

DIGITAL SKILLS: DIGITAL SKILLS FOR WORK AND LIFE

ACCENTURE

GLOSSARY

Term	Definition
Amazon Prime	Amazon is the world's largest internet-based retailer, selling a wide range of products and services. Amazon Prime is a paid subscription service offered by Amazon that gives users access to services that would otherwise be unavailable or cost extra to the typical Amazon customer. This includes a one or two-day free delivery service and music and video streaming.
App Developer	An app developer is a software engineer whose primary responsibilities include creating, testing and programming applications (apps) for operating systems on mobile phones and tablets. App developers typically work in teams and can occasionally specialise in apps for specific operating systems (e.g. iPhone apps vs Android apps)
Artificial Intelligence	Artificial intelligence (AI) refers to the development of computer-based solutions that can perform tasks which mimic human intelligence.
Assistive Technology	Any device, software or equipment that helps people work around their specific challenges. Some examples of assistive technology are text-to-speech and word prediction. Assistive technology includes low-tech tools, too, like pencil grips.
Automation	Automation makes a process run by itself with little or no interaction from people by following patterns and rules to perform repetitive tasks. For example, automation is used by machines to carry out repetitive tasks in the manufacturing industry for making cars.
BBC iPlayer	BBC iPlayer is an internet streaming, catchup, television and former radio service from the BBC. The service is available on a wide range of devices, including mobile phones and tablets, personal computers, and smart televisions.
Brain Elasticity	Also known as neuroplasticity or brain plasticity. The ability the brain to change continuously throughout an individual's life in response to learning.
Britbox	BritBox is a television network/digital video subscription service created by the BBC and ITV plc, serving the United Kingdom, United States and Canada, with it due to launch in Australia.
Broadband	Broadband is a data transmission technique using a wide range of frequencies, which enables a large number of messages to be communicated simultaneously. Broadband

	connection enables computers that connect to the Internet to transfer data with higher speeds among one another.
Business Account (as in 'Facebook Business Account')	A social media business account is used by people to help advertise and market their business separately from their personal account. This might give users advanced features such as insights, promoted posts, and the ability to schedule and publish posts automatically.
Chatbot	A computer programme designed to simulate an intelligent conversation on a text or verbal basis. It can be hosted in most major chat platforms like Facebook messenger, text messaging and many others. Chatbots are typically used for various practical purposes such as customer service. For example, if a customer typed the question 'What time does your store open tomorrow morning', using the information available, the chatbot would immediately respond in the same way as a human would. 'Our store opens at 9am tomorrow morning and closes at 5pm'.
Citymapper	Citymapper is a mobile app and website released in 2011. The app is an urban transport and street mapping service. It integrates data for all urban modes of transport, from walking and cycling to driving, with an emphasis on public transport.
Constructive Feedback	Advice that comes as two forms - praise and criticism. Both are personal judgments about a person's performance, effort or outcome, with praise being a favourable judgment and criticism being an unfavourable judgment.
Corporate Functions	Departments across a corporation that include business operations such as Finance, Growth and strategy, Sales and Pricing, Human Resources etc.
Digital	Refers to the use of computer technology to address modern issues and challenges in various areas such as human connection, business, education and many others.
Digital Banks	Digital banks (also challenger banks or neo-banks) is an umbrella term to describe companies providing financial services online, where all activities, programmes and functions of a traditional bank have been digitised. This means customers' relationship with a digital bank is strictly online, without any physical location. Examples include Monzo, Starling, Revolut etc.
Digital Device	A physical unit of equipment that contains a computer or microcontroller. Digital devices include a smartphone, tablet, smartwatch, laptop, computer, Kindle etc. In contrast, there are numerous non-digital (analogue) devices, such as a thermometer, electric fan and Hoover.
Digital Economy	A term for all economic processes, transactions, interactions and activities that are based on digital technologies. The digital economy is different from the internet economy in that the internet economy is based on internet connectivity, whereas the digital economy is more

	broadly based on any of the many digital tools used in today's economic world.
Digital Footprint	The information about a particular person that exists on the Internet as a result of their online activity. It includes, among others, actions on the websites you visit, public posts on social media websites and a track record of your online searches.
Digital Marketing	A component of marketing that utilises the internet to promote products and services.
Drone	An unmanned aircraft that can be remotely controlled by an individual using software-controlled flight plans and GPS. Drones are used in a lot of industries, for example the military, search and rescue, surveillance, traffic monitoring, and weather monitoring. Personal drones are also becoming more popular, for example for concerts or wedding photography.
Entrepreneur	A person who sets up a business or businesses, taking on financial risks in the hope of profit.
Facebook	An American social media and social networking service. After registering to use the Facebook website, users can create a profile indicating their name, occupation, schools attended and so on. Users can add other users as 'friends', exchange messages, post status updates, share digital videos and links, use various software applications ('apps') and receive notifications when others update their profiles or make posts. Additionally, users may join common-interest user groups organised by workplace, school, hobbies or other topics, and categorise their friends into lists.
Financial Technology (FinTech)	An emerging industry that uses technology developments to improve financial activities and services.
Fixed mindset	A type of mindset where someone believes their skills and abilities are fixed – they cannot be developed or improved. They believe they either have a talent for something or they don't.
Google Analytics	Google Analytics is a free web analytics service that provides statistics and basic analytical tools for the proper operation of websites. Some features include counting visits to a website, deducing visitor profiles and making evaluations of visit quality (time spent on website).
Google Maps	An online mapping service developed by Google. It offers satellite imagery, aerial photography, street maps, 360° interactive panoramic views of streets, real-time traffic conditions, and route planning for travelling by foot, car, bicycle and air, or public transportation.
Grab	Grab is an example of a taxi app or ride sharing app; please see ride sharing apps in this Glossary.
Growth Mindset	A type of mindset where someone believes their abilities

