

Alexis Larson  
Feb 20, 2021  
Tech 1010  
Dr. Bret Swan

Research: Google Cardboard and Volvo (Course objective 1)

Car buying can be a stressful and annoying process to go through. With the salesman breathing down your neck to the trying your hardest not to wreck a car on a test drive. It's made even harder now during the pandemic that even if you need to get a new car the buying process is made even more difficult by the nature of social distancing. However, using VR as part of the test driving helps to ease some of those burdens, in particular really delving into the details of the vehicles you are experiencing.

While you may need to still go to the dealership to buy the car, you can use this technology to experience the car of your choice without the worry of real-world consequences. For instance, as a demo, the video of the car driving can play as you interact with the various components of the car. Allowing you to experience the car without even leaving your home. Beyond that, a neat concept I could see being viable would be Volvo themselves developing a virtual reality simulation of the exact construction of their vehicles to train mechanics.

Along with the ease of the viewing experience is also the freedom of how you use the app. Being that it is an app that is usable on your phone, a significant portion of the populace has access to phones or at least computers which permits them to have access to the app and the experience anytime, anywhere; even mi. This allows Volvo to have a leg up on their competition in having an easy to access and virtually free system to test drive any car they have.