



How citizens use technology

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Global Forum

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No predictions.....

"Those who have knowledge, don't predict. Those who predict, don't have knowledge."
Lao Tzu, Chinese Poet, 6 th Century

"640K ought to be enough for anybody." *Bill Gates, Microsoft, 1981*

"There is no reason for any individual to have a computer in his home."
Ken Olson, DEC, 1977

"I think there is a world market for maybe five computers."
Thomas Watson, IBM, 1943

"Everything that can be invented has been invented."
Charles H Duell, US Office of Patents, 1899

"Inventions have long since reached their limit -- and I see no hope for further developments."

Julius Frontius, Engineer, 10 AD

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No predictions.....



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Emerging technologies



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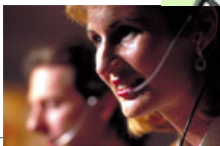
Exploiting technology



Speed and availability



Location



Control method



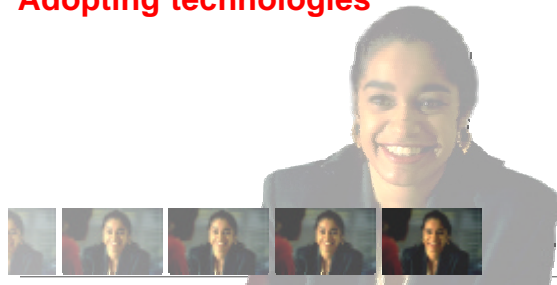
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Adopting technologies



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Take up rates

Benefits Better, faster, smaller,new

Ease of use Camera - point & shoot

Champions Young people

Plug Personal wealth & society wealth

Killer Application Entertainment, learning, contact

What you get...and how you get it

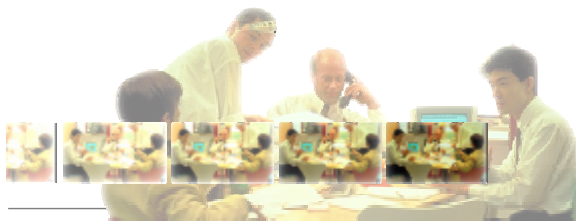
Lifestyle : unpredictable work and leisure home and office lack of deference



Customer Service 24*7*365 personal, efficient, fast



Impact on public services



Services for everyone

Customer centred Personalised Targeted

UK online

Marketed Appropriat e

Accessible Avai lable



Supplier implications

Cyberskills 

CyberSkills 

Better Government for Older People 

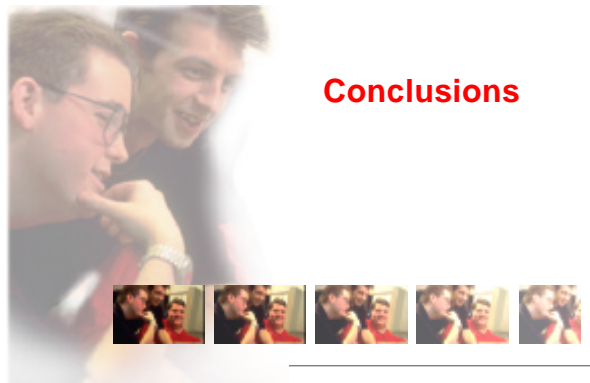
Your Guide 

National Grid for Learning **NGfL**

Modernising government 

Modernising Government

Conclusions



The customer not the technology



- Customers dictate the pace
- The hidden technology gets much cleverer
- Follow the commercial lead
- Learn to be proactive

Citizens as customers

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