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The best way to create the Virtual shopping mall by [Amela Brooke](#)

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During the advent of internet it was clear that it's going to revolutionize trading and e-commerce. Success stories of online market places like eBay, Amazon and so forth created even more impact on online trading. Efficiency gained in online business is very high. Significant cutback in transaction costs, improved choice match for buyers and sellers, and enhanced span of trading associations, all added to the value of online market places.

For few, shopping is just about finding the best deals and purchasing but for some its leisure or a place to hang out. It has always been fun to go to different shops and see what they have to sell. The wide acceptance of online shopping led to the concept of virtual shopping malls. Building a virtual shopping mall gives you the leverage of having stores of your choice in one place at a click away.

Custom applications are available to create and design virtual shopping malls of your imagination with 2D or 3D experience. The shops can be designed and then joined with various brands. These highly interactive virtual shopping malls gives a shopping experience which isn't much different from what you get by going to a store directly. Even though you can't carry with you the real flavor of cookies or enjoy the food court, online shopping is still interesting.

While creating an online shopping mall, the most important factor to be considered would be how customer friendly the user interface is and how secure is the website. The ease of use makes the customer come back for shopping. The trust developed will make the customer a long time happy customer. The design phase itself should concentrate on the customer requirements. Careful analysis of customer requirement, designing the shopping site, developing on a trusted platform, testing thoroughly for any flaws in the development can result in a fine shopping cart. Adding features as the technology changes and as per the customer feedback would add to the success of the virtual shopping mall.

The information about products in the website is a vital part. Customers rely on this information a lot while choosing a product. It's also advisable to keep a feedback mechanism against the products being sold. The listing of products inside a shop should also be done in a customer delightful manner. Since the products are not tangible, the reliance to be developed is huge. The shopping cart system is another remarkable feature to be inserted. Shopping cart system allows the user to accumulate different products under a single list and adjust the quantities and even make a comparison of the same product from different brands.

The biggest concern in online trading is security of the monetary information being transmitted online. Verification of the website by any of the secure transaction accreditation organizations like VISA or VeriSign will add value to the virtual shopping store. Shopping online is a 24hr service and users are global. Therefore the transaction security, mode of payments and shipment has to be very much precise. Co-ordination of the various trading activities requires very complex computations and controls in place. To make sure accurate operation under a series of circumstances, loads, and extra ordinary events, a tough computation is required. It is important that the transactions are either completed or has no effect.

Virtual shopping malls created based on clear customer requirements and with sufficient security mechanism will be most preferred.

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Author is having vast experience in software development and related technologies.

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