MobMall: The First Online Mall Platform

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Introduction: In the last year the value of the online transactions increased to 2356 millions of dollars. The most part of these transactions was made using mobile gadgets. 45% of the gadgets users prefer Android OS where the usage of the browser for surfing the internet has decreased in 2014 from 20% to 14%. According to this situation, the online market needs a new method to implement the online shops, because the classical Android Applications are not efficient because of the small number of applications that can be used on a single device. The purpose of this project is to find a new way to present online shops outside of browser. Methods: To understand the needs of the market, the authors discussed the issue with some important online traders. After creating a list of demands, started the discussion with the companies who make ecommerce sites, in order to identify the reasons why users prefer applications instead of browser. The third step was a brain storming to show up the best solution for each problem identified in the previous steps. Results: The result is the concept of the online mall: a native application that collects in the same place the all existing markets. This application has three parts. The first one is the market generator, an online site where any company can set its own market inside of mall with no need of programming knowledge. The second one is the native application's markets list, from where the user can select the shop he or she wants to visit. And the third part is the native application's market place, a personal space for each company, where the user can navigate through the products of that single company. Conclusion: The alpha and beta tests shows that the application succeeds to meet the needs of this new online market.

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