

A technology world
that centers on the
user



" A Tech World That Centers On the User" The article written by Bilton en d " A Tech World That Centers on the User" and published in the New York Times on September 12, 2010 proffered issues pertinent to the focus of contemporary cybernet and telecommunications industry that focus on personalizing products and services. I agree with the author in his contentions that in the digital world, " now we are always in the center of the map" (Bilton 1). However, I believe that this trend is not new and does not only apply to the digital industry. Business organizations create marketing strategies that ultimately focus on the consumers. As business practitioners learned, the main concern for enterprises is to satisfy the customers' needs; otherwise, organizations fail. The phenomenon seems to be more glaring in technology-based industries because of the magnified applications that have been offered and presented by the digital world. It is therefore true that the increasing use of consumers of wide range of demographical factors and locations of the internet seemed to endanger other traditional products: books, newspapers, among others. More so, if Bilton's future prognosis encompasses linking even the television medium to the internet to offer more personalized services, the more that marketing strategies would be designed to innovatively cater to unique and distinct consumer needs. Bilton's article supported the enthusiasm of consumers to patronize services and products offered through the internet, mobile phones and other technological gadgets due to the fact that consumers are placed in the center of the design. By emphasizing the abilities to benefit the clientele and address the intricate and varied needs, the digital world's success would be ensured. Works Cited Bilton, Nick. " A Tech World That Centers on the User." New York Times 12 September 2010: 1-2. Web. 13 July 2011. <http://www.https://assignbuster.com/a-technology-world-that-centers-on-the-user/>

nytimes. com/2010/09/13/technology/13future. html? _r= 1&sq= september
%2013&st= Search&scp= 10&pagewanted= 2