# The End of Vanity

## VR Experience Design

https://youtu.be/qNn1V45f-8o

Through an immersive virtual reality experience, players are guided to explore the conflict between vanity and true happiness in the virtual world.

Through interactive tasks and environmental narratives, players are faced with choices and reflect on the impact of "face culture" and material pursuits on their inner world.

The main purpose is to encourage players to examine the short-term satisfaction and deep psychological impact brought by vanity from a speculative perspective, and to reveal the emptiness and cost that may be hidden behind external recognition and material enjoyment.

Through the choices and consequences in the game, players will think about the true source of happiness, redefine the value of inner peace and intimacy, rather than relying on vanity and the evaluation of others.

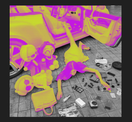


# INSPIRATION

I get inspiration from some social news：

### Flaunting wealth on social media

Some celebrities or influencers seek attention and likes by flaunting their luxurious lives on social media. For example, some people display their luxury properties, cars and clothing brands in order to gain the admiration and approval of others.





### Falsify achievements & qualifications:

Some people falsify their academic credentials or exaggerate their achievements in order to gain recognition in social or professional circles. Some executives or celebrities have suffered serious reputational damage after being caught exaggerating their academic backgrounds.

### Overconsumption & debt

In order to show off their social status, some people overspend, buy expensive items or luxurious houses, but they end up in debt because of their limited income.





### Plastic surgery & Appearance pursuit

In order to maintain youth or conform to society's definition of beauty, some public figures undergo excessive plastic surgery or pursue the perfect appearance, resulting in an over-reliance on their own appearance. In some cases, it has even caused health problems or negative social evaluations.

# BACKGROUND

### Social Media and Symbolic Consumption

With the popularity of social media, especially the rise of platforms such as Instagram, Weibo and TikTok, symbol consumption has been more widely expressed and spread. Consumers share their social and cultural identity with other users by displaying their consumption tastes (e.g. luxury brands, limited edition products, etc.).

In this process, consumer behavior has gradually become a social activity, and consumers consider not only its use value but also its symbolic meaning in the network social environment when choosing goods.

**Problem Raised:** ★ **Overconsumption and vanity consumption**

**Basic Reason**

1 In order to conform to the consumption level of the social circle or catch up with the trend, consumers often buy goods beyond their economic ability, and even appear to "hit the swollen face and pretend to be fat" phenomenon.

**Concomitant circumstances**

2 In addition, vanity consumption is increasingly intensified under the catalyst of social media, and the blind pursuit of luxury goods and brands in order to obtain social recognition or show off has become the driving force for many people to consume.

**Resulting problem**

3 This consumption phenomenon may not only lead to economic burden, but also easily produce strong anxiety and dissatisfaction.

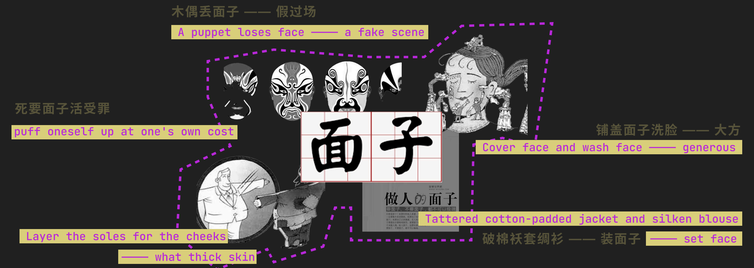
# ANALYSIS

**I thought about the reasons for the above problems and summarized the reasons through questionnaires/ interviews and other forms.**

## Why does this happen?

### The concept of "face" in traditional culture

In Chinese culture, "face" is a very important social concept, which refers to the respect, status and reputation that an individual can obtain in social interactions.




Face culture has deep roots in China. In history, families, villages and officials all attach great importance to external social identification and the performance of interpersonal relationships. For many people, the loss of face is not only a matter of personal dignity, but also a matter of family and even family reputation.

Therefore, vanity consumption is often seen as a way to maintain or enhance one's face. Through the consumption of luxury goods, high-end brands, etc., can show their social status and economic ability, so as to gain the respect and recognition of others. This pursuit of "face" often drives consumers to consume beyond their own economic ability, forming the phenomenon of vanity consumption.

