

# World of Storecraft

Concept of an idea by Krisztián Kovács

25.07.2021

# What's this about?

- I would like to present my idea and ask if you would like to make it come to life with me.
- World of Storecraft is an online world where you can walk around virtual streets, enter all the different clothing stores, try-on and buy any clothing you can think of. It's also an entry to a world where people are digitalized.
- You navigate through the streets using your avatar, which is basically YOU.
- Would be available on PC, consoles, and smartphones as well.

# Illustrative examples from World of Warcraft

This is me on a normal day,  
just woke up, got my pants and shirt on  
and ready to shop!



Hmm, how this hat would look like on me?



Feeling like getting a robe?



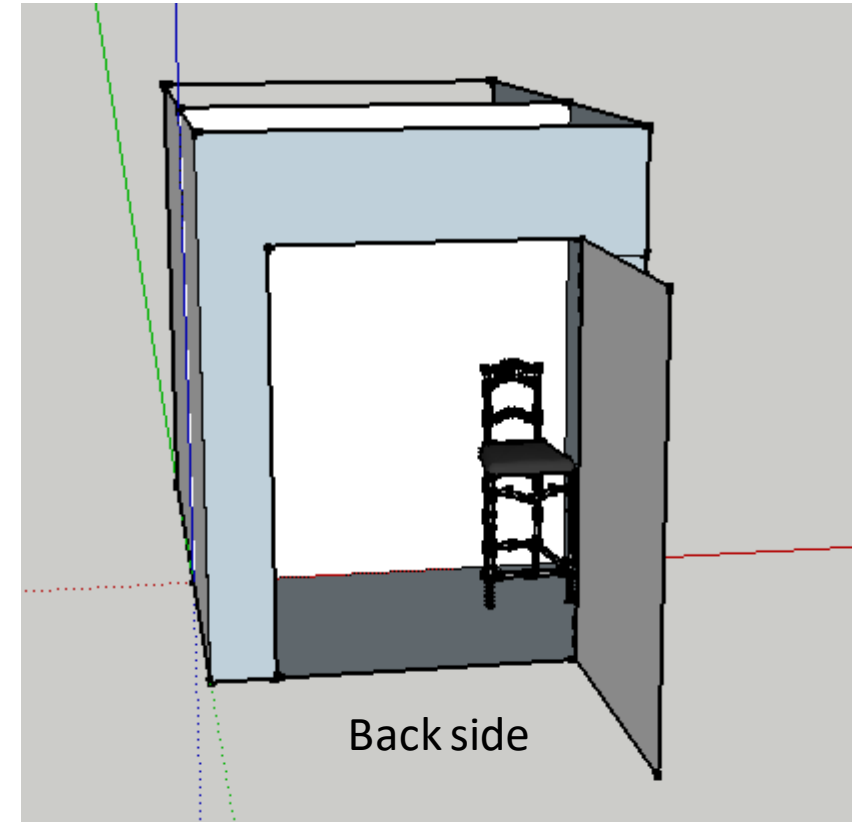
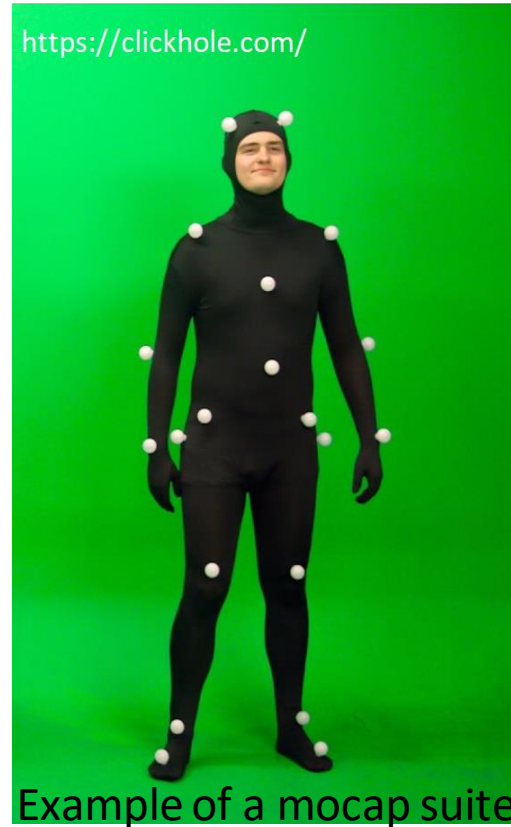
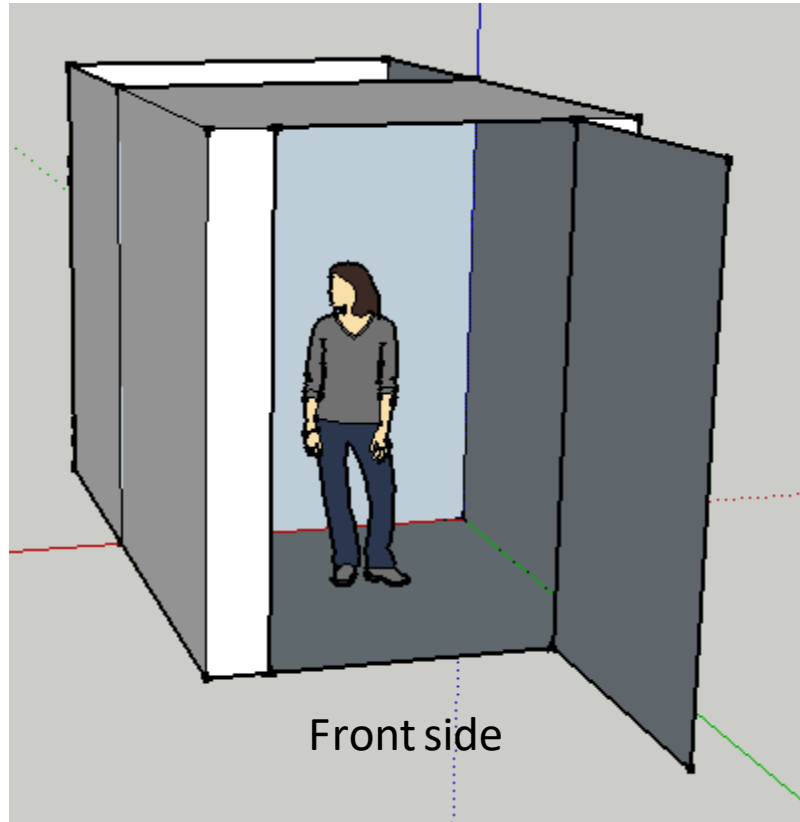
How about a new pair of boots?



