

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.

Our organization has an opportunity to generate additional revenue by investing in “Clothing Time”. Clothing Time is an Xbox application that will allow Xbox users to dress the virtual characters in Xbox live. Revenue from this application will be generated through selling users the virtual clothes online in the game and selling the same clothes in the real world.

Clothing Time is an Xbox application that will allow Xbox users to dress the virtual characters in Xbox live. Clothing Time consists of three parts: “Upload”, “Dress” and “Dream Coming True”. Uploaders can upload the clothes designs that they drew on their own. After uploaders upload the picture, Clothing Time will automatically analyze the design and turn it into virtual clothes in a short time that dressers can access. The Dream Coming True function is to show that original popular virtual clothes can be produced in the real world. Clothing Time will provide users with the opportunity to become both a designer and a model at the same time.

This application is free for uploaders, but dressers need to purchase virtual clothes that are designed by others. Moreover, the dressers can also purchase the popular designs of clothes to wear in real life. Thus, revenues from the application will be generated through selling users virtual clothes online and selling the physical clothes in real world. The cost for this application includes two parts. First, in order to attract good designers, we should pay a percentage of the profits to design uploaders after successfully selling their designs. Second, we should hire a programmer to design this application including the process of analyzing pictures and turning them into virtual designs. In addition, we will working with manufacturers and offer them advertisements with lower price in order to decrease the physical clothing cost for us. And also the cost of manufacturing physical clothing is covered in retail price. Overall, this app is something that everyone can use and can give our organization a large amount of revenue.