DIGITAL REVOLUTION: AN OVERVIEW

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ABSTRACT

The Digital Transition refers to the development in technology from analogue electronic and mechanical devices to the digital technology available today. The age began to during the 1980s and is continuing. The Digital Revolution also marks the start of the Information Age. The Third Industrial Revolution is also sometimes called the Digital Revolution.

KEYWORDS*: Digital Transition, Analogue Electronic and Mechanical Devices, Digital Revolution.*

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Introduction

With the development and advancement of emerging technology, one simple concept began: the Internet. Here is a brief timeline of how the Digital Revolution progressed: 1947-1979 - Introduced in 1947, the transistor paved the way for modern digital computers to evolve. The government, military and other organizations made use of computer systems during the 1950s and 1960s.

Eventually, this study contributed to the development of the World Wide Web. 1980s - The machine became a familiar unit, and being able to use one became a prerequisite for many workers by the end of the decade. During this decade, the first cellphone was also launched.

1990s - The World Wide Web was launched in 1992, and the Internet became a regular part of most business activities by 1996. By the late 1990s, for almost half of the American population, the Internet was part of daily life. The Digital Revolution had started to spread across the developing world by this decade; mobile phones were widely seen, the number of Internet users continued to increase, and television began to move from using analogue to digital signals.

2010 and beyond - By this decade, more than 25 percent of the world's population is made up of the Internet. As almost 70 percent of the world's population owns a cell phone, mobile communication has also become very significant. In communication, the connection between Internet websites and mobile gadgets has become a standard.

It is expected that by 2015, with the use of the Internet and the promise of cloud computing services, tablet computer innovation would far exceed personal computers. This will allow users to access media on their mobile devices and use business apps, applications that would otherwise be too much to manage for those devices.

New avenues for customers and brands to communicate have been introduced with the introduction of voice assistants, mobile devices and chat platforms. Both of these new experiences would have to be compatible with the brand. New experiences would include inspiring people and putting them in charge of the purchasing journey. Forrester analyst Michael Facemire tackled the future of interactive interactions in a recent webinar.

Facemire said the challenge for businesses to step forward is to alter their Mindset to "build digital experiences, not mobile apps."

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Digital Revaluation Stages

Face mire presented the four phases of how digital interactions can develop in the webinar. On a continuum, the stages occur, meaning that each individual process is not mutually exclusive. Phase one (which can be loosely described as "Web 2.0" merging of the mobile era) can combine and intermingle with phases two and three that incorporate platform-specific services or apps Progress is taking place as businesses incorporate more models of cutting edge engagement into the customer-facing technology stack.

- **Apps and Online Interactions The Web appeared first**

Then came some very basic mobile Web models. Then, from responsive websites and Progressive Web Applications, came the apps and more advanced versions of the mobile Web. Phase one can be defined as the Web/app paradigm mix that emerged from desktop browsers and the mobile revolution that started in 2007 with the iPhone.

The table stakes of the technical stack are the acceptable combination of software, websites and mobile optimization in 2017. Over a period of time, people prefer to pick their own go-to versions of applications that they have become familiar with. This means that apps and websites that do not match their given behavioural model will often be ignored by people. For applications, the activity is specifically problematic.

The effect is that when a person instals an app for a particular reason and then forgets about it and then deletes the app from their computer, apps also have massive user retention problems. There is the opposite issue with the Internet. From a number of outlets, people find information (search, social, email etc.). Individuals also do not care what the source is, It is as long as it has the knowledge or feature they are looking for that is important.

See in this comScore study of mobile and desktop activity how people's patterns between websites and applications have evolved over time. Both app and web usage examples speak to the need for top-notch digital experiences. How do you keep coming back people? Have better content, functionality, features and experience than the other websites and applications that are competing for their attention.

- **Platform Based Experiences**

Amazon's Alexa, Apple's Siri, Microsoft's Cortana and Google Assistant are platform-based experiences that reflect an outing into digital experience phase two. The next wave of user interfaces is also led by messaging apps like Facebook Messenger, WhatsApp, iMessage and WeChat. The current user interfaces are platform and de de generation, the distinction between the app/web model and this modern generation.

