

Call For Participants



Investigating Virtual Reality user experiences

2 hour(s) to complete

Cash (£20)

Focus Group

30 Aldwych, London WC2B 4BG,
UK

King's College London

This project aims to understand what makes (brand-related) virtual reality experiences engaging. For example, what is the most memorable VR moment a person has ever experienced and were there specific elements that made the VR experience so special (e.g., how did you feel, what did you do/ think and whom did you share it with?) To investigate this, focus groups with virtual reality users (making use of a head mounted display/ VR goggles) will be conducted.

Find out more online

Poster printed on 05/05/2024 Study expires on 10/03/2018

More info

by scanning the QR code
or visiting the URL

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