

A man in a white shirt is looking at a laptop screen. In the foreground, a grey mannequin head is shown in profile, facing left, partially obscuring the man's face. The background is a plain, light-colored wall.

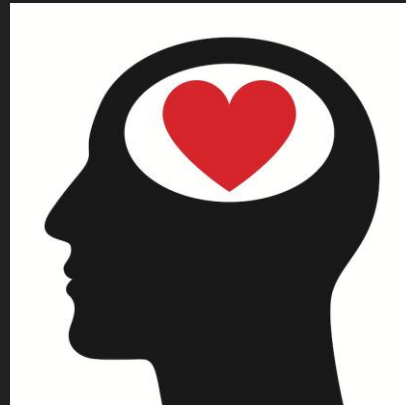
By Chelsea Martin

Immersive Online Experiences

What is an Immersive Experience ???

Click ability (Navigation)

- Choosing a path
- Moving around the site
- Becoming involved



Emotional Connection

- Humanisation
- Senses
- Entertainment

Multi Media

- Links
- Social media
- Sound and Video



1

Immersive Online Experience

<http://www.nespresso.com/naora/#/front>



Timeline



Navigation



Sound, Video

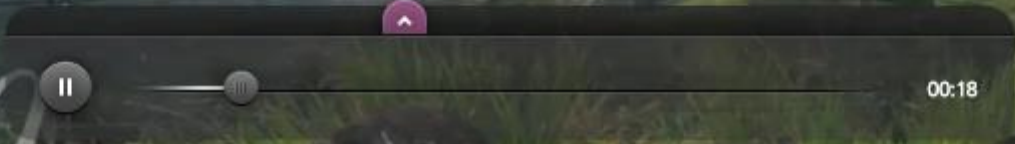
NaOra.

