

# Trend and Future Vision of Virtual Reality in E-commerce

Cécilia Lejeune

The Rakuten Institute of Technology in Paris, France

Cécilia Lejeune is Research Engineer at the Rakuten Institute of Technology in Paris, France. She is a developer specialised in Human Computer Interfaces and Virtual Reality, and she seeks to imagine the future uses and technologies for Rakuten members in their daily life. She designed and is currently leading the



development of a prototype of shopping in Virtual Reality: the Rakuten Virtual Boutique. Her experience in the immersive technologies area gives her the background to propose innovative interactions and to contribute to the democratization of virtual reality. She is also co-founder and former president of the Virtual Association, the first Parisian non-profit organization dedicated to sharing knowledge and create events for its strong community around virtual and augmented reality topics.

## Abstract

In this session, we will review current trends around virtual reality for the e-commerce area. We will share our experience of market acceptability and reception to immersive shopping experiences. And finally we will talk about user expectations and how current technology can commit to those. Based on two case-study projects we conducted in our research group, we will see how we designed virtual reality experiences for real world customers and what we learned from that.