가상현실 환경에서 레이싱게임 사용자 경험에 대한 실험연구

박정민, 배재한, 노기영

An Experimental Research of User Experience in Virtual Racing Game

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ABSTRACT

The aim of this study is to verify the effects of user experiences such as present, flow and arousal between game play under 3D virtual environment (VE) and general video game play. For this purpose, Oculus Rift play test experimental treatment methodology was adapted for analysis. As a result, for the present hypothesis between the VE game and general video game, cognitive and present hypotheses were all adopted except for emotional presence, and there was no difference in arousal effect. And, VE game had significant differences in emotional presence, flow concentration effect, flow merging action & awareness and arousal effect compared with general video game. As the study verified that VE game had higher effect in presence effect, sense of realism and user experience of players than general video games through experimental studies, it contributes to elaborate 3D virtual environment game interface design and user experience study.

Key words: Virtual Environment, Oculus Rift, Racing game, Presence, Flow, Arousal

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