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Enterprise IT Architecture

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Flash Research Assignment

### Xbox Live

Our company should implement LunchBOX as an Xbox Live digital service that will make the ordering process of takeout and delivery food much simpler. It will connect the users of Xbox with thousands of restaurants and diners that offer takeout and delivery all over the country. The application will provide customers with a convenient and hassle free way of ordering food either by voice or by controller, while still playing a game. Although this application will be a free download for the user, our company can benefit from this by charging a commission on each order placed and by charging restaurants a monthly fee for being a part of the service and for maintaining its menus.

LunchBOX is convenient way of ordering food for delivery or takeout through the Xbox Live system. Hungry users can speak into the microphone, "Xbox, I'm hungry" and the application will pop up in the corner of the screen or they can use the controller to access it, and have many options of foods to choose from. They can either type in their credit card information and have it saved for a later date or opt to pay with cash upon arrival. The app will also have pop up notifications of live updates about their order, like when their food is done, when it's out for delivery, and when it is at the door. The key capability of this service is convenience, allowing customers to order any type of food quickly with their voice or a click of a button. This will eliminate the hassle of stopping a game to either call in an order or to pull out a laptop to place an order, since it is so accessible on Xbox Live and users don't have to quit the game they're playing.

Our company can profit from this digital service on Xbox Live from charging commission on each order placed and by charging the restaurants a monthly fee to be a part of the service and to maintain its menus. The market for this service is significant because people will get too wrapped up in their game that they will not want to go through the hassle of making food or getting another device to order food. Restaurants and diners will be interested in partnering up with this application because it will allow them to get their name out there and receive more orders, which will increase their revenue. LunchBOX is a hassle free service that capitalizes on the increase of Xbox Live users and the growth of the restaurant industry.