

ABSTRACT

VIRTUAL BOOTH BASED MOBILE WEB DESIGN FOR NAVARA FOOTWEAR

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The information and communication of technology is currently growing rapidly, make everythings easy and practical. In the business field, there are innovation of technology that can make easier for bussiness man who only sell from online, namely by using several media like websites and also social media as a substitute for the offilie store. Innovation of virtual technology that is currently trending is in the form of a virtual booth where this media can be use as an exhibition or even as a 3D catalog. Virtual booth is a platform for an online store that resembles a display and it's made as close as possible to a galley. With a virtual booth, problems that occur in the scope of online business will be answered. Many local brands canuse virtual booth as a medium for selling ther products instead of their offline like Navara Footwear. Navara Footwear is a local footwear brand located in Bandung, West Java. Navara Footwear only sell their product through their online store, where the brand does not have an offline store. Navara already has Instagram dan website as sales medium, but the products displayed on the media are only 2D picture so that consumers unable to see the whole products. The methods that used ib data collection are literature study, observation, interviews, and questionnaires. The result of this design aim to make the virtual booth a medium for selling their products through the Navara Footwear online store, and to attract consumers to order through the website. Whith the virtual booth, it is hoped that consumers will no longer hesitate to buy Navara's products and can also attract consumers to order through the website.

Keyword : Technology, Virtual Booth, Navara Footwear