

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.

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Flash Research Paper #6: Xbox Live

Our organization will increase revenue if we put the Xbox Live app HubGrub into effect. HubGrub allows Xbox gamers to order food from any location, within a three-mile radius, while not disturbing their game. Revenues from the app will be generated through an added cost to every transaction and an annual fee paid by restaurants.

HubGrub offers a user-friendly interface that pops up on the side of the screen allowing people to scroll through food locations in the area from a list. This makes it possible for people to glance at locations while playing or watching. People are able to move on to the next page by saying 'next' and by returning to the previous page by saying 'back'. When people find where they want to order, they can view the menu, decide what they want, and say the items they want to order to the Xbox. After ordering, they can pay by using the card attached to their HubGrub account. Before being able to use the app, people must create an account to link their name, email, address, and credit card for a smooth and quick order transaction.

Revenues will be generated through a cost that is added to every transaction that occurs and from annual fees paid by the restaurants that receive over a certain amount of orders through our app per month. Restaurants may also join the app's list of restaurant members where they pay for advertising opportunities on the app. Most Xbox owners would use this app because it allows them to order food while either playing a game or watching a movie. It requires no need to pause and search through the Internet on a smart phone or laptop, so Xbox owners don't need to leave the experience while hungry. However, the feature of ordering while still playing and watching is only available to Xbox owners who also own the Xbox Connect.