## Summarize

**Inferiority Feeling** ⇢ ★ **Uncertainty of self-worth**

When a person lacks confidence or a clear sense of their own intrinsic worth, they turn to the outside world for validation.

**Uncertainty of self-worth** ⇠ **Life Experience**

**Uncertainty of self-worth** ⇠ **Social Comparison**

# GAME DESIGN

**Through the form of "edutainment", design a VR game called** "The price of vanity"

## Game background

### Environment Setting







The game is set in a modern world, and players will be in a variety of social and life scenarios, such as residential areas, luxury dinner parties, workplace competition, and so on.

### First-Person Perspective

Through a first-person perspective, the game gives players a sense of how vanity affects personal decision-making and self-perception.

### At Its Core

The Game Explores Self-Deception, Identity Loss, And The Breakdown Of Relationships Driven By Vanity.

## Game objectives

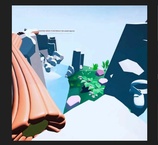
**Core Goal**

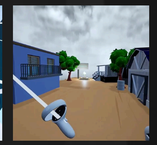
Through a series of interactive tasks, help players become aware of the psychological stress of vanity and its negative impact on relationships. The game encourages players to reflect on their vainglorious behavior in social, professional, and personal life, and to understand that their true selves are more important than external approval.

**Ultimate Goal**

Guide players to think about the impact of vanity on life and psychology, prompt them to reflect on the gap between short-term vanity satisfaction and inner peace, and ultimately help players realize that true happiness comes from inner satisfaction, rather than external recognition and material pursuits.

## Game style reference









# CHAPTER

## Goals and core concepts

**Objective:** Through immersive VR gaming experience, guide players to understand the temptation and cost of vanity, and reflect on the real impact of "face" culture on life.

**Core concept:** Through task interaction and environmental narrative, players can choose between vanity and true happiness, understand the contrast between short-term satisfaction and long-term peace, and experience deep self-reflection.

## Scenario design and task flow

Environmental design: An ordinary community with neat buildings, warm sunshine and a peaceful atmosphere. The player stands on his balcony, surrounded by neighbors' houses and parking spaces.

## Missions and interactions:

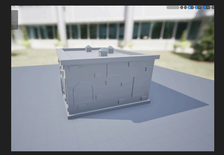
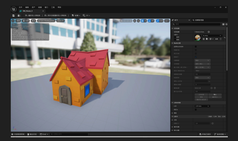
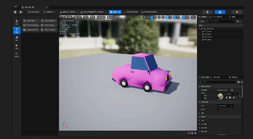
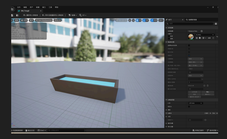
Players observe neighbors and scenes through sight.
Choose whether to actively interact with neighbors. Interact with objects: For example, observe luxury cars or chat with neighbors.

## Core experience:

Attraction point: The neighbor's luxury car attracts everyone's attention, and NPCs watch and praise: Psychological changes:
The player's heart begins to have a contrasting voice: "If I also have this sheep's car, what will everyone think of me?"

# MODELING



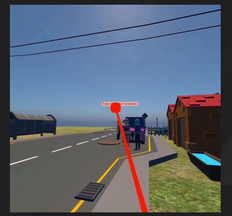





# SCENARIO

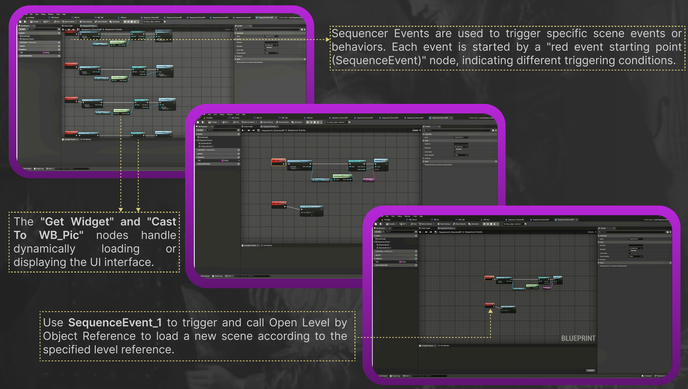








# BLUEPRINT




Sequencer Events are used to trigger specific scene events or behaviors. Each event is started by a "red event starting point (SequenceEvent)" node, indicating different triggering conditions.