# How do we do this in real-life?

- „Render-cabins” which people enter and get a real-life avatar to use within the environment.
- Unreal Engine or Unity engine (or any viable engine) produced virtual streets with virtual shops.
- Delivery services.

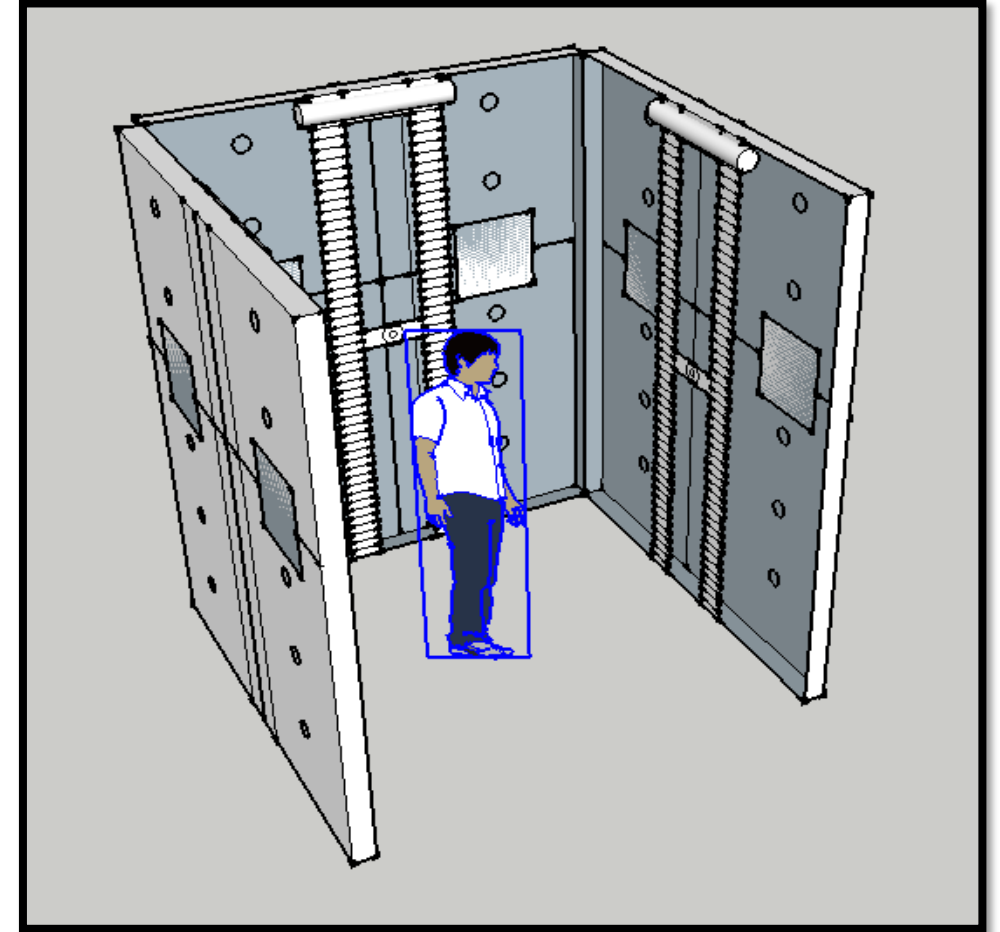
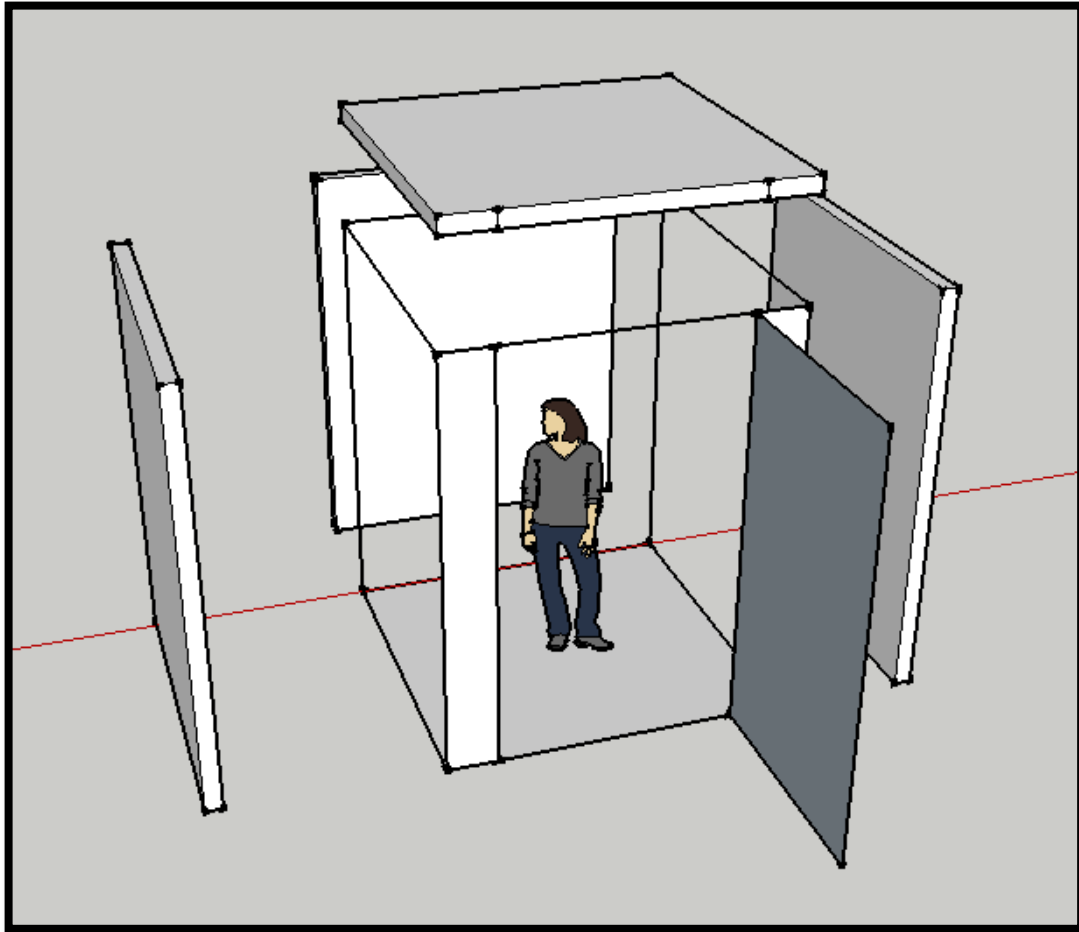
# Render-cabins



