

# **How should a metaverse be designed to attract consumers going for a virtual vacation?**

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Submitted to Dr. Jason Stienmetz

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## Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

27.01.2023

Date

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Signature

## **Abstract**

### **Background and purpose**

The advancement of technology seems to have removed all physical restrictions on travel. Instead, virtual travel in the metaverse may become a new niche. The metaverse is a 3D virtual world where users may engage and socialize while using the virtual representation of themselves that they create or choose to utilize. The research aimed to identify the factors that affect people's decision to vacation virtually in the metaverse. Examine the design elements in further detail to draw attention. The benefits of the metaverse, feelings of contentment, and potential design components were all examined in the research. Finally, the designer would be aware of the factors that could influence a customer to engage in virtual travel in the metaverse.

### **Methodology**

The method employed in this research was an online survey through social media platforms, which allowed the researcher to understand various people's perspectives on the metaverse virtual vacation. The information gathered from the survey was then used to develop suggestions for the virtual vacation's design. By employing judgemental sampling, the researcher picked 105 respondents. After that, Jamovi was used to evaluate the data and provide suggestions.