

Digital business plan case study

[Technology](#), [Internet](#)



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" The three to five next big developments in e-business that will come into being by the year 2020"

The future has always presented uncertainty as well as surprises that become the motivation for people to dream of life elongations. Imagine we are back in the year 2000, who would have conceptualized the myriads of new amenities this present has to offer. What we have today is what we have never planned and as such becomes a thrill for everyone with a passion to peak at the future. Looking at the present trends of online shopping, video sharing, social networks, cloud gaming it is hard to imagine that if these ideas were ever narrated in a distant path it would have been clearly perceived as science fiction stories or the modern day dreaming of the time, but yes they are here because someone had to insanely conceive it, and not only that but make that dream a reality.

These are only pleasures that are reserved to those who dared enough to try. It is up to us to boldly enough emerge from our naïve mentality and address the many ideas hidden in the fantasy areas of our minds. At least the best we can do is to try. In order to preach what I drink I hereby take this opportunity to bring to attention the possibilities that my imagination could

possibly contribute to be the next big development that would come into being by the year 2020.

The lack of information or rather the inaccessibility of it is what makes expensive. This becomes an opportunity or a downside depending on where you are placed. In a business perspective those who stand to benefit from this are business consultants who charge a fee not only to avail these information but to help you use it. At the present moment we are one inch closer to a global network that goes just beyond linking web pages into websites. By this I mean availing of real-time information on a shared portal.

The Digital business plan entails a tool that can be rendered online, preferably through the cloud to facilitate business feasibility on demand. Take for example Jonathan wants to start a coffee shop called hot-cup in a given street. By choosing to use a digital business plan, this tool should have the capability of analyzing the parameters that Jonathan can avail that relates to the business. This can be the location coordinates, the brand of products that the café will be dealing with as well as other services such as wireless hot-spots that hot-cup will be availing to its customers. This tool should be able to carry out a feasibility study based on the parameters availed and come up with a conclusive report based on a regularly updated information network such as location population, nearest coffee cafes, convenience to potential clients and be able to automatically generate a business report that will indicate the suitability of business plan.

Imagine how convenient and cheaper this would be if it is deployed on a global scale with the capability of addressing any business idea and be able

to identify how potentially viable it can be in real time. This would greatly reduce business set-up cost and promote entrepreneurship.

Brain driven Human computer interface

The challenges of human addressing themselves either through art or through science has been greatly hampered by the lack of presentation media. Despite the advancement of human civilization that has seen the introduction and development of writing, music, videos and technical computerized imagery I envision a future where human will be able to conceptualize plans, ideas and initiatives using mental interfaces. This could have great applications in gaming, planning, art and even in brainstorming capabilities as most of the human imagination still lacks precision in the way it is presented. I strongly believe with the current studies and research on brain driven devices and especially if the trend is made applicable on a business scale we stand to see many concepts that will be beyond our imagination. Take for instance a customer explaining to a contractor a house plan or defining a color, if the mental process is well captured the results could prove very effective.

However considering the ongoing computerization of neurological process, the attention placed on these researches would determine its adaptability in 20 years. But considering this will be a computer driven process, it stands a chance of being adopted sooner due to the fact that computerized processing and imagery is taking a quick growth.

3-Dimension visualization

Presently there is over reliance of presentation slides that have the challenge of delivering the much needed information of conveying information in a manner to influence better perception of information. Flow charts, books and maps have been in existence for some time but with the advancement of business technology, does the need for a better elaboration of information becomes more urgent. Let consider the future design of 3-D rendering that are capable of rendering 3-D presentations that can be even transmitted through computer networks. This would render elaborate presentations of detailed business designs such as house plans, engineering blue-prints, site-maps that would better render a new experience of presenting data.

The introduction of 3-D video rendering is pointing a potential possibility in this direction and as such can be advanced to offer even extra-detailed presentation. It is with much anticipation that the e-commerce industry will adopt 3-D visualization of product and service description that will extend even to e-commerce sites and adverts by the year 2020. I do believe this can be harnessed id websites adopt as well as modern computer hardware adopt 3-D rendering platforms.

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