UX strategies for intuitive Parametric Product Customization in 3D

With recent developments in visual product configuration its now possible to create online configurators and design tools for all types of e-commerce and customer portals. Together with the power of parametric CAD it can enable mass customization when enabling untrained users to customize products before purchase with easy to use online tools.

But how does the user understand that it's a configurator or design tool that is shown inside the webshop? Not just an image or a video? And how does the user understand the entire configuration flows of more complex products, without prior training?

This is what we at SkyMaker AB would like to explore further in a master thesis together with you.

Based on the conclusions of previous master thesis *"Designing for usability of 3D configuration in E-commerce – Interactive design of 3D in web applications" (Alfred Axelsson, 2017)* and our cloud service for developing configurators with CAD and 3D, DynaMaker (www.dynamaker.com), we are looking for two students to explore this further to establish a best practice for selected types of visual product configuration.

Does this sound interesting? Please send your CV:s and a short description of why you are interested in this type of master thesis to exjobb@skymaker.se

#WebGL, #mass-customization, #e-commerce, #digitization, #visual-configuration, #design-automation, #parametric-design

SkyMaker
Mass Customization Tools

www.skymaker.se