

VIRTUAL INNOVATION: TRANSFORMING YOUR BUSINESS LANDSCAPE

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INTRODUCTIONS

In the digital era, businesses strive to innovate and stand out. Virtual vistas, facilitated by 3D tours and panoramic images, offer immersive experiences beyond traditional visuals. In real estate, these vistas save time for buyers and sellers. In retail, they enhance the shopping experience, boosting sales and satisfaction. Google Street View further revolutionizes online presence, captivating potential customers with immersive virtual experiences.

OBJECTIVES

Many Sabah businesses underutilize Google Street View, impacting online visibility. A random search in Kota Kinabalu and Tuaran found:

1. Limited interior 360° photos.
2. Outdated 360° street view photos.
3. Insufficient contributions of exterior and interior 360° photos by business owners.

This hampers their ability to stand out and connect with their audience online. The poster stresses Google Street View's importance for Sabah businesses, urging increased adoption for improved online visibility.

RESULTS & DISCUSSION

Google Street View analysis in Sabah, especially in Kota Kinabalu and Tuaran districts, reveals key issues:

- Limited interior 360° photos hinder comprehensive assessments.
- Outdated 360° street view photos may provide inaccurate depictions.
- Underutilization by business owners impacts the overall virtual experience.

For example, IMAGO mall's 2019 interior photos, mostly contributed by visitors, lack specificity for business premises. Outdated photos can mislead users in dynamic locations like IMAGO Mall. These findings underscore the need for improved collaboration between businesses and online mapping platforms for accurate and immersive virtual representations in Sabah.

METHODS

Randomly searching for 360° view of exterior and Interior photos of business premises in Kota Kinabalu and Tuaran district from different type of business. The businesses consists of :

- 10 restaurants
- 10 hotels
- 10 tourist sites
- 5 shopping malls
- 10 other businesses

For comparison, one of shopping mall in Kuala Lumpur was selected for its exterior and interior 360° view photos.

CONCLUSION & RECOMMENDATION

Google Street View is a game-changer for businesses. To enhance online visibility:

- Complete and update your Google Street View profile.
- Add updated location and product photos.
- Use relevant keywords for customer searches.
- Encourage customer reviews.
- Regularly update on social media.

Collaborative efforts between tech platforms and businesses are crucial for a reliable virtual representation of evolving business environments in Sabah.

Google Street Virtual Tour: Mid Valley versus IMAGO Shopping Mall



Photo 1: Exterior View of Mid Valley Shopping Mall



Photo 2: Exterior View of IMAGO Mall

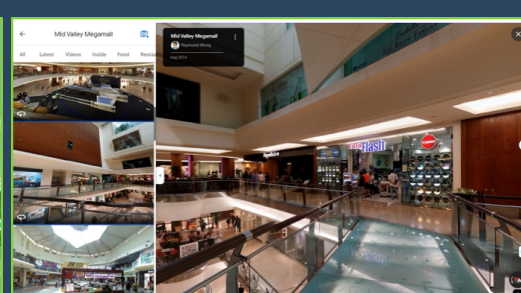


Photo 3: Interior View of Mid Valley Mall

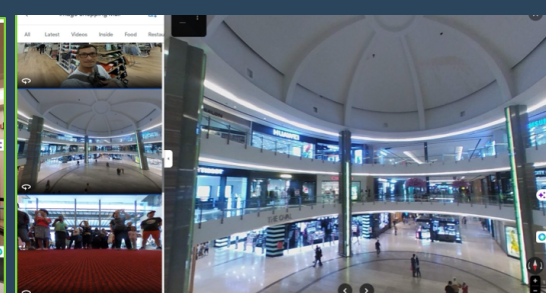


Photo 4: Interior View of IMAGO Mall

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