App a boon for online shoppers

*Datuk Dr Abdul Razak Omar says GMall presents exact 3D product pictures to **shoppers***

KUALA LUMPUR: A group of Universiti Tun Hussein Malaysia (UTHM) students has come up with an application for online shoppers.

Called GMall, the app shows product details through 2D pictures and enables shopper to surf inside a virtual online shopping mall in a 3D interface.

It allows business operators and owners to present exact 3D product pictures to shoppers for a better shopping experience.

UTHM assistant vice-chancellor Datuk Dr Abdul Razak Omar said the app had set up a Student Community Engagement Centre (SCEC) to help business owners upgrade their businesses before going to the international level.

"GMall evokes the physical analogy of buying products or services in a bricks-and-mortar retailer or shopping centre.

"The process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping," he said, adding that the system had brought about a new online shopping experience.

GMall, he said, also offered other services and products, such as homestay, frozen food and sports items.