

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.

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Flash Research Paper #5: Apple iTunes And App Store

Our organization will increase revenue if we implement the app Bar Specials. This app allows consumers to view bar specials and other product information from bars in the Philadelphia area. Revenues from the app will be generated through annual bar fee and a fee for every customer that uses the app that's also paid by the bar.

Bar Specials offers a user-friendly interface where consumers are able to view bar specials, prices, and menu options from multiple bars at the same time. Consumers can view all of the bars in their selected area of Philadelphia. They would be able to select a bar from a list and view its attributes. This allows consumers to compare bars in Philadelphia from each other to help them decide on an optimal solution on which bar to go to. With this app being offered for free, most Philadelphia residents over the age of 21 will find this app to be very helpful.

Revenues will be generated directly from the bars. Bars that are listed on the app pay an annual fee to stay on the app and gain advertising opportunities for a little extra. For every customer the uses the app and then selects a bar, that bar will pay a fee. When a consumer decides on a bar they, they are then promptly asked to check which bar they chose. Most of the consumers that would be interested in this app are of age college students who are on a budget. With this app, college students would be able to choose the bar with the best bar specials and menu options.