

Google may be gearing up for 'store view' feature

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Google capturing pictures from within a store. Image via Searchengineland.

(PhysOrg.com) -- Google is rumored to have been busy taking photos inside selected retail stores in New York and San Francisco apparently in preparation for adding a tentatively-named 'store view' feature to Google Maps, to allow people to view the inside of the store from their computer or Internet-enabled phone. It would be similar to Google's 'street view' feature.

The idea is that a user of [Google](#) Maps street view would see a store and look in, and then could click on the door and enter it and could do a virtual walk-through.

Interactive retail and e-commerce tools are expected to be built into the store view, so people shopping online could actually buy the goods they see on display.

Google has not yet announced or confirmed it is working on a store view feature, but said it is "always experimenting with new features for [Google Maps](#)."

If it is true, the undertaking would be a massive one, and keeping views current would also be a challenge since stores update their layouts much more frequently than streets are changed.

Outside of the store. [View Larger Map](#)

More information: via [Searchengineland](#), [ZDnet Blogs](#).

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