Xbox Ecosystem

For the past 10 years Xbox live has captured audiences with its multiple capabilities. Whether it was playing online with friends or downloading movies, Xbox live had most of the applications that kept consumers satisfied. By implementing a Pizza delivery app, our company can innovate and maintain a comfortable lead ahead of the competition. We can charge users a one time fee to use this app. By teaming with companies such as dominos or pizza hut we could allow Xbox users to order food directly from their system. Also we could get a percentage of money from the pizza companies we are advertising for.

With the delivery app, Xbox users will directly be able to order food from their local fast food restaurants online. There will be a menu tab that users can bring up straight from the menu screen so, they will not need to leave their console. There will be a list of selected food stores in which the customer can order from. The order can be made on the Xbox dashboard and are sent to a computer system at the selected restaurant. The order is then confirmed and produced by an employee of the store. Orders can be tracked just as they are on the dominos website.

We can charge a one-time fee for this service to be provided to the customer. We can also bring in a small percentage of money from the companies that we are promoting with this delivery system. We can start with pizza shops then maybe move on to other fast food places that are popular among our current audience in the Xbox community.