



***“I have been thinking about using Virtual Reality as a substitute for test-rides for a while now and would like to see how I could use a VR simulation of a self-driving car as a selling point for potential buyers”***

**Name** Luka Rakitić  
**Age** 51  
**Role** Owner of a Luxury Car Dealership

#### Motivations

- Luka owns a Luxury Car Dealership in London and is looking to experience a VR car simulation, which he wants to use as an alternative for test-rides.

#### Goals

- Underline how a VR simulation could substitute a test-ride by providing a virtual environment that gives a very “real” sense of what it is to ride in a self-driving car.
- Highlight how Hand Tracking can be used to give indicators to potential buyers about how driving a real car would *feel* like.
- Allow potential buyers to have an in-depth understanding of the self-driving and safety features of the car, along with an understanding of the car’s interiors.

#### Pain points

- Simulating unlikely/unpredictable scenarios that occur on the road.

#### Behaviours

Knowledge of cars (general)



Knowledge of cars and engines



Knowledge of VR simulations



Knowledge of Hand Tracking



Knowledge of riding in a self-driving car

