Flash Research Assignment #8: Amazon Kindle

With an audience primarily targeted towards older adults and senior citizens, our company believes that an app designed for cooking would attract a significant portion of Kindle users. The idea is simple: provide a platform that will allow users to upload their recipes that will be rated, reviewed, and shared by other users.. Money would be generated through ads, or from a premium ad-free paid version that supports additional features. The time for a revolutionary cooking app is now.

The app, which would be downloadable from Amazon's Kindle App Store, would come in two versions. The free version with ads would remain relatively basic; cooking instructions and ingredients for various recipes, filtered by type of dish, would be uploaded by registered users, each of whom would have a total score or rating based on the trustworthiness and tastiness of their recipes. These would be provided by reviews and ratings posted by other users who could also suggest improvements for other recipes. The premium version would provide a bevy of additional features: photo sharing, video uploads and tutorials, the ability to export selected recipes to an ebook format for reading on the go, and social features. There would also be an ingredient locator so users can find stores that offer what they need while comparing prices and locations.

The potential to make a lucrative profit over the next three years is staggering. The cost of development would be minimal, as the entire application could be created by one or two developers. The free version of the app would provide a revenue stream through appropriate cooking and food-related advertisements, while the premium version would have a set price with no ads and all other features unlocked. Hosting would be free, with Amazon keeping 35-65% of the revenue of all premium app sales. Over three years, this app could has the potential to become very successful, gain an active community, and become an essential reference and resource for cooking enthusiasts of all kinds.

Works Cited

"Amazon Apps & Games Developer Portal." *Amazon Apps & Games Developer Portal*.

    N.p., n.d. Web. 21 Apr. 2014. <https://developer.amazon.com/public/>.

"Piracy Witch Hunt Downs Legit E-book Lending Web Site - CNET." *CNET*. N.p., n.d.

    Web. 21 Apr. 2014. <http://www.cnet.com/news/piracy-witch-hunt-downs-legit-e-

    book-lending-web-site/>.

Solomon, Deborah. "Book Learning." *The New York Times*. The New York Times, 05

    Dec. 2009. Web. 21 Apr. 2014. <http://www.nytimes.com/2009/12/06/magazine/

    06fob-q4-t.html?_r=0>.