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Final Documentation

## **Sneaker Gallery**

The concept of the project came about from my architecture and industrial design background. I wanted to push the bounds of what those two industries mean in the virtual reality space. At first, the project was leaning towards regular retail experience but in virtual reality but after some testing and feedback I realized I need to play up the virtual reality experience. My goal was to focus on how can I make a surprising and new experience for shoppers in the virtual reality space.

The first way to go about this new experience was just to make it fun. So, I made an actual shoebox that the user would enter and shop. This allowed for a new way of thinking about the shoe box and using it for housing not only the shoes but the user as well. The shoe box was a classic Adidas box that had the three stripes on it. The three stripes were changed to a yellow "window" to bring in and play with light in the virtual world.

Coding this experience would be the next thing I would tackle. I employed lighting to signal which shoes were on sale. I did this by coding color changing lights that would surround one of the floating shoes. I also wanted to have shoes flying throughout the space as an interaction with the user.

Once the user entered the sneaker gallery an upbeat song would start to play to create a feel-good shopping ambiance. The user would have to go to the back of the store to find the specific shoe that they were looking for. The shoe shelves has an interaction of "whooping" the user to that specific shelf when they are in the proximity. Noises would play when the user would get to that area. Continuing with playing with sound, at the checkout the user would approach the checkout and once they purchased the shoe a sound of coins would play.