

Ashley Lombardo

Enterprise IT Architecture

Mart Doyle

Flash Research Assignment

Apple iTunes and App Store

Our company should implement UPlace as a service available in the Apple iTunes Application Store. This is an application that makes selling, trading, buying and searching for items safe and easy exclusively for college students. It will use a university e-mail address and location to ensure a safe and hassle free shopping, selling, and searching experience. Our company can benefit from this application through charging a commission rate on the purchases between students, and by partnering with universities and other companies marketing its products toward college students.

UPlace is a classified application that will allow college students to sell, buy and trade items. Students can search for items such as books, clothing, and electronics, and can also search for roommates, housing, and furniture with ease from their iPhone or iPad. The key capability of this application is convenience and safety, allowing students to sell, buy, trade and search for what they need or want efficiently and safely within their university and even other universities close by. It will enable easy and safe transactions since it is exclusively for college students and permits safe meeting locations on campuses. Students will also be able to look at other student's self-made profile to know ahead of time who they are meeting with. There are other websites similar to this application but are open to the public and can be awkward and dangerous, especially to someone who is younger and in college.

Our company can capitalize on this application in the iTunes App Store through charging a commission rate on the purchases between students and by partnering up with universities and companies that market products towards college students. The market for this application is significant because students are always looking to sell or buy items during college when budgets are tight. It also ensures verified safety since it will be operated through universities. Universities will be interested in implementing this application because they are focused on the safety of its students. Other companies will also be interested because it will allow students to see what companies have to offer to them. The only risk associated with UPlace is the possibility of illegal transactions being made through this app, which can be eliminated by verifying every item and service being put onto it. UPlace is an innovative application that will profit from the increase in universities and companies that will want to partner with us.