.

LIVE VIEW

ShelfZone can display what happens within virtual reality through connected monitors.

Smoothed first-person camera

Follow the UX, as if you were in a movie.

In this mode, ShelfZone shows live what the user is doing inside virtual reality. The real-time stabilization of the scene prevents the audience from suffering from motion sickness. The quality of the displayed environment and objects shows all the power of the graphic engine, taking advantage of the resolution of next-gen screens.

Path & permanency

Study users from above.

ShelfZone integrates the path tracking and permanence time detection features, displaying them directly on the store's map. A bespoke functionality calculates permanence time and areas, displaying them from above on the store's map.

It is possible to see all the paths back and forth in order to study consumer behavior in the best way, comparing **several sessions** through an online tool.

Shelf & product eye-tracking

Eye-tracking has never been so useful.

Thanks to the integration of the SMI Group technologies in the HTC Vive, it is possible to track gaze and pupil movements on shelves, signposting and products. Heatmaps and sight path can be recorded and dynamically broadcast through an online tool that enables sessions comparison.

Live monitoring

Knowing consumer behavior.

During the Shopping session, it is possible to follow the consumer watching a monitor and see real-time Shopping behavior data: percentage of picked products on seen products, time of product holding before the buying or rejecting decision, average bill value monitoring, percentage of discounted products, products included in loyalty programs, and much more .

RESEARCHER TOOLS

ShelfZone provides the researcher with powerful tools to work in virtual reality.

Data clusterization dashboard

All behaviors with a click.

A special online tool enables the researcher to aggregate data in real-time, creating a cluster to extrapolate insights from all the collected data of highlighted sessions. With all the data available online, the aggregation and the study of sessions and focus groups become faster, as well as its sharing and presentation.

Voice chat

A voice that leads you.

Selectable from the VR Control Panel, the Trade-data Planogram View displays on external screens an orthogonal view of the planogram that the user is looking at in virtual reality, enhanced with overlaying colors that automatically underline dynamically-imported data. It is possible to integrate any kind of data from owned or third-party software.

Planogram comparison

Jump in and compare planograms.

ShelfZone Research enables the researcher to talk to the user, connecting through voice chat, or coming next to the user into the virtual reality Shopping session with an avatar. This allows the researcher to lead the user and to understand directly his/hers choices during the live Shopping session.