

ABSTRACT

Modern shopping center or mall is reasonable has guidance to help customers find their needs in the area. Common road sign and help from shopping attendances are commonly used but have some vulnerability. Information from shopping attendance or road sign still make customer confused. In store side, their difficult to communicate any offer to customer. Those shortcomings can be eliminated by using interactive shopping guidance.

Interactive shopping guidance must be able to tell exactly where customers can found certain toko and goods. Object groups search helps customers find certain object matching the criteria such as floor, kinds, and stores. Shopping route search helps customers find path which is shortest to reach the tokos they are looking for. In the other side stores can tell exactly what they offer and event that is currently beheld. Furthermore any input from customers will recorded as analytical source, primarily for the service provider store.

This application will be built by using programming application Borland Delphi, Microsoft SQL Server 2000 as database. Other supported application such Photoshop for draw map or icon.

Keyword: mall, information, guidance