

Seeing is believing

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Propositions belonging to the Dissertation

SEEING IS BELIEVING

Enhancing the Customer Experience with Augmented Reality

by

Tim Hilken

1. Augmented reality offers a unique blend of embodied, embedded, and extended experiences that aligns with customers' natural way of processing information, forming preferences, and making decisions.
– *This Dissertation*
2. Augmented reality combines the 'fit and feel' sensory richness of the physical world with the customizability and connectivity of the online world to form a new class of omnichannel experience.
– *This Dissertation*
3. Augmented reality-based service augmentation enhances the interface through which customers interact with the organizational frontline.
– *This Dissertation*
4. Decision making is a socially scaffolded activity in which customers seek to empower themselves and others.
– *This Dissertation*
5. Sharing an augmented view of reality will lie at the heart of future interactions amongst customers.
6. Any sufficiently advanced technology is indistinguishable from magic.
– *Sir Arthur C. Clarke*
7. Experience is not what happens to you; it's what you do with what happens to you.
– *Aldous Huxley*
8. All life is an experiment. The more experiments you make the better.
– *Ralph Waldo Emerson*