Anthony Minford

 Implementing the “InHarmony” app on the Xbox Live ecosystem will generate additional revenue for our company. InHarmony is an application that picks songs to play from a user’s music library depending on the game one is playing and certain variables within the game. This eliminates individuals having to take the time to select songs during gameplay. It also enhances gaming experience by delivering music which matches situations a gamer is in. In order to receive the services this app provides, gamers will have to pay a monthly subscription fee which will generate additional revenue for our company.

 InHarmony is an app delivered through the Xbox Live ecosystem which syncs one’s gaming experience to music selected from one’s music library. A user first downloads the InHarmony app on Xbox Live. An individual then imports music from one’s pc or iPod onto the Xbox. Once a user begins gameplay, the app analyzes scenarios an individual is in and selects songs to play based on such scenarios. For instance, if a user is charging towards the enemy in a war game, hard rock or rap would automatically be picked. An additional boost of adrenaline would be given to the gamer while also eliminating the need for the user to manually pick such songs. Moreover, a user could assert a degree of control over music selection by specifying genre preference for certain situations.

 InHarmony will generate additional revenue for our company through the institution of a monthly subscription fee. InHarmony adds significant value to a user’s gaming experience which will incentivize gamers to pay a monthly subscription fee. The app creates a more engaging gaming experience. What would be better than creeping through the USG Ishimura in Dead Space to gothic rock or clashing with a horde of Covenant Warriors in Halo to an intense alternative rock song? All the while, not wasting the time it takes to organize playlists or stop gameplay to select songs. The only risks that this app faces are gaming companies not agreeing to provide data about the atmospheres in their games and gamers not having music libraries of their own. With this being said, companies will most likely agree to supply our organization with data about their games because compatibility with InHarmony would give a gaming company a competitive advantage. Additionally, InHarmony could potentially be made compatible with music streaming apps, like Pandora or Spotify, eliminating the need to own a music library. InHarmony creates a more engaging gaming experience that will draw users to subscribe to use the app for a monthly fee.