On-Line Shopping Mall-The Application of GIS and Three-dimensional Scan technology

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Abstract

As the competition in B2C e-commerce becomes fierce, on-line retailers have made efforts to attract consumers' attention by applying state-of-the-art technologies. However, most of the web sites are designed like on-line product catalogs and ads. It is quite different between the feeling of browsing these e-catalogs and the feeling of really shopping in the mall. We believed that it would be more attractive that if the shoppers could "walk" into the mall on line, like playing an on-line game. This study advanced a conceptual model of how to build an on-line shopping mall with the application of geographic information system (GIS) and three dimensional (3D) scan technologies. The concepts of the on-line shopping mall include two points. One is about how to let costumers "walk" into the mall. The other is about how to let costumers interact with the products similar to what shoppers do in the reality. And there are three phases of the on-line shopping mall; the mall phase, the store phase and the product phase. In this article, the technology of GIS would be introduced firstly, the 3D scan technology would be the second, and finally the model of on-line shopping mall would be introduced.

Keyword：E-Commerce, On-line Retailer, GIS, 3D Scan