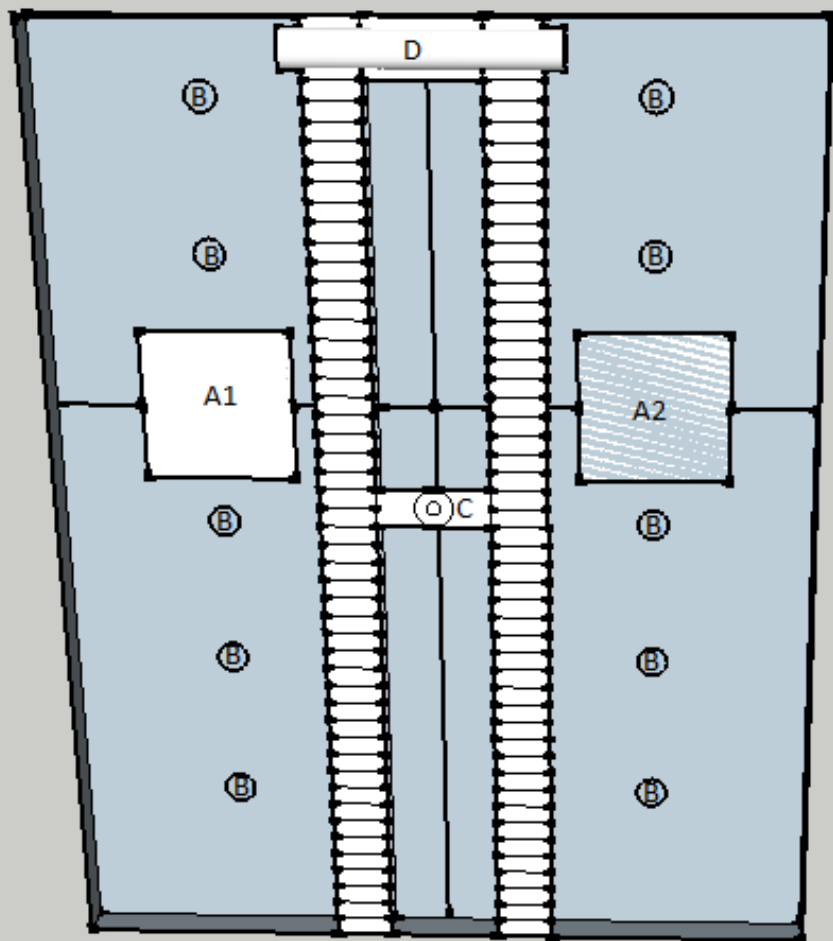
These would be assembled cabins where people can enter. They would first enter a changing room (back side) where they would pick up mocap clothing and then go over into the scanning area (front side).

The cabins would essentially be 2m x 2m x 2,5m boxes. On the left picture you can see the entrance and the layout of the cabin. People enter here while wearing the mocap suit, then an operator outside closes the door and the avatar production begins.

On the right side picture we are going into some technical solutions of how to make a rendered image of a person. We would use either wide-range cameras or 3D scanners to create the image.



# Cabin deep-dive



This is how I imagine the buildup of the cabin, 3 panels such as the one on the left-side picture and 1 entrance panel.

