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Flash Research Paper: Xbox Live

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 Our company can capitalize on ShopHelper as an Xbox Live digital application in order to make online shopping an easier and more appealing activity. ShopHelper creates a virtual model of the user through Xbox Kinect that can be used to try on different clothes while online shopping. This application will be free to download for gamers but will get commission from each purchase and charge a fee to the retailers involved.

 ShopHelper is a fun and proactive way of online shopping through Xbox Live. The user can either upload four rotated photographs of themselves or allow the application to take a dimensional scan of them through Kinect which will be uploaded into the system. The application will then create a virtual model of the user, which can be used on different clothing retailers’ sites to try on different articles of clothing while online shopping. The application allows users to see what clothing looks like on them before making a final purchase, giving them a better shopping experience in the comfort of their own home. The application will also notify users when retailers have different sales and deals leading the gamer to use the application more frequently. The key capability of this application is allowing users to get a better idea of what clothing will look like on them before making a final purchase while online shopping. This will decrease the amount of returns for retailers while increasing their sites’ activity and overall sales.

 We can profit from this digital application by charging users a rate for every purchase and charging retailers a small fee to have their site and clothing available on the app. We will target larger retailers who are willing to invest in scanning their clothing, allowing the virtual model to try them on. The main risk in this application is that the primary market would be female gamers. In order to eliminate this risk, our company will try to target male-oriented retailers, as well. Furthermore, Xbox Live will be compelled to offer ShopHelper as a digital application in order to increase the amount of female gamers using their system. ShopHelper is an easy and proficient digital application that will benefit from interested retailers and the increase profit for all parties.