**WELCOME TO THE IN YOUR SKIN EXPERIENCE**

**Welcome to the In your Skin immersive VR experience. This experience will provide you the opportunity to better understand what life is like for people who are different than you. You have the option to experience a new reality to compare to your own.**

**If you are ready to embrace your fears and get out of your comfort zone to help change the world for the better please confirm by <insert whatever action is required>**

**Thank you for confirming your participation.**

**If you have an emotional reaction such as anger or sadness, please remember that this is a Virtual Space.**

**In Your Skin helps you feel the world from a different perspective and develop your empathy.**

**Let the journey begin:**

**You may now choose your avatar by making a selection on your track pad.**

**VOICE CUES FOR AVATAR SELECTION**

**[Grey Avatar]**

**Background Voices**

***Scenario 1: White Male***

**Let me know if I can help you in there. I hope you’re finding what you want.**

***Scenario 2: Black male***

**Excuse me, but I need to do a re-count on how many items you have with you.**

***Scenario 3: Asian male [Wearing a face mask]***

**No, that room is occupied. There’s a Chinese man in there.**

**TRANSITION (After each Scenario voice finishes)**

**You may now leave the fitting room.**

AVATAR SELECTED

***Scenario 1: White Male***

*First Voice:* Did you find everything you were looking for?

We have some new merchandise that you should definitely take a look at. There are some great designs that our store is the first to feature.

*Second Voice:* You know, we have a special program that allows us to give our favorite customers a discount coupon to use now or in the future. Please accept this certificate on behalf of me and our store.

*First Voice:* These would look good on you. Let’s try these on.

**Return to fitting room.**

**You may now choose your avatar by making a selection on your track pad.**

Black:

*First Voice:* Let me just double-check one more time the number of items you have in the dressing room. Tap on the shoulder in real time in sync with what’s happening in the experience to reinforce the beginning of a new reality

*Second Voice:* Did you see the sale rack in the corner? We have some items there that you should definitely take a look at.

You might also want to try the brighter colors. They will look better on you because of your skin color.

*First Voice:* No, I wasn’t following you. I’m just doing my job. If you have a problem with that, let me call security. We’ll meet them in the fitting room.

**Return to fitting room.**

**You may now choose your avatar by making a selection on your track pad.**

Asian

How- are- you- do-ing- today? I’m speak-ing slow-ly to- make- sure- that- you-un-der-stand me. (Assumes they don’t speak/understand English well)

I know that I don’t have to tell you how much all of this costs because you’re great with math.

Let me get some smaller sizes for you. Let’s try these on.

**Return to fitting room.**

**You may now choose your avatar by making a selection on your track pad.**

CLOSING

Take a moment to reflect on how you were treated. You were the same person, but you appeared as a different person to the store personnel because of how you looked. This is an everyday experience for many.

In Your Skin was just a short exercise to help you build empathy with people different than you who are facing experiences like this every day.

Sikhs

Turban, beard

Perceived as Muslim

Suspected as terrorists

Jokes about English language

Computer programmer

How often do you wash your hair under that?

Something about Allah

Asians

Good in math

Don’t understand English so people speak to them slowly

Lee- TED talk- diversity and racism