

Flash Research Assignment: Xbox Live

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 *UniquelyYou* for the Xbox Live ecosystem our company can generate additional revenue streams. This app will utilize the Xbox Live interactive video camera to outfit the user for a desired event and direct the user to an online clothing retailer. Our revenue will come from commission of items bought through the utilization of our app.

UniquelyYou will be available in the marketplace of Xbox Live. This application will take advantage of the Xbox's sensor camera. The user of this application will complete a basic style survey to help the application narrow down clothing and accessory options that will best suit the user. This taste profile along with body measurements that the camera collects are combined together to create the user's profile. The user is able to input different events—a work party, a casual day—and a complete outfit is generated that best flatters the users body type and taste profile. If the user is interested in any piece of the ensemble, he/she will use the voice command capabilities of the Xbox to summon an online retailer selling said piece. Additionally the user will be able to see an accurate computer generated version of themselves outfitted in the clothing before purchase.

Spending on Cyber Monday alone has grown 105 % between 2008 and 2013. Our application will capitalize on the virtual retail market by offering unique and fashion profiled items to individuals at their own convenience. Our revenues will be comprised of commission earned from retailers. Additional revenue can be earned through retailers paying for promotion of their items in our app. In order to bring this application to fruition we will need to partner with various clothing and accessory retailers. A risk involved is the possible reluctance of retailers to provide pictures and clothing measurements that will allow accurate presentation in our app.

Works Cited

Risen, Tom. "Online Gift-Buying Grows Beyond Cyber Monday." US News. U.S.News & World Report, 01 Dec. 2014. Web. 01 Dec. 2014.