This is an interesting DSS tool where you can view yourself walking or driving down a street in San Francisco or Seattle. Visit the site and take a tour of the city. Just think of all the businesses that could use this tool. For example, a travel agency could use this tool to plan a vacation, a coffee shop could scope out locations for new stores, and a hot dog vendor could perform strategic analysis for busiest locations.

http://preview.local.live.com/

Answer the following question on the discussion board:

If you operated a business in this city how could you use this tool to support your business. Please give specific examples of how this tool could help a business.

I could see this tool providing valuable information in choosing a business location, finding the best advertising for my business, both for the storefront and best locations for billboards, and scoping out how my competition presents itself. It's also a great way to tour the area for resources without having to leave the store.

While I see this technology has a great deal of potential, and look forward to seeing future releases, I would suggest the virtual world Second Life for offering a greater degree of granularity in metrics. In SL, the storeowner could model the street, take a walk or drive down it, and enter their store.

The user could also try out variations on their models, ask questions like, "What if I buy the lot next door and put in parking?" and then actually try this scenario out in SL, inviting other members of the online community to come check out the idea.