LIMITED EDITION 2012



CAPTURE THE MOMENT

The Idea



The Idea



BACK TO NAORA

THE IDEA

THE LATE HARVEST

THE AROMATIC PROFILE

THE COFFEE

THE CHALLENGE

ORDER NAORA



Screen Recording of website

2

Immersive Online Experience

<http://www.nytimes.com/projects/2012/snow-fall/#/?part=tunnel-creek>



Long form



Navigation



Sound, Video



Snow Fall

The Avalanche at Tunnel Creek

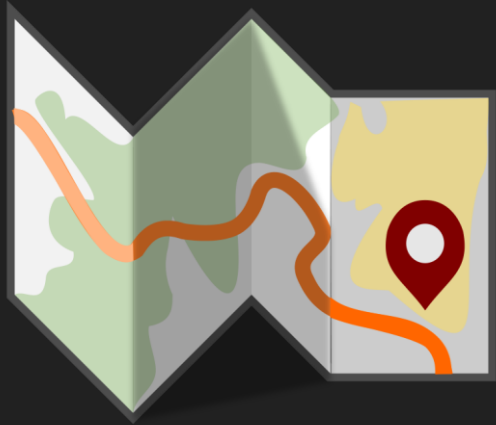
By JOHN BRANCH

Screen Recording of website

3

Immersive Online Experience

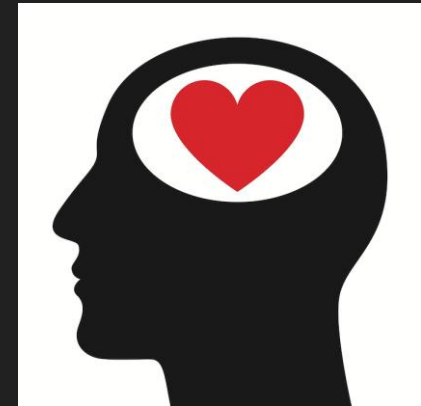
<http://www.rgm.lv/?lang=en>



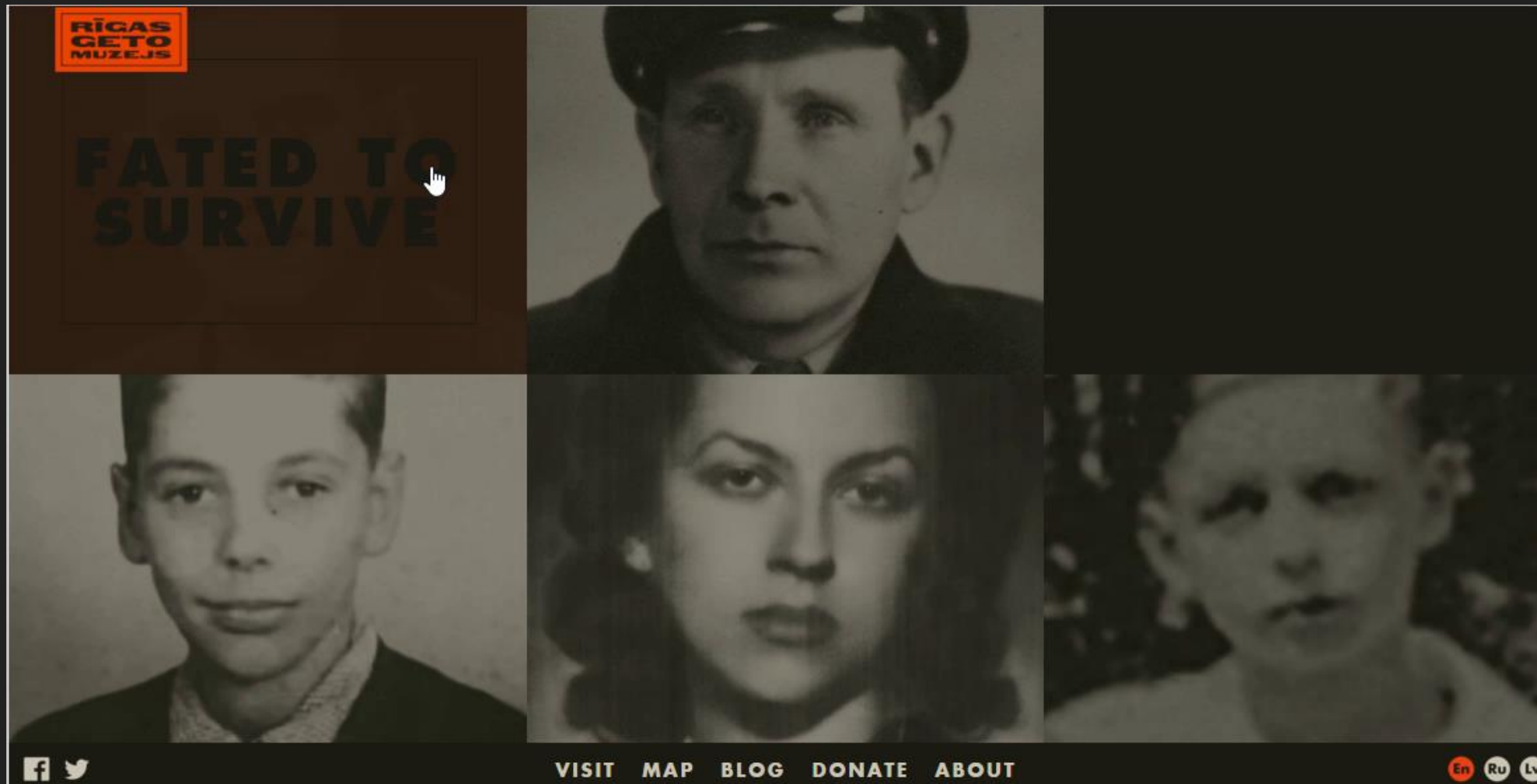
