Much of academic literature discusses adoption of new technology through the technology acceptance model (TAM), an information systems theory that models how users come to accept and use a particular technology (Davis, 1989). The model suggests that when users are presented with a new technology, factors influencing their decision about why, how and when they will use it, are Perceived usefulness and Perceived ease-of-use.

The assumption Davis makes is that there is a particular technology for an individual to adopt and that technology is known, which means that studies can be conducted to investigate when, why and how the technology is adopted. However, it does not explain how latent needs come about to the extent that such needs would require a solution in the form of a technology-enabled service/product that would serve to fulfill them. In other words, technology adoption seems to take a technology centric approach towards acceptance of technology rather than a customer centric approach of understanding latent needs and its fulfillment through various technologies.

We present a theoretical model based on value creation in context and how latent needs could come about that would translate itself into wants (the form in which needs are fulfilled) and resulting in demand for particular types of technology-enabled services in context.