Posting 1 Reply

My service idea is mobile phone money transfers and payment services. How individuals will be able to send and receive money, pay for goods or services or just to have and save some money on their mobile phones. This will be very convenient for people like most of them, always have mobile phones with them almost always.

It will be a more secure way of paying for goods and services, as compared to using cash, the service will be relatively cheaper and easier to use than using other means like credit cards especially when paying for utility bills (Maximilian Martin, 2015). The service will have a national coverage will the possibility of future expansion to other countries, and will be available for twenty-four hours every day all through the year. The potential customers will include; private individuals, business partners, organizations, companies which can use the service to even pay their workers, those in the insurance industry, in terms of payment of premiums. This will be truly convenient to the users.

Some of the ways in which the product can be marketed electronically will include; very aggressive television marketing where there will be advertisements running in many television channels advertising the service (RicahrdL.Daft, 2013). The other is online marketing using the internet and lastly targeted advertising to individuals using short text messages about the advantages of using the service. The service will also be made searchable online, by using browsers like Google Chrome among others.

Advantages of television marketing will be its wide reach of potential customers and the frequency of reaching them, while a disadvantage will be the price to be paid for the frequent advertisements, advantage of online marketing will be the global reach of potential countless customers but has the disadvantage of someone copying the idea and using it as if it was their own (Dan Schatt, 2014). Targeted text message advertisements have the advantage of getting individual customer's attention but when too many text messages are sent, they become annoying and the individual may even not like the service, this will have the opposite effect of what the advertisement was intended to achieve. Due to the conveniences and efficiencies of the new service, it is highly recommended

Posting 2 Reply

**1. Product/Service idea:**

**A.** The product/service idea which I’m going to discuss is about power bank. In today’s everyone has their own gadgets to do their work easily. The most common gadgets which are used in our daily life are mostly the mobile phones, Tabs, iPods, I pads, and laptops.  Nowadays without using the mobile phones, it is difficult to survive. Because, we can do our work with the gadgets like checking and sending emails, texts, videos, attending meetings from the home through electronic devices. Even for relaxing we use iPods or any electronic devices for music, watching movies, gaming etc…. So, with the vast use of the electronic devices, one cannot charge the mobiles phones or any electronic devices continuously. And it is not easy to find a power outlet to charge the electronic devices. Especially while traveling or in any meetings to handle etc…. So, here comes the power bank.

The power bank is a charger for the electronic devices and is portable.  It is very handy and can charge most of the electronic devices. Power bank stores the electric energy in their bank (example money saved in our bank) and then helps to give the electric energy to electronic devices. So, once you charge the power bank due to its capacity it will last for hours. Power bank comes with a USB cable or for charging one can use the mobile charger cable too. Power banks can be used by the mobile phones, laptops, tabs, iPods, I Pads, cameras etc….  Power bank helps to increase the life of the battery to our electronic devices.

The power bank power is measured in mill ampere hour which means MAH (measures the electric power for a firm period of time). The time required to charge depends on the capacity of the power of power bank. If the MAH is more than the capacity of the power bank will also be more. Nowadays solar power banks were also coming in the market. For, the solar power banks, the power will come from the solar energy.

Price of the power bank is also affordable. Various companies are launching at affordable prices. The price of power bank may also vary on their capacity of power. But, one should keep in mind about the usage of their electronic devices in their daily life. If the usage of electronic devices is more than they should buy the power bank which has more capacity for power.  Some company’s power bank is expensive but they give the guarantee to their product. So, one should always check the reviews and the guarantee of the product before they buy.

**B.** The potential customer for this type of product will be the people like students, employees, people who travel more, photographers, etc….  Because the power bank is portable and one can carry it easily and they can charge to most of their electronic devices from a single power bank. No, need to worry about the charging in their electronic devices while working. No need to worry about the power outlets especially while traveling. So, the customers for the power bank can easily work while traveling, take pictures, can listen to music, watch videos, can read, prepare pptetc…. easily without thinking above the charging in their electronic devices.

