

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.

Ibtihal Al-Froukh

Our company has the opportunity to generate revenue by investing in StyleMe. StyleMe is a clothing app that allows users to improve their style by sampling various outfits right from their closet. This app will also connect retailers with users who can mix and match their clothes with retailers' clothes. By retailers paying a fee to have their clothes featured on StyleMe and users paying a monthly fee, we will be able to generate additional revenue.

If you're ever confused about what to wear, this app is great at helping you pick outfits that best fit your style. Users create a profile and take pictures of all their clothing items as well as upload a picture of themselves. This app allows users to choose different clothing items and create different outfits on their avatars. It's a convenient and fast way to choose outfits without physically trying on the clothes. StyleMe works with various clothing retailers who pay to have their clothes featured on the app. Based on someone's style and preference, StyleMe can suggest clothing items to someone and the store will offer a coupon if they generated a sale from the suggested items. Users have the option of adding their personal styles on their profile where others can view them and have the option of buying the same items. All the information such as price, store, and location are included on all clothing items making it easy for users to track where others bought their clothes from. There will be a link under each clothing item that connects a user to the store that holds the same item. Both user will receive a coupon from this transaction. If someone generated a lot of sales for a specific store right from their profile, the store may compensate them directly. Through these coupons, stores can track sales that are actually generated from StyleMe. Users can also buy clothes from a physical store that is connected with StyleMe where a QR code is contained on price tags. The user can take a picture of the QR code and the image of the clothing item is automatically added to their StyleMe photo stream.

Revenue streams from StyleMe will come from stores who pay to be featured on the app as well as a monthly subscription that users pay. Stores will pay to have their products featured due to the increase of online shopping. By stores offering coupons in various ways, they will attract more customers and as a result, both the stores and users benefit from this transaction.