

# An Innovative Approach to Fundamentals of Computers

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**Abstract:** Computers play a key role in almost every industry now a day. So in this regard being technophile persons to have the ability to perform a particular task with the help of computers is been playing a key role in this society. This paper is being designed for a lay man to take up the basic terminology of technology with the help of computers. The marketing of technology is also playing a key role in the society now a day. In this regard, we take this bold presentation as a representation of computers to a lay man in the form of technology. Technology can be explained only with the help of technology.

**Keywords:** Technophile, Technology, Trend, Computer, Marketing

## I. INTRODUCTION

Computers play a key role in the market now a days for any sort of business transactions are done only with the help of computers. It has become a necessity that every individual may be rich or poor may be a business person or a lay man. Computer has become part and parcel of our family. In this regard still a person from a poor background does not know anything about the computers but he/she might have an intention to learn about the computers. But he/she is not capable to buy a computer system. For such people to take part as an activity in rural areas we the Integrated MBA people of SRK Institute of Technology has taken this step. This step brings a revolution in the Industry as It looks like a small game it is going to deliver some knowledge that a lay man can understand and change his attitude towards his opinion towards the technology.

Technology can take place until we do not have technology in our hands. This has become our primary intension when we start learning about the computers. Computer Technology with it's extend is rapidly growing but a lay man was unable to know its intention and its usage. This has become an issue since years together. We feel that our intention is that lay man that area people must be aware of technology. We know the theory of a book can be known until and unless we read the whole book from first to last page. Like Wise we have to know the technology until he uses the technology from first to last.

There are many ways to market the technology. The following are the various ways that describe the technology.

- A. Multimedia
- B. Advertisements
- C. Games
- D. Apps
- E. Short Films Virtual Reality
- F. Pomplates
- G. Augmented Reality

In this scenario we have selected the 3<sup>rd</sup> way to take this technology and build this in order to gain attention of the layman the best technique we used is it should include a game that is easily understandable to a lay man and it should be presented in a technical manner also. After playing this game a lay man must know and answer the following questions related to the computer at least. The following are the basic questions we ask those questions and this has become our learning objective.

- 1) What is a Computer?
- 2) What is a Mouse ? How does it look like?
- 3) What is a Keyboard?

