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### Xbox Live

Our company should utilize the Xbox Live ecosystem and implement LiveFood, allowing users to order food directly from their Xbox while playing a game. LiveFood allows users to talk to their Xbox and order food from local restaurants and is integrated with services like GrubHub, Yelp and Delivery.com. The LiveFood application will be a free download, however based off the size of each order a service fee is added to the bill as well as a small commission from the online delivery providers.

LiveFood enables gamers to order food by directly speaking to their Xbox. This free application will charge a service fee to the customer and a small commission to the delivery providers. By saying, "Xbox, food" the Xbox will seamlessly show a list of possible restaurants in the area based on your location. Then, you can select a category of food followed by price ranges and a list of restaurants sorted by customer ratings. Once a restaurant is selected, the user can use their credit card linked with their Xbox Live account, allowing them to seamlessly order food without interrupting gameplay. The integration of a variety of delivery services allows users to have access to all restaurants that use each online delivery service. By utilizing a wide variety of already enlisted restaurants in each delivery service, our company can focus less on trying to get restaurants to sign up for our service and more on the user experience.

By adding LiveFood to the Xbox Live ecosystem, our company can provide the app for free for users while charging a service fee and small commission to consumers and retailers. If integrated into the Xbox Live ecosystem properly, this application has the potential to reach a massive market share of gamers and others who use the Xbox as an entertainment platform. The only risk associated with this application involves the proper integration of these services, making sure that all services are working properly and all updated menus are pushed through to the application is very important. By implementing LiveFood it will enable our company to utilize the Xbox Live ecosystem to increase our revenue through this free application.