**2. The best three possible to recommend the product electronically is by**

· Posting ads in the social media like twitter, facebook, Instagram, WhatsApp etc…. Because nowadays most of the people have their accounts in the social media and it is an easy way to advertise the product and increase the sales.

· Sending emails and text messages to the people is also an easy way to increase the sales. But, the messages and emails should be sent only once or twice but not too many because there will be a chance that the customers may irate.

· Creating e-commerce website and posting the ads in search-related option and for the people who are searching for the power bank, they will pop up with the e-commerce website created by us. For example, if customer searches in google, then our e-commerce website should appear first then there will chance of increasing sales.

· We can also give advertisement on television and can give a number to the customer to call and order the product and we can offer them for free shipping. Which is an easy way for the customers and there will be a chance of increasing the sales.

Posting 3 Reply

The Web 2.0 marvel is moderately new and is intended to make the Internet more intuitive and give a general better affair to users.  One such case of Web 2.0 would be Wikipedia, in which a client can make ongoing updates to an entry.  In the conventional Web 1.0, this kind of data would be a site, which is kept up by specialists and does not permit refreshes aside from by those with consent, which could take some time.

With the incorporation of Web 2.0, there are serious security worries, as records from different destinations are connected to give a consistent experience.  The capacity for unapproved specialists to access accounts without authorization was a legitimate concern, incited by a security opening inside Google's stage (Conklin, White, Williams, Davis, and Cothren, 2016).  Within this security issue, a client could be signed into a Google application, and an unapproved operator could utilize that record data to acquire the client's login and secret word for Gmail.  Google immediately settled the issue, yet it showed the vulnerabilities, which could exist with the coordination of different, web administrations.

Software organizations should always be taking a gander at the security scene to improve or characterize the security conventions of applications.  Web 2.0 was a significant move in the recorded security of uses, so those organizations are enhancing the encryption of secure information to guarantee there are no vulnerabilities, which can be misused as a client's record is shared crosswise over different services.  This extra strain can require extra systems when a client sign in, for example, two-factor verification, in which a client would be required to enter a secret key and give a code, which is sent to a trusted device.  The extra examination got security is an issue, yet is important to ensure information as it is shared over the Internet.

Posting 4 Reply

The Web 2.0 was neither as broadly utilized, nor as generally known. Around then,

organizations that required online cooperation and document sharing were its primary

users. Web 2.0 innovations are more intelligent than the conventional models of data

procurement or formation of computerized services. It is the most recent advancement of

the Web that empowers individuals to take an intuitive part in a specific Web site. The

Web 2.0 has enabled the Web client to the most elevated degree ever. Web 2.0 advances

are a basic and compelling second era of web administrations that give a social and

participatory virtual stage for associations to team up, system and connect with partners.

With the boundless acknowledgment of electronic government in the general population

sector, my feeling is that for stages to be deliberately converged in some way there will

must be some homogeneity among the stages, generally, nobody will be keen on taking

an interest in such a blended platform. His point of this study is to recognize the criteria,

which impact the utilization of Web 2.0 applications for intra-authoritative operations in

neighborhood government. The center of the study is not to offer prescriptive rules on

Web 2.0 use, but instead permits others to draw parallels and relate their encounters to

those reported. Accordingly, the result of the study is to offer a more extensive

comprehension of the developing marvel of Web 2.0 use for inside organization and

operational purposes in nearby government from a workers&#39; perspective To do as such, an

eminent structure is planned that draws on the surviving writing together with a top to

bottom subjective case enquiry and characterizes Web 2.0 assessment criteria based upon

advantages, expenses and dangers. What&#39;s more, this system additionally epitomizes the

effect variables connected with the utilization of Web 2.0 applications as per

authoritative, innovative and social themes. Like whatever other IT venture, Web 2.0

interests in government associations likewise should be arranged as they require

hierarchical change to culture, individuals, structure and procedures to be overseen

keeping in mind the end goal to get powerful results. Therefore, an efficient evaluative

methodology is fundamental before putting government data and giving administrations

internet utilizing Web 2.0 advancements as the mix of these advances in computerized

government ought not to be done discretionarily.