

# Building of Interactive Environment of 3D Virtual Web Store: An Example of Kitchen Interior Design

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## ABSTRACT

Recent success of the Internet connection and the user-friendly interface of the World Wide Web opens a new frontier for doing business in coming information age. Electronic Commerce, the buying and selling goods and services through an electronic medium, is such an emerging technology that is reshaping today's business world. Currently, the most popular way of building digital storefronts on the Web is to use HTML hypermedia to showcase stores and products. However, due to its two dimensional nature limitation, such technology can not support real-life-like shopping experience which is often an desirable feature. For example, most house/kitchen buyers want to be inside their "dream" home or the "designed" kitchen to navigate, interact and examine every details instead of just seeing pretty pictures or floor plans. This leads to the idea of designing a live store for Web Commerce. The live store is a three dimensional global shared shopping environment that supports multi-user interaction, and commerce services on the Web. The shoppers can walk through a three dimensional store to interact/examine the objects they are interested in. If they need some opinions from their partners or want to exchange information with a merchant, a collaborative shared virtual environment will be created for them to communicate more naturally. This research intends to capture such imagination that makes Electronic Commerce more interactive and entertaining, and most of all, effective for doing business. Now we present a kitchen layout design application, which is a system we designed and built based on the current state of art technology of VRML and JAVA.

Keywords: 虛擬實境模組語言; 電子商務; 全球資訊網

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