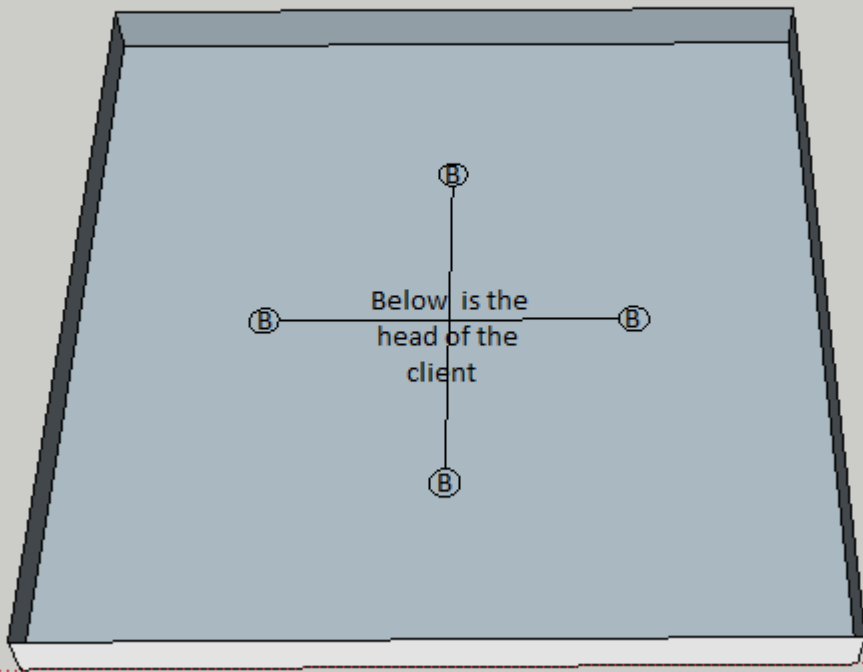
I'll try to explain how I imagined the mechanism and electronics A1 and A2 would essentially be the main circuit panels. It would be a redundant control system so A2 would only operate if A1 would fail.

B are high-power LEDs. If we want to make the best quality avatars we will need a controlled light environment plus this way the spots on the mocap suite will be easily detected by the cameras. I suppose we can use green LEDs to create a suitable environment. Or use white LEDs and color the markers different on the mocap suite.

C is our wide-angle camera or 3D scanners, whichever is better

D is a motor similar in electronic shutters and the attached rail system to move the camera up and down to create the full body image.

# Cabin deep-dive



This is the top part of the cabin.

It would also contain 4 LEDs, essentially the same type as the 3 side walls you saw on the previous slide.

The bottom part can be either a panel or just the ground on which the cabin is built.

The client will need to stand below the intersection of lines shown on the picture.

# Render phases

- Phase 1:

The client enters the cabin wearing the mocap suite, the operator asks them to stand below the mark, closes the door and starts the cameras. The client will face the middle wall for the first run then turn around and face the door for a second run.

- Phase 2:

The operator asks the client to walk in place while the cameras are making a render image of their movement. This shouldn't take more than a minute.

