

Virtual Reality in Strategic Product Development

Value creation and decision making

Virtual reality (VR) enables firms to visualise and interact with product concepts before investing in physical prototypes. This project investigates how VR supports strategic product development decisions, particularly the evaluation of alternative designs and prioritisation of product features. It examines how immersive experiences influence assessments of customer value, technical suitability, and business potential. The thesis would focus on one product category and a clearly defined development decision.

Research question

How does the use of VR influence decision-making and the assessment of customer and business value in strategic product development?

Potential quantitative approach

An experiment comparing participants who evaluate product concepts through VR with those who evaluate the same concepts through conventional screen-based presentations. Both groups would receive equivalent product information. Quantitative measures could include feature prioritisation, perceived customer value, investment preferences, and decision confidence. Group differences can be analysed using analysis of variance or regression. The study would use existing VR tools and product models, subject to access.

Expected contribution

Practical guidance for firms on using VR to evaluate product concepts, identify value-creating features, and support strategic development decisions.

Supervisor and contact

Mana Farshid

Associate Professor and Docent in Industrial Marketing
Department of Industrial Economics and Management (INDEK)
School of Industrial Engineering and Management (ITM)
KTH Royal Institute of Technology, Stockholm, Sweden
Email: mfarshid@kth.se

Interested students are welcome to contact Mana Farshid to discuss the project and thesis scope.