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Flash Research Assignment – Xbox Live

According to The Telegraph, "The Average Female will spend 287 days rifling through their wardrobe". Clothing Box is an application that uses Kinect to scan consumers' body for measurements and will allow users to virtually try on clothes and organize their closet. We will gain revenue by charging stores to be featured in our market place as well as taking a 10% royalty on items purchased through the marketplace.

You will need an Xbox Kinect to scan your body measurements and your clothes you already own. Your closet will categorize them into different categories like tops, bottoms, evening, jackets, etc. Before users go out, the app will come up with three different outfits that users can choose from based on their plans, while keeping track of what is in the laundry from what has been recently worn. Users will also be able to shop in their favorite stores and virtually try on clothes. The Xbox Kinect will use measurements to choose the best size, so it reduces the chance of users' returning an item.

Our primary source of revenue for Clothing Box will come from the stores that want to be featured in the market place. The stores will pay a fee to participate in the application. Additionally, we will charge store a 10% royalty from items that are sold within the market place.

References:

"Women spend nearly one year deciding what to wear." The Telegraph, 09 July, 2009. Web<
http://www.telegraph.co.uk/news/uknews/5783991/Women-spend-nearly-one-year-deciding-what-to-wear.html>.