

Flash Research Assignment #9: Xbox Live

Strategy guides are an essential part of every gamer's toolkit and our company plans to make them available to every Xbox 360 user through their dashboard. In the modern era where everything is going digital, the timing is perfect to implement a feature allowing a user to purchase a digital copy of a particular games' strategy guide and allow for instantaneous viewing of it during gameplay through the Xbox Live dashboard. This dashboard infrastructure already exists, which minimizes any type of implementation cost. The introduction of this feature will transform the Xbox 360 into a fully-integrated gaming device capable of meeting the demands of frustrated users looking for help during the midst of gameplay.

As of now, there are only two ways for gamers to view strategy guides: purchasing the physical book, or purchasing a digital copy for viewing on a computer or mobile device. When a user is in the middle of playing a game, both of these viewing methods are flawed because they are *external* formats. Our team will make it possible to view a guide *internally* when a user is in the middle of gameplay. Just how achievements, messages from friends, and downloadable content can be viewed while a game is launched, official strategy guides will also become viewable to the user. They will be linked to the games in a way that will allow the guide to track the progress of the player to allow for quick reference to the appropriate portion of the guide when needed (for instance, automatically loading the "Level 7" chapter of the book when playing Level 7 of a game). The feature will also be integrated with the SmartGlass application, Xbox's mobile application companion, so users can view the same exact purchased guides on the go.

The business model surrounding this feature is simple and traditional. Very little time and money would have to be spent on implementation because the Xbox Live and dashboard interfaces already exist. The feature will be free for Xbox Live Gold subscribers and each strategy guide will be available to purchase in the Xbox Live Marketplace. We will partner with the top publishing companies such as Prima Games and Bradygames in order to offer the most comprehensive selection of guides for every type of gamer. The publishers would make the majority of the revenue, but we would get a portion of each sale. The demand exists among the gaming community for a feature like this; thus, an opportunity presents itself which our company plans to take advantage of before anyone else can. This would make us the exclusive provider of this type of service for the most successful gaming and entertainment ecosystem.

Works Cited

"BradyGames." *BradyGames*. N.p., n.d. Web. 28 Apr. 2014. <<http://www.bradygames.com/>>.

"Get the Most from Xbox with Xbox Live Gold." *Xbox Live*. N.p., n.d. Web. 28 Apr. 2014. <<http://www.xbox.com/en-US/live/>>.

"Prima Games: Free and Premium EGuides, Walkthroughs, and Strategy Guides. Be a Better Gamer." *Primagames.com*. N.p., n.d. Web. 28 Apr. 2014. <<http://www.primagames.com/>>.