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Research on Influencing Factors of Web 3D User Experience with Grounded Theory

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ABSTRACT

The influencing factors on Web 3D User Experience are studied for online pavilion of Shanghai World Expo with grounded theory method. We discover the four influencing factors as follow: web site quality, external environmental factor, user internal factor and recommendation, and the influencing factor model of Web 3D user experience is tried to established. We also do case study for the online Guangdong pavilion of Shanghai World Expo in order improve the process to transfer original wonderful, innovative ideas into Web 3D more perfective. Finally, the areas needing further investigation are put forward.

KEYWORDS

Web 3D, User Experience, Shanghai World Expo Online, Grounded Theory

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