

WO WISSEN WIRKT.



Artificial Intelligen

Das ICAI fördert die Anwendung von künstlicher Intelligenz zur Lösung von relevanten Themen an der OST und in

- **Lehre**
AI in allen Studiengängen der
- **Dienstleistung**
Wissenstransfer in die Wirtschaft und Industrie
- **Forschung & Entwicklung**
AI für und mit lokalen KMU's
- **Weiterbildung**
Als CAS AI oder spezifischen AI-Firmenkursen



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WTT
YOUNG
LEADER
AWARD

International Consulting Project
Market Research
**for OST – Eastern Switzerland University
of Applied Sciences**

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Unlocking metaverse for seniors: A marked-based approach to inclusive virtual experiences

The Institute for Artificial Intelligence (ICAI) applied to Innosuisse to fund a project aimed at making the metaverse more accessible to seniors. However, the application was rejected. By analyzing the market entry risk and the added value of the proposal for seniors, the project aims to facilitate the resubmission of the Proposal

Proceeding

The project team first adopted a scenario-based approach to account for the possibility that there might not be a viable market for the proposed technology. They then conducted intensive desk research to gain a comprehensive understanding of the Metaverse, which was used to develop questions for expert interviews and surveys of seniors in the DACH region. For qualitative research, they conducted seven online interviews with Metaverse and senior experts. A total of 101 responses were received for the quantitative research which was constituted by a survey. Based on the secondary research and the research results, strategic recommendations were derived.

Results

The qualitative interview revealed that seniors are generally curious about exploring new technologies. However, they have a variety of attitudes towards them and are in need of assistance with their use. In addition, the experts provided some insights into the enablers and barriers for seniors to participate in the metaverse, which partially confirmed the findings from the literature review. The quantitative findings suggest that while tech-savvy seniors are interested in using the Metaverse and CV/AI technologies, their price expectations do not match the intended price of the CV/AI technologies. They also value key features of existing VR glasses. As a result, the proposed technology does not have sufficient market potential at this time. In line with the objectives set for Scenario B of the research approach, several recommendations were made, focusing on providing VR experiences to increase product awareness.

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Interdisciplinary Center of Artificial Intelligence OST, St.Gallen

ICAI is one of OST's centers within the Specialty Department for Interdisciplinary Work (IQT). It aims to provide knowledge about artificial intelligence to OST students, regardless of their field of study. It also involves applied research and development of AI-based tools to solve various problems and challenges. ICAI has already developed many tools, such as software detecting packaging errors and an entirely VR-based helicopter flight simulator.



Client

Institute of Artificial Intelligence
Prof. Dr. Guido Schuster, Director
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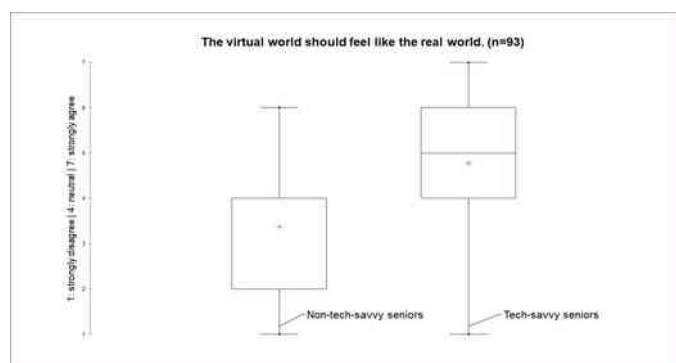
The OST student team tackled a challenging Consulting project to integrate seniors into the Metaverse using innovative AI and computer vision technologies. Despite obstacles, they pinpointed essential user needs and made strategic recommendations that improved our grasp of seniors' digital environment interactions. This collaboration provided the ICAI with valuable insights and a solid basis for future projects in this area.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Tom Ulmer, Mag FH

The highly motivated team provided exciting insights into the difficulties of implementing this technology in our society. Employing a convincing mixed-methods research design and an intelligent scenario-based decision-making approach, the group comprehensively addressed the tough project questions, achieving impressive results.



Caption: Tech-savvy seniors strongly desire immersion when experiencing Metaverse
Source: own illustration