

# The User Interface Design in Interactive Virtual Group Shopping System

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## ABSTRACT

Electronic shopping has some advantages compared to realistic shopping, including shopping all day, shopping around the world, convenience, time saving, privacy, and lower cost. Current shopping systems allow shoppers to gather more product information through hyperlink for better decision. However, due to the fact that most products in these systems are presented in 2D multi-media images and texts. It is very difficult for shoppers to use their own imagination to construct the real 3D shape of the products. Therefore, users may buy improper products because of 2D multimedia presentations. This also reduces the fun of electronic shopping. Virtual Reality is the newest technology in Computer User Interface. Because Virtual Reality emphasizes real-time display in 3D space, it can bring users more intuitive and realistic feeling. If we can integrate Virtual Reality into the electronic shopping, not only we can show commodities realistically but users can interact with commodities more naturally. In addition, people shopping together is more fun in reality. So if electronic shopping can support shared space for multi-users, it will be more fun for shoppers to use. Virtual Reality Multi-users Shopping System is a new concept for electronic shopping. This research presents a novel approach of the user Interface Design of such system. key words: User Interface, Virtual Reality, Electronic Shopping

Keywords : User Interface ; Virtual Reality ; Electronic shopping

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