



Reaching the Interactive Customer: Integrated Services for the Digital World

Mai-lan Tomsen, Ron Faith

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The internet revolution of the 1990's has helped shape a new culture of interactivity in the modern household. Technology that first found success in the workplace, has moved into the daily patterns of American lives. Web sites, MP3 players, cell phones, pagers, and other digital devices help families learn, play, and communicate. Increasing familiarity with electronic devices and the online world has given customers new expectations for interactivity. Email, chat rooms, and web browsing have taught them new ways to "talk", "find" and "see" what's happening in the world around them. Interactive Expectations describes how these consumer expectations of interactivity will impact and shape the new generations of "connected" personal electronics. These consumer expectations of interactivity impact and shape the new generations of "connected" personal electronics. These consumer expectations drive the evolution of "interactive offerings", which combine consumer devices, data networks, and applications and services. Interactive offerings provide an integrated solution for consumers, leveraging the strengths of the hardware platform and software capabilities. This book appeals to technical industry professionals in consumer electronics, networking, software application designers, and to anyone who works on or is interested in the convergence of services and devices. Interactive Expectations provides critical information for business professionals who want to understand the connected world linking businesses, customers, and service providers. It paints a clear picture of the components that compose an interactive offering and key decision points for both designers and marketers. The book helps articulate what consumers look for in an interactive solution.

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