**DIGITAL INNOVATION BY KASASIRA CHARLES DERRICK 21/U/05662/EVE**

Digital innovation is the application of a new technology or technologies to overcome existing problems, improve processes, and enhance the user’s experience by creating new products or methods.

Digital Innovation never stops and organizations are continuously innovating to stay ahead of the competition and One of the currently existing innovations is the metaverse from Meta (former Facebook). The metaverse at least at its peak is expected to rise communication to a step further than the current social platforms to life-like interactions using the Augmented Reality and Virtual Reality technologies.

Digital innovation is essential in the modern world, with institutions, businesses and other organizations using it to streamline processes and increase efficiency. The latest digital Innovation trends include:

* Artificial Intelligence and predictive analysis
* Robotics
* 3D printing
* Internet of Things (IoT)
* Augmented Reality and Virtual Reality

Benefits of Digital Innovation

If done the right way, digital innovation can lead to endless possibilities

* When successful, digital innovation enables collaboration.
* Improves skill enhancement
* For businesses, it enhances the user’s experience.

“Innovation is just like a new magic trick that excites people. It could be a rare or a regular event but that depends on the process in place.”