Should On-line Retailers Offer Virtual Try-on Technology?

Based on the case study on virtual try-on technology in Activity #1, and from a search of the internet on the topic, address the following questions in a 2-3 page paper to turn in. Be sure to cite your sources.

- Find an article from a reputable news source (i.e., The Washington Post, Forbes, Wall Street Journal, etc.) on virtual try-on technology in today's online apparel retailing. What are some key points presented in the article? What are the general viewpoints/opinions of virtual try-on technology?
- Find and research 2-3 examples of retailers that offer virtual try-on technology on their websites. What do you believe is their main reason for adopting virtual try-on technology? What are they trying to accomplish/gain from implementing the technology?
- In general, how does virtual try-on technology benefit the customer versus the retailer? Compare the benefits. Is it equally beneficial to both groups? Does the technology benefit one group more than the other?
- What are some of the challenges associated with virtual try-on technology? Find some specific examples from your literature search.
- How might innovations in virtual try-on technology be designed to specifically address diversity in body shape, size, and/or ability? Think creatively.

Competencies targeted: creative problem solving, critical decision-making