

In cooperation with the LuFG Virtual Reality and Immersive Visualization (Prof. Dr. Torsten W. Kuhlen), the LuFG of Service and Technology Marketing (Prof. Dr. Stefanie Paluch) looks for a

Student Assistant

What you can expect...

The Service and Technology Marketing group is a member of the TIME Research Area, which mainly researches about the conception, development, and commercialization of technological innovations. In a specific research project with **Microsoft HoloLens®**, we want to investigate whether the design of virtual characters has an impact on customer decisions in purchase situations. Therefore, we conduct experiments of purchase situations, in which differently designed characters (e.g. bot vs. human; smiling vs. serious) on the **Microsoft HoloLens®** provide the sales advisory service. You will actively participate in this project to design and implement the different characters and their behaviors for the **Microsoft HoloLens®**. The LuFG Virtual Reality and Immersive Visualization will do the mentoring.

Your tasks...

- Implementation of different virtual characters and their behavior for the **Microsoft HoloLens®** based on **Unity**
- Support of experiments with the **Microsoft HoloLens®**

What we are looking for...

- Student (f/m) of computer sciences or business informatics
- Well-grounded knowledge in C++ and C#
- Previous experience with **Unity**
- Ideally basic knowledge of 3D Modeling and/or 3D Animation
- Experience with CMake and Git
- Structured and self-reliant approach to work

Our offer...

The vacancy should be staffed until 1st of October 2017. The regular weekly hours of work are 8 hours. The classification is oriented on the guidelines for student and scientific assistants.

The RWTH is certified as a family friendly university. At RWTH, we especially want to support the careers of women and look forward to female applicants. In case of same qualification, ability, and professional achievements, women will be preferentially considered, insofar as they are underrepresented in the organizational unit and reasons related to a rival applicant do not prevail. Applications of severely handicapped people are expressively requested.

What you have to do...

Please send your application via Email to Andrea Bönsch (boensch@vr.rwth-aachen.de) until Sunday, **03.09.2017**.

Ausschreibung fürs VR-Netz: <http://www.vr.rwth-aachen.de/jobs/>

HiWi-Position: Unity-based Simulations of Purchase Simulations for the Microsoft HoloLens® (8 hours per week)

In a close cooperation with the LuFG of Service and Technology Marketing (Prof. Dr. Stefanie Paluch) (als [Link hinterlegen: www.time.rwth-aachen.de/cms/go/id/~gowo/?lidx=1](http://www.time.rwth-aachen.de/cms/go/id/~gowo/?lidx=1)) of the TIME Research Area, we want to investigate whether the design of virtual characters in an Augmented Reality setup has an impact on customer decisions in purchase situations. Therefore, we plan to conduct experiments of purchase situations, in which differently designed characters (e.g. bot vs. human; smiling vs. serious) on the **Microsoft HoloLens®** provide the sales advisory service. You will actively participate in this project to design and implement the different characters and their behaviors for the **Microsoft HoloLens®**.

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Contact: (mit hinterlegter Mailadresse)

Andrea Bönsch
Heiko Overath