Navigation, book,
sound



Navigation



Emotional Connection



Screen Recording of website

4

Immersive Online Experience

<http://www.zensorium.com>



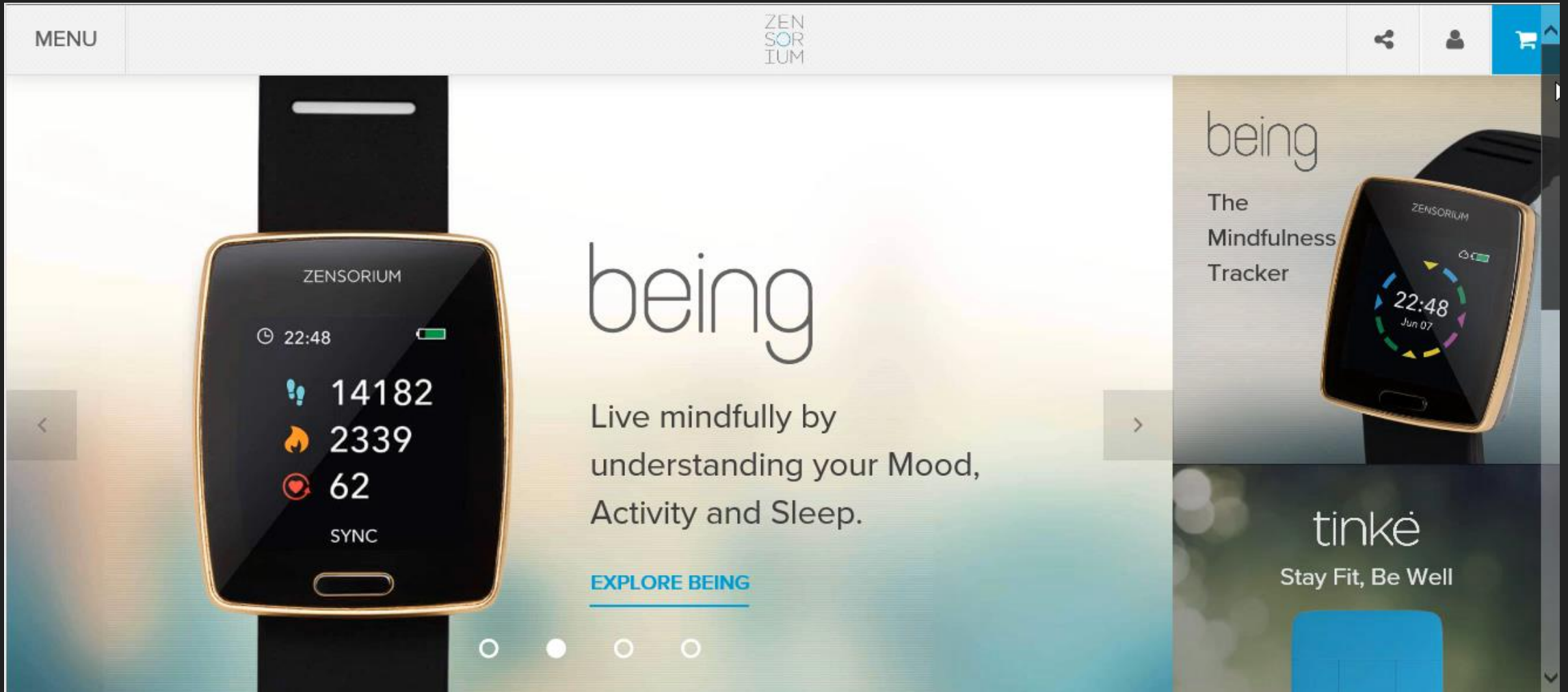
Simple



Navigation



click ability



Screen Recording of website



Immersive Online Experience

<https://www.qbitech.com/index.php/en/technology/18-virtual-e-commerce>



Navigation and click ability



Sound, Video



Virtual/ gaming

Virtual Reality

The Metaverse, Virtual Worlds & Immersive Experiences

Virtual Reality

Screen Recording of website

Thank You

**Are there any
Questions?**