On application platforms such as the Amazon Echo or operating system platforms such as iOS, Windows and Android, virtual assistants are developed. The agents representing stage two are step one derivatives, mostly residing inside apps and the Web itself (Facebook Messenger is a platform in and of itself and is also app based and Web-based). The maturity of the ecosystem of devices and platforms from which phase two will be launched is still in its early stages.

People also determine whether to buy smart speakers such as Google Home or the Echo and when they want to. If they want to connect with brands via messaging platforms and bots, consumers are not yet sure.

- **Merged Personalization Interactions**

As ecosystems start to merge into each other, personalization is discussed. When a customer can start an experience on a chat bot and switch to an app and then to a website, the ability to customise the individual's experience is greatly improved. In step three, the self-selecting essence of customer behaviour is altered as experiences are provided on-demand when appropriate, as opposed to a person choosing ad-hoc choices that might be available.

- **Blended Ecosystem Experiences**

The final process of digital experiences is all about the ecosystem. The ecosystem was restricted to whatever computer or platform you began the experiment on in the first three phases. The ecosystem can identify and use any computer near you in phase four. Your mobile app interacts with your TV, which interacts with Siri, and so on and so on.

The walls between the platforms become invisible and both consumers and brands become more useful to each part of the stack. Blended experiences in the environment give the for interactive experiences, the largest amount of personalization. How long will it take before step four is reached? The response depends on the sector and the organisation.

Some brands are easier to embrace than others, as with any new technology or ideas. To start planning for the future of digital experience today, the key for you and your business is to continue to integrate each new phase as it meets the needs of your customers. One way to prepare for the coming revolution of experience is to begin integrating these new ideas and platforms into your business strategy.

You can take a "test and learn" approach from there. In order to ensure the consistency of and update or product launch, testing at each point and obtaining input from real customers are crucial. Testing ensures that the interactions you have are consistent across all devices, all platforms and all phases.

The Digital Revolution's Effect

How individuals and organisations cooperate. The speed of digital transformation is accelerating all over the globe. To get ahead of the market, the private sector continues to invest in disruptive technology. To meet ever - client needs, they adapt their business models. The speed of transition continues to blur the limits of the physical and digital worlds. It is the redefinition of conventional sectors of business and the way we live and work. Emerging technology, rising volumes of data and smarter ways to get insights are emerging technologies.

It is the redefinition of conventional sectors of business and the way we live and work. Emerging technology, rising volumes of data and smarter ways to get insights are emerging technologies. Changing the way individuals, corporations and governments communicate. The continued progress of Australia depends on our ability to take advantage of these technological advancements to drive economic growth and improve efficiency and living standards for all Australians. The digital transformation of the government itself is a key priority of the government's Digital Economy Policy, ensuring that we keep pace with community requirements and aspirations. The Australian Government has made great progress on our digital journey since 2013. We have made it easier to register a company, transition to aged care and access the services of veterans through our digital transformations.

We are moving the government into the modern age, investing in digital capacity projects and significant changes in ICT procurement. For the effectiveness of our digital government programmes, we are globally respected. We must continue to develop in spite of these successes. It is not sufficient for the private sector to keep pace. We need to provide even better programmes, policies and skills in certain situations. What people expect will be significantly distinct from today by 2025. It must be completely fundamental to how we create and deliver policies and services to understand how Australians live and work. On our path to 2025, this Digital Transformation Plan will guide us. It will offer benefits and satisfy the needs of Australian individuals and companies.

It will direct us to concentrate on providing benefits and meeting the aspirations of Australian individuals and companies on our path to 2025. We're going to hang on to the same expectations that Australians do, and aspire to be one of the top three digital government nations in the world. We have been doing a lot of work in this room already. Emerging technologies, such as artificial intelligence, virtual reality and advanced analytics, have been discussed. We need to remain at the forefront of digital transformation and produce better, quicker results.

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