The **"Get Widget" and "Cast To WB_Pic"** nodes handle dynamically loading or displaying the UI interface.

Use **SequenceEvent_1** to trigger and call Open Level by Object Reference to load a new scene according to the specified level reference.

# SUMMARIZE

## The temptation of vanity and psychological changes

The game guides players to experience the temptation of vanity through the scene of neighbors showing off luxury cars. Through compliments and interactions, players gradually feel the psychological contrast and self-doubt brought by vanity, reflecting the impact of vanity on personal behavior and thinking.

## The impact of choice and interaction

By actively interacting with neighbors or observing scenes, players make a choice between vanity and real happiness. Each link of the choice will trigger different emotional reactions, prompting players to think about the gap between the short-term satisfaction brought by vanity and inner peace.

## Environment and task design guides reflection

The game environment and task settings make players have inner contrasts through delicate emotional guidance (such as neighbors' luxury cars attracting everyone's attention, NPC praise, etc.), and make players aware of the temptation of vanity and reflection on real life through subtitles or voice prompts, enhancing the depth and emotional experience of the game.

# CHAPTER

## Environmental Design

Players enter a high-end shopping mall, where luxury windows are filled with dazzling merchandise and brightly lit.

## Players need to complete the following tasks

### Luxury selection:

Purchase luxury goods: consume game resources (such as virtual currency or credit points).

Don't buy: Restrain yourself and live a simple life.

### Explore the mall:

Players can interact with the products and listen to the salesperson's introduction, which increases the sense of induction of vanity.

## Branch Experience:

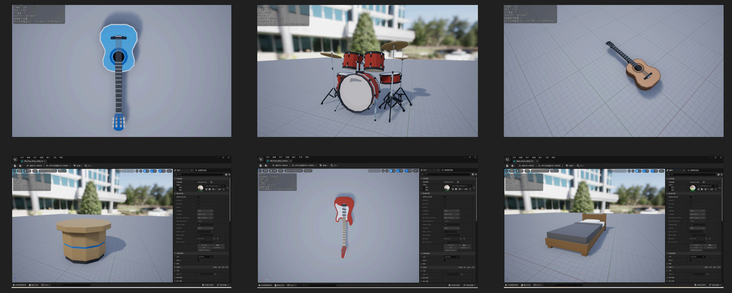
### Option A: Buy luxury goods

Short-term satisfaction: When the player returns to the community, he will be admired by NPCs, and the scene will be bright and cheerful.
Long-term cost: The family will switch to a dim room, luxury goods will pile up and approach the player, and he will receive realistic reminders for payment, and his family will be dissatisfied.

### Option B: Stay rational

The player returns home and interacts with his family, and the scene remains bright and warm. Although there is no praise from the outside world, the support and harmonious relationship of the family bring lasting satisfaction.

# MODELING



# SCENARIO

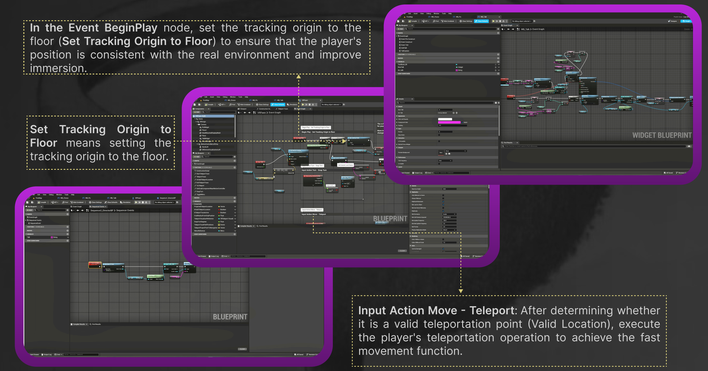








# BLUEPRINT




# SUMMARIZE

## Inducement and choice of vanity

The scene induces players to choose between vanity and rationality through high-end shopping malls and luxury goods. The salesman's sales strategy, the attractiveness of the goods and the symbolism of luxury goods make players feel the temptation of vanity and increase the impulse of players to pursue material satisfaction in the short term.

## Immediate and long-term reactions to choices

Players' choices lead to immediate emotional reactions (e.g., being praised by neighbors after wearing luxury goods) and long-term consequences (e.g., darkened home scenes, increased financial pressure). These reactions are presented through scene switching and text prompts, emphasizing the contrast between short-term satisfaction and long-term costs.