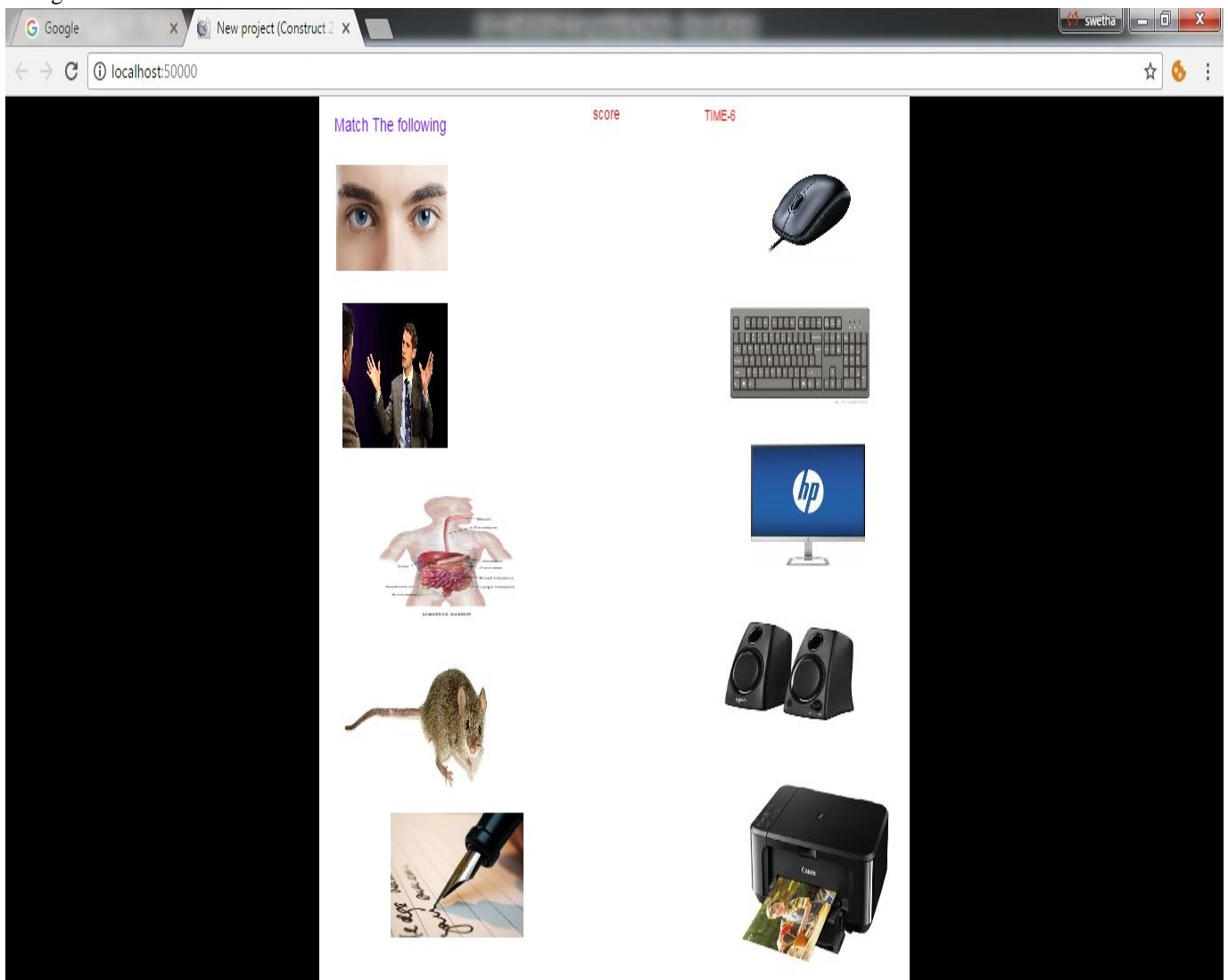
## II. LITERATURE SURVEY

Our Literature survey starts from our classroom. With the great motivation of our teachers we have started to see various apps and applications that are available in the Computer and we have started browsing the Internet in order to find these applications. This takes us a lot of find to take or to gather the requirements that are necessary to build this technology .Because to represent a technical project being marketing or financing people is a difficult task .We need to build technology by ourselves and we need to market the technology by ourselves and we need to know or identify weather this technology is going to work out or not. We have started learning the technology from then onwards. Our survey starts from our home we have started telling about our technology to our parents and they are very much impressed by our words.

Enriching of technology takes place then our experiment might be a little drop in a river but we need that little drop when we are in thirst condition to drink that little drop we have to strive hard for days and months to get that little drop. Our experiment is that kind of a small little drop when we are very thirsty.

