

# MIIEx2017

Melaka  
International  
Intellectual  
Exposition

## PROGRAMME ABSTRACT

AUTISM

INNOVATION

DESIGN

INVENTION

**"Bridging Gaps with Creativity for Future Sustainability"**

# MIIEx2017



“Bridging the Gaps with Creativity for Future Sustainability”

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## 3D SPORTBIKE DIGITAL SHOWROOM

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UITM CAWANGAN MELAKA KAMPUS JASIN

### Abstract

Owning a sportbike for those who really interested in can be a good sign to the sportbike showroom side to improve their service quality to their customer. The use of virtual reality can be an important step to develop the digital showroom. However, most of superbike showroom did not offer their customer to experience the feel of riding a new sportbike in reality due to their showroom and marketing policy. Therefore, this project objectives is to exposed the feel of riding a sportbike and test drive the sportbike virtually, in which the sportbike showroom did not offer unlike the car showroom have been offered. The methodology used in this project is 'The Hannafin and Peck Design Model in which the phase of revision and evaluation is performed throughout the phases involved in this design model. This project use Virtual Experience Test (VET) to evaluate the usability of this application in terms of heuristic evaluation. After this application was evaluated, the VET continuously evaluates the environment through a variety of experience dimensions and can iterate their aspects of their designs until a holistic experience is achieved. It is wished that the virtual digital showroom can be develop by including all the element owned by physical showroom, so it will look similar between physical and virtual showroom. Lastly, with the aid of this application can benefit the sportbike fans and management of the showroom with the use of virtual reality technology can generate the user experience into a new level and thus can enhance the development of automotive industry.