## Rational Choice and Lasting Happiness

If the player chooses to be rational and not buy luxury goods, the family scene remains bright and warm, showing no external vanity support and inner peace. This choice guides the player to realize that despite the lack of external vanity praise, harmonious relationships with family members and inner satisfaction are the source of lasting happiness.

# CHAPTER

### Scene: Ending and Reflection

**Environmental Design:**

The player is in a review phase, and the scene changes according to the choice.
Branch: The room is full of luxury goods, the activity space is narrow, and the picture gradually darkens.

### Tasks and Guidance：

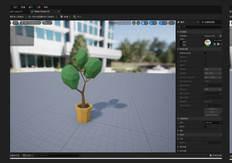
**Final reflection task:**

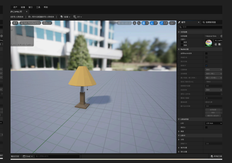
The player needs to choose a review path (such as talking to luxury goods or interacting with family members)
The system gives a prompt: "What is the price of vanity?" or "Where does true happiness come from?" The ending summarizes the player's choice results with a combination of screen, voice and visuals.

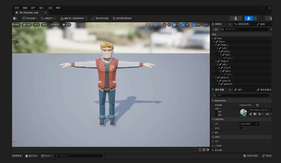
# MODELING



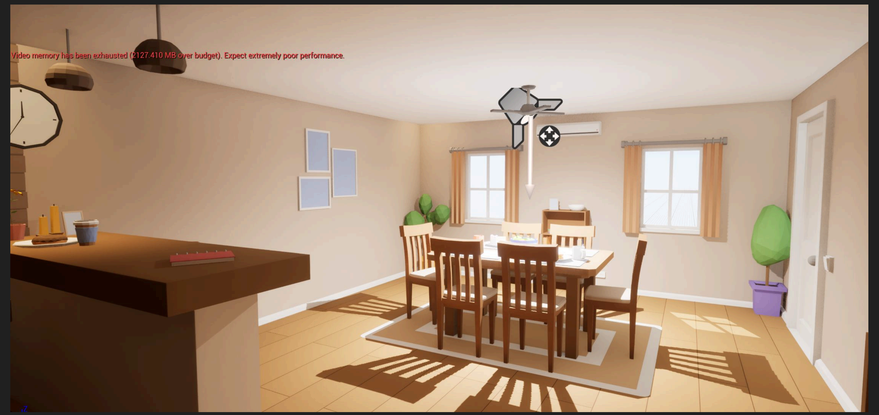








# SCENARIO



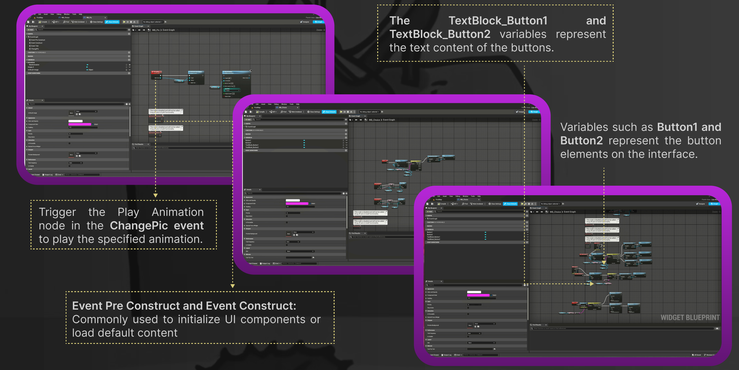








# BLUEPRINT




# SUMMARIZE

### Vanity and the price of short-term satisfaction

The temptation of luxury goods makes players pursue the short-term satisfaction of vanity, but as the choices progress, players will face the economic pressure and psychological emptiness brought by the accumulation of materials, reflecting the negative consequences of over-reliance on external recognition.

### Rational choice and inner peace

The rational choice of giving up the purchase of luxury goods allows players to experience the lasting satisfaction of family harmony and inner peace, highlighting the deep happiness brought by a lifestyle that is not affected by external vanity.

### Reflection and final ending

The review stage guides players to think about the gap between vanity and true happiness by comparing the different consequences of their choices, and finally helps players reflect on the "price of vanity" and "true happiness" through system prompts.