# **Flash Research Assignment:** Apple iTunes and App Store

Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

Through the creation and retailing of *Grad2Greatness* for the Apple ecosystem, as a firm we have the opportunity to capitalize on the college education market. This app will aid college students decide their major while helping ensure a four-year graduation track. Revenues for this app come from an initial download cost, followed by a yearly subscription fee.

*Grad2Greatness* targets students entering college uncertain about their major. Our app will direct students to multiple online personality and career tests. These results, combined with the results of a survey within the app itself, will be automatically saved into *Grad2Greatness*. The app will then be able to generate a list of the 5 best majors for the user along with career paths and offer contact information for the specific advisors of each major presented. After the student has decided on their major, they will be able to select it in the app and *Grad2Greatness* will generate a four year, semester by semester schedule for the student. This portable, accessible app helps ensure a 4-year graduation while tracking academic standing. *Grad2Greatness* will utilize the IOS8 feature of family sharing, allowing parents to download and access the same dashboard as students. Additionally, users will be able to make major specific advising appointments through our app and adjust their schedule adding any additional majors or minors. Students will be alerted of any major specific career or professional development opportunities offered through their college and in their area by means of the location services of the Apple device.

Studies show that up to 50% of students enter college 'undecided', up to 75% of students change their major at least once, and that 80% of students entering college with declared majors are unsure of their choice. Ultimately, all of this uncertainty among college students results in less than 40% of students graduating in 4 years. With the average-yearly-cost of college tuition in the United Sates amounting to $20,396.67 parents will jump on the opportunity to speed up the college process. Our app can be offered at an initial price followed by a yearly subscription cost.  Additional revenue can be obtained through offering our app to institutions with programs dedicated to 4-year graduation tracks, such as Temple University. The costs associated with this app include the access to the extensive personality and career indicating tests while the major risk involved is the possible reluctance of colleges and universities to submit their information in a way that is compatible with our application.

References

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