Emily Schucker
Mart Doyle

Xbox Live

Our company should implement Weather Box as an Xbox Live digital service that will simplify getting dressed properly for current weather conditions. It will connect the users of Xbox with a weather forecast as well as an outfit recommendation. It will have the option to connect with other users to view how they describe the weather that day. The application will provide customers with a convenient and hassle free way of determining the proper outfit selection by voice or by controller. This application will benefit our company by requiring the users to pay a subscription fee for users to create their own account.

Weather Box is a convenient way of starting your day on the right foot. By enabling users to use this application with voice activation, Xbox users will be able to get basic questions answered. Users can speak into the microphone and ask questions such as "Xbox what is the weather like outside?", "Xbox what's the forecast for the day?", or "will I be too cold in just a sweatshirt?". They will receive responses based on a combination of temperate statistics and other user recommendations. The application also will provide the member with the ability to save outfit selections in correlation with the weather for future use as well as provide a live feed video of the current conditions. The key capability of this service is convenience. It eliminates the hassle of guessing what the temperature generated by the weather channel really means and provides the satisfaction of knowing that you are prepared for any weather that day.

Our company can profit from this digital service on Xbox Live from charging a membership subscription fee for each individual user. The market for this service is significant because very few people are able to dress properly for the weather without stepping outside and experiencing it. The primary users will be people who do not have easy access to the outdoors such as apartment tenants on high levels. Weather Box is a hassle free service that capitalize on limited living conditions of the majority of its target demographic audience.