

## Give Customers Exactly What They Want

That's precisely what the new online shopping site [Plum Willow](#) is hoping to achieve by working with teenage interns who are telling them what they like and why. Savvy and resourceful, these teens have their finger on the pulse of a group that has considerable retail purchasing power.

"They definitely aren't shy about telling us what they like and don't like," says Lindsay Anvik, director of marketing at PlumWillow, who helps oversee the internship program at its offices in Manhattan.

Flexible, web-based companies aren't just creating products and services based on customer preferences – they're making their target market part of the design and marketing process reports Susan Etlinger, a consultant at the [Altimeter Group](#), which researches Web technologies and advises companies on how to use them.

Moving beyond "the old-fashioned focus group and into co-creation with your demographic is something that will happen more in the next couple of years," Ms. Etlinger says. "All business will have to learn how to cope with a new generation of users that are used to their particular experience of the Web."