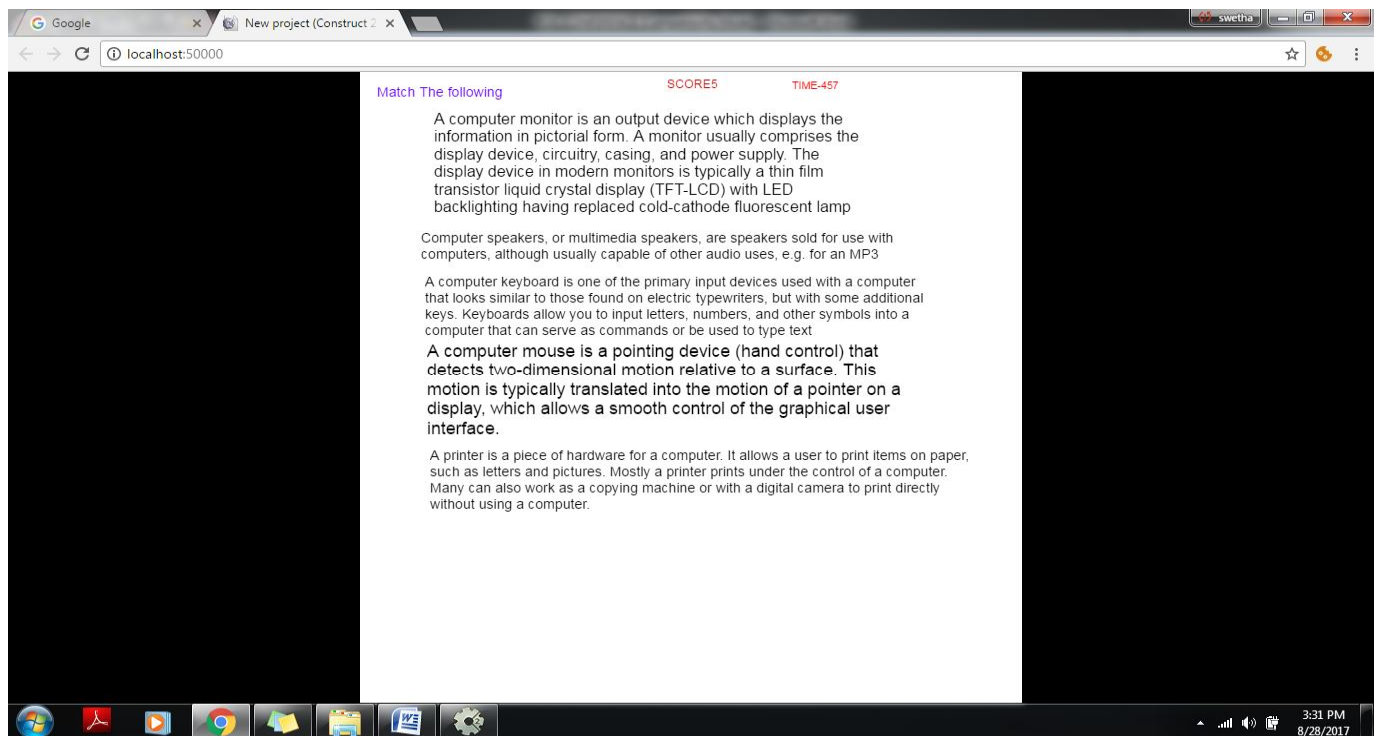
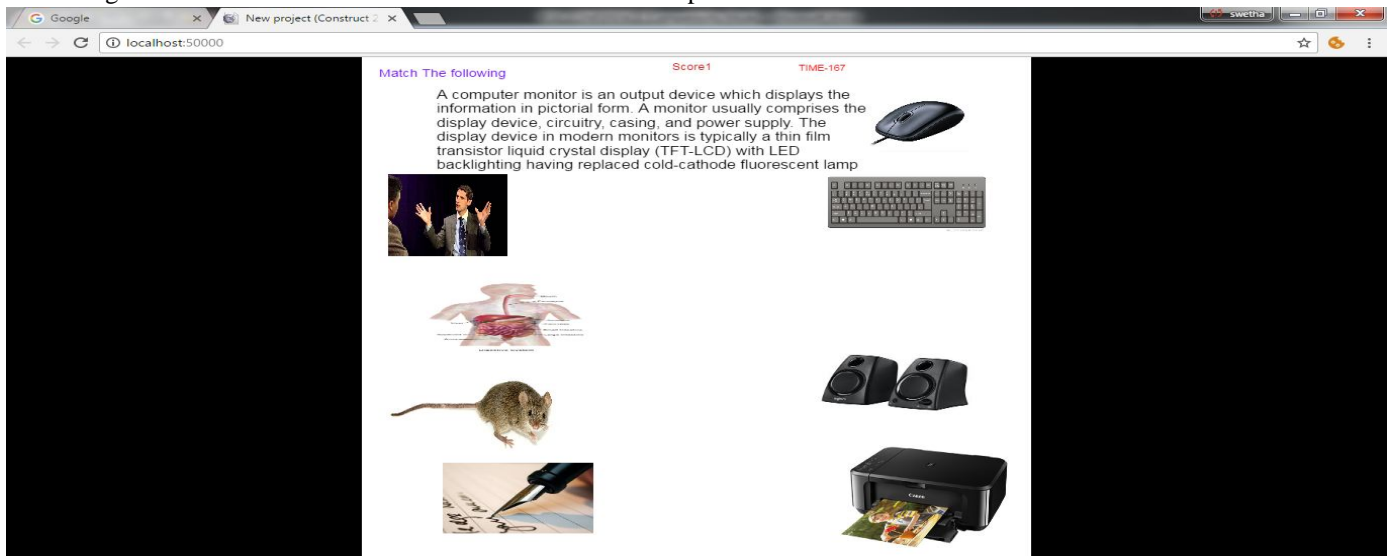
## III. EXPERIMENT

Our experiment has been done by using a tool called construct2d that makes us to realize a fact that everything is possible the word impossible says “I am possible” go ahead and do. The experiment takes place as a mapping technique .Please go through the following screen shots.



This is a simple mapping game we were given some images of eyes, person speaking, digestive system, Keyboard, mouse, hand writing, monitor, printer and speakers.

The mapping process must take place like wise .When eyes describe the things which we see a lay man can understand that what we are seeing will be displayed in the computer by using monitor and the content related to monitor is also displayed simultaneously and we will get some score to it based on a time bound we need to perform all these tasks.



After Completing all the mapping techniques a lay man needs to identify that if he is going to map a direct thing or not .The main motive behind this game lies in understanding the game .For Example how a digestive system in our body performs its tasks like wise a lay man can understand how a user is going to give the keyboard as an input to the computer. How a man speaks likewise speakers are essential for the computer for the sound. How a human writes his hand writing in a book like wise a computer printer prints all the data that is related to the computer.

These aspects are much focussed in the design of this game rather than the technical aspects of what is a Computer and What are the Components of the computer. The theoretical part which we say can be left at a certain point of time but this sort of gaming technology can make the market wider and easily understandable for a lay man to make a representation of this presentation.



#### IV. CONCLUSIONS

We would like to conclude that this sort of technologies must be delivered to the rural area people so that they too can understand the recent trends and developments of technology to enrich the technology and to make its wisdom wider we being INTEGRATED MBA GRADUATES has initiated this sort of technology and make it an enhanced technology learning further to evolve further it's the part of technology people and marketing people to be aware of these technologies and collaborate each other to provide a new enhancement in the marketing industry.

#### V. ACKNOWLEDGMENT

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