	and skills can change over time and can be improved with effort, practice and the right approach.
Hospitality	A sector of businesses that provide services to customers seeking to travel for leisure or business. The industry can be broken down into three basic areas: accommodations, food and beverage, and travel and tourism.
Human-Computer Interaction	Field of study focusing on the design of computer technology and in particular, the interaction between humans (the users) and computers. This later evolved into the concept of 'user design'.
Infographic	Graphic visual representations of information, data or knowledge intended to present information quickly and clearly. This can be a better way of presenting information which allows views to see patterns and/or trends.
Instagram	An American photo and video-sharing social networking service owned by Facebook, Inc. that allows you to share videos and images privately to people that follow your account, or publicly if your account is open.
Internet of Things (IOT)	The growing network of objects connected to the internet. These objects can collect and send data to each other. Examples of 'things' in the IoT include fitness trackers, home lighting, and security systems that can be controlled remotely on a mobile device.
iTunes	An audio playback programme developed by Apple. You can use iTunes to import songs from CDs as well as other audio files from your hard drive. The programme can also download songs from the iTunes Music Store. Whilst songs are the most common files played by iTunes, you can also play spoken word files, such as audio books, podcasts or other recordings.
Kapten	Kapten is an example of a taxi app or ride sharing app; please see ride sharing apps in this Glossary.
Kiosk	A small open-fronted hut or cubicle from which newspapers, refreshments, tickets etc are sold.
Lyft	Lyft is an example of a taxi app or ride sharing app; please see ride sharing apps in this Glossary.
Merchantability	The state of being fit for market; ready to be bought or sold.
Mindset	A mindset is someone's general attitude or beliefs towards someone or something. It impacts how we think about things, how we feel and what we do as a result. Your mindset can affect the way you interpret and react to situations.
Monzo	Monzo is an example of an online/digital bank which offer their services exclusively through digital spaces without the need for physical branches.
Netflix	An American entertainment company founded in 1997 that provides DVD rentals and Internet-based video-on-demand

	services, through a monthly subscription.
Non-Infringement	Not breaking the terms of a law agreement.
Patient Records	Documentation of an individual's health records which contain information such as name, address, date of birth (DOB), members of family history conditions, existing conditions, blood test/scan results, lifestyle information, date of hospital admission etc.
Personal Data	Information related to an identifiable person. This can include information such as a name, an identification number, location data, an online identifier or one of several special characteristics, which expresses the physical, physiological, genetic, mental, commercial, cultural or social identity.
Pokémon Go	Pokémon Go is a 2016 augmented reality (AR) mobile game developed and published by Niantic in collaboration with The Pokémon Company for iOS (iPhone) and Android devices.
Privacy Settings	Controls/filters available on many social networking and other websites that allow users to limit who can access their profile and what information visitors can see.
Revolut	Revolut is an example of an online/digital bank which offer their services exclusively through digital spaces without the need for physical branches.
Ride sharing app	A mobile app which allows people to order taxis and private hire cars to through a location-sharing system. If the vehicle being ordered is a taxi then the app is called a taxi app; examples of such apps include Uber, Lyft, Kapten, etc.
Self Service Check Out	Allows customers to process their own purchases from a retailer, mainly in supermarkets. They are an alternative to the traditional cashier-staffed checkout. The customer performs the job of the cashier themselves, by scanning and applying payment for the items, with the check-out machine automatically producing a receipt.
Siri	Apple's virtual assistant that can perform tasks based on voice commands.
Smart Television (TV)	A smart TV is a digital television that is, essentially, an internet-connected, storage-aware computer specialised for entertainment. Smart TVs are available as stand-alone products, but regular televisions can also be made 'smart' through set-top boxes that enable advanced functions. They allow users to stream music and videos, browse the internet, and view photos.
Snapchat	Snapchat is a multimedia messaging app used globally, created by Evan Spiegel, Bobby Murphy, and Reggie Brown and developed by Snapchat Inc.
Social Media	Social media is a suite of websites and applications that enable users to create and share content amongst themselves or to participate in social networking with peers

	around the world. Examples of social media platforms include Facebook, Instagram, Snapchat and Twitter.
Starling	Starling is an example of an online/digital bank which offers their services exclusively through digital spaces without the need for physical branches.
Stream	Streaming is a method of transmitting or receiving data in video or audio form over a computer network as a steady, continuous flow without the need for the full show/song to be downloaded onto a local device.
Technical	Having special and detailed practical knowledge especially within mechanical, technological or scientific subjects.
Trait	A distinguishing quality or characteristic, typically one belonging to a person.
TransferWise	A British online money transfer service based in London.
Transistor	A device used to amplify or switch electronic signals and electrical power.
Trigger	An event or situation that causes something to start or initiates something. In the case of a fixed mindset trigger, this will be something that causes you to move into a Fixed Mindset.
Twitter	An American microblogging and social networking service on which users post and interact with messages known as 'tweets'. Registered users can post, like, and retweet tweets, but unregistered users can only read them.
Uber	Uber is an example of a taxi app or ride sharing app; please see ride sharing apps in this Glossary.
User Experience (UX) Design	User Experience refers to the experience one has when interacting with a digital service or interface. This should be seamless and delightful. UX design refers to a cluster of methods and processes by which UX designers create and build seamless and delightful interfaces for users to interact with.
Warranty	A written guarantee, issued to the purchaser of an article by its manufacturer, promising to repair or replace it if necessary, within a specified period of time.
YouTube	An American online video-sharing platform headquartered in California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates it as one of Google's subsidiaries.