

ABSTRACT

The introduction of innovative products such as Smart Mannequin and Automation Weapon Rack requires an interactive and effective approach to reach various groups. This research aims to design a prototype UI/UX design for a Virtual Reality (VR) based application that is able to present a realistic simulation experience in introducing these two products. The design was designed using Figma software, prioritizing the principles of interactivity, user-friendliness, and optimal user experience. In the development process, several stages were carried out, including needs analysis, interface design, design implementation, and testing involving documentation and user exploration of VR applications. The results of this study show that the developed design is able to facilitate users to understand the features and functions of both products intuitively and deeply without the limitations of physical location. In addition, interactive elements such as 3D product visualization and VR-based simulation provide a realistic experience and support innovative product introduction. In conclusion, the resulting VR application UI/UX design has fulfilled the need to effectively introduce Smart Mannequin and Automation Weapon Rack, while providing opportunities for further development in the application of VR technology for marketing and product education.

Keywords: UI/UX, Virtual Reality, Smart Mannequin, Automation Weapon Rack, Interactive