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Flash Research Paper #7- Apple iTunes and App

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We need to implement a new iTunes application called iPark to begin a new revenue stream and raise awareness for our company. The app offers features to help consumers find parking and help locate their vehicles easily. People in the city find it very difficult to find parking, memorizing where they parked at, and keeping track of the time they have left for the meter. With iPark you can find parking, track your vehicle, and park for parking easily.

The main capability of iPark is its convenience for parking. iPark requires users to upload the spot where they’ve parked. The app will also ask the user if they see any available parking around them so other people using the app can easily find parking. The app tells users where the nearest parking garage is and the rates of that garage. It also allows users to pin point the exact location where they’ve parked and navigation on how to return to the parking spot. With iPark, users can easily keep track of how much they paid for the meter and when it expires. Finally, users can also put fund into their iPark account to conveniently pay for parking garages and kiosk stations.

By collaborating with Apple iTunes we can boldly increase the awareness of this app, consequently generating great revenue and awareness for our company. We will charge users $.99 per download. The cost of implementing iPark consist of patent and legal fees. iPark will be the most convenient and accessible app for drivers that live in the city. By implementing iPark, we can add value to our business.

Works cited

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