Angela Gilson

Flash Research Assignment – Amazon Kindle ecosystem

Since Kindle is usually designed for the older person, we have designed Kindle for Kids. This is a new Kindle designed for children that will be a more durable, educational, and character themed design. Varying the target market will be able to produce more revenue.

Kindle for Kids is a Kindle designed especially for children ages 3-9. Since the children at this age easily destroy technology we have made the Kindle shock and water proof. Children can drop the Kindle down the steps or even throw it in the bathtub and the kindle will survive the mistreatment of the child. Young children will love our gender themed Kindles, such as Hello Kitty or Iron Man. These educational kindles will be filled with age appropriate apps that children can download that will help them learn. Disguising these educational apps as fun games will help children excel their reading, math and writing skills.

This new product can increase our revenue by targeting children consumers. These features will be appealing to parents because they are more likely to purchase technology that is "child proof". Parents will be eager to buy this educational Kindle for their children to help them do well in school. Costs include a copyright fee for our character themes. Selling at $150 each child can pick out of numerous themed Kindles. This gives us an advantage because once a child grows out of a theme they will purchase another Kindle with their new favorite theme.