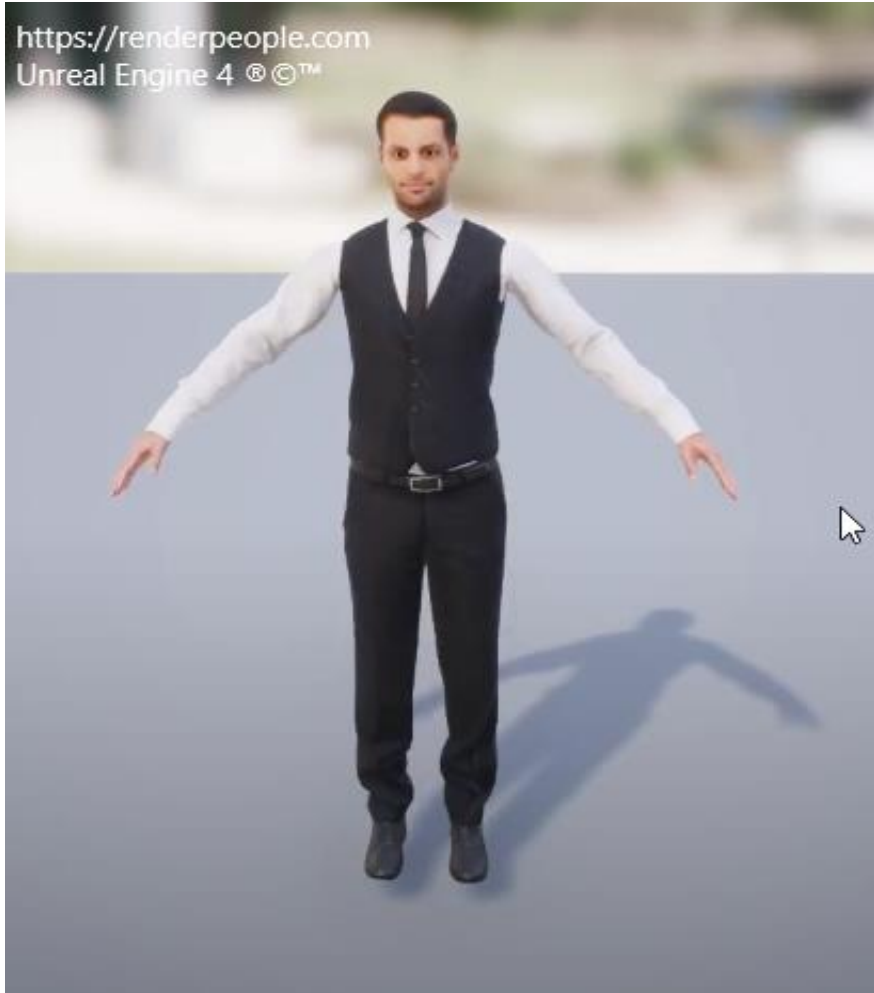
- Phase 3:

The client exists and the operator shows the render on either a computer screen or a tablet. The client can select from a few clothes to have the avatar prepared to enter the World.

- Phase 4:

The client confirms the avatar, get's a unique ID or QR code generated and they'll be able to use this ID or QR code when they are at home or using their phones to log into the World of Storecraft.

# The Avatar and the World



Let's take a look on our example to the left.

So now we got ourselves an avatar which is PERFECTLY our size. We can now walk around the virtual city, go into stores.

Navigation can be done by WASD keys or console controllers, interacting (try-out) with and buying clothes can be done by mouse click, tapping or console controller key.

Essentially just like playing an RPG.

*(Just a sidenote: I think it's of course possible to use any other engine but Unreal Engine was the easiest to find examples with.)*

# Business model or how is this going to make money?

- There are tons of options to consider.
  - Monthly, 3 monthly or whatever periodic subscription for the users.
  - Paid services like in game PVP boxing and Wig-scan to be able to check-out different hairstyles on your avatar.
  - Basic package to enter the world can be free and we take commissions after every successful purchase.
- Brand stores will be able to buy or rent the virtual store spots. Just like in a normal city.
  - World of Storecraft would need to have a virtual city of its own where the stores bid or buy the most frequent areas.
  - IRL Brand stores could also buy or rent devices which can scan clothes. Therefore the stores can upload their products right into the virtual stores and they'll be able to sell their entire inventory and not only what is currently available on a specific IRL store.

# About me

- My name is Krisztián Kovács. I'm a System Validation Engineer and I'm living in Hungary. I'm 31 years old, married and I have a baby girl.
- When it comes to ideas I'm loaded of them, I've planned in my head the cannon of Megatron from the Transformers series, I made a concept for a punch-strength-gauge for martial artist, I imagined a game system for collectible card games with which you can intertwine your IRL collection with an online database. I just love coming up with ideas.
- This WoS is my best idea so far and I really think this sort of a service WILL exist in the next 5 years, and it could be us to be the first to make it happen. The possibilities are endless when people can use themselves as an avatar in a digital environment.
- I humbly appreciate your time you took to read this through.

# Legal disclaimer

- World of Warcraft is a product of Activision Blizzard, Inc.  
3100 Ocean Park Boulevard  
Santa Monica, California 90405
- Unreal Engine is a product of Epic Games, Inc.  
620 Crossroads Blvd.  
Cary, NC 27518
- Google Sketchup 8 is a product of Google Inc,  
Mountain View, 1600 Amphitheatre Parkway Mountain View, CA  
94043 United States
- I don't own any rights.