David Dupell

Professor Mart Doyle

MIS 2501 – Flash Research Assignment #8

November 21, 2012

E-Learning Application

 Our organization has an opportunity to generate additional revenue by investing in the Kindle E-Learning application. The Kindle E-Learning application is a collaboration application that assists users in studying and allows users to share notes and form E-Learning communities on Kindles and Android phones. The Kindle E-Learning application will allow our organization to increase our revenue stream from our education service sector of our ecosystem.

 The Kindle E-Learning application allows users to share notes and form E-Learning communities on Kindles and Android phones. This application allows users, particularly students, to take notes and share those notes among other E-learning application users. This application allows a user to create a learning community or study group. Students can highlight text, bookmark pages, and takes notes in the margins of the book. This application shows which members of the group are logged into the application. Also, the application notifies members of the group by text message when a user highlights, bookmarks, or publishes their notes in the E-Learning community. Users have the ability to communicate among members of the E-Learning community through the chat feature displayed at the bottom right hand side of the screen and can message users who are not logged into the application. When a user completes an action within the application, the users name is published beside their note, bookmark, or highlight. This application will be useful to all students and will allow our organization to increase its presence in the E-Learning market.

 This application would create a significant revenue stream from the education service sector of our ecosystem. Kindle and Android phone users would be able to purchase a monthly subscription to this service directly from the amazon app store. The technological educational market is not an established market. Creating this app will allow our organization to compete with companies like Apple and Google in the educational services business. Creating this application will allow our organization to appeal to college users and would be beneficial for our Kindle business. The E-Learning application is not being used by any of our competitors. Creating this application will increase sales of Amazon kindles and increase revenue generated from the Amazon app store.