Adama Traore

OpenCap

With Xbox Live Kinect we have the opportunity to make money by implementing OpenCap as a digital product for hearing impaired people. OpenCap will be an entertainment and educational product for disabled kids around the world, which will provide kids an environment to play with sign language and also learn the universal sign language. Our primary revenue will come from charging users for a subscription for the app.

OpenCap will take advantage of the Xbox Live Kinect to teach the hearing impaired and other interested people the use of sign language. The unique capability of this game will be the use of Kinect, which will enable players to practice live sign language with an interactive avatar. The avatar will present different situations where the use of sign language could be challenging. Users will be prompted to repeat the same movement until accomplished adequately. The game will include a model of the universal sign language. Friends and family will be allowed to participate in the games and learn how to communicate effectively with hearing impaired people at the same time.

Through the Xbox store, our company can have a primary revenue stream by allowing users to download OpenCap for free and charge them monthly fee for a subscription. Also, school districts will be interested by this product since it could be used to support educational programs for the hearing impaired. Therefore, we will be able to charge schools a license fee for its use. According to the National Institute on Deafness and Other Communication Disorders thirty million people in the United States alone are hearing impaired, and the market for this product is large, so we can definitely make money with its implementation.

Works Cited

“Quick Statistic.” nidcd.nih.gov n.p. n.d. web. 22 Apr 2015.