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Enterprise IT Architecture

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Xbox Study Proposal

There is a chance for this company to generate a substantial amount of revenue through a new application called Xbox Study. Xbox study is an educational application for students to get additional lessons and study plans while utilizing some of the unique features of the Xbox system. Revenue will be generated from user subscriptions, special packages and the integration of other services available on the Xbox.

The Xbox Study application provides study plans for students through interactive lessons and problem sets for multiple subjects and grade levels. Students can access their Skype account in the application to work through lessons with other students and get help from tutors in real time. Another feature of Xbox study is that users can upload documents from their computer using Google Drive to collaborate on projects or compare work. If working in a study group, the Kinect feature allows users to slide between screens by simply pointing at the TV. There are also parental controls, such as the ability to lock other apps like games and music, which can only be accessed by the facial recognition of the parents. Additionally, links to movies, television and news articles that are related to the subjects users are studying are provided through Netflix and NBC News applications on the Xbox.

One of the primary revenue sources for Xbox Study will be user subscriptions. It will cost \$10 for each study plan the user purchases. If five or more study plans are purchased for the semester, the cost will go down to \$7 per plan as an incentive for customers to get more plans. There will also be revenue gained from incorporating the use of other Xbox services like Google, Netflix, NBC News and Skype. Usage of these services through Xbox Study will be tracked and we will get a percentage of revenue accordingly. A potential cost of this application would be paying for tutors to be available. This company can still expect to see profit because none of our competitors have educational applications like this and it makes Xbox more marketable to its primary buyers, the parents.