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Flash Research Assignment: Apple iTunes and App Store

As a tour guide company, we must offer unique tour experiences in order to compete with our numerous competitors and attract more customers. Currently, we offer Segway tours in major international cities all over the world. Touring a city in a Segway is fun, and unique in and of itself, however, we can add value to this experience, by providing customers with iPads containing the new Memories App. We can enhance the customers' touring experience and provide them with a tour that they will want replicate in all of our other cities. The Memories App will use recognition software to act as a personal guide to customers and also enable them to capture their tour and share it with friends, within minutes. The Memories App will set our tour experience apart from competitors and increase revenue by attracting more potential customers.

To enhance the two hour tour experience, customers are provided with an iPad containing the Memories App. Memories has a built in map that suggests a tour route. Using its recognition software customers can point the iPad at a building for example and it will dispense information on the significance of the building, on speaker. If the customer is intrigued they can take a picture of the building and Memories will immediately add a caption with the buildings name and its importance. With this app customers not only learn about the city but also capture this historical information and their experience simultaneously. Not only does Memories act as our clients' personal tour guide but it is also an automatic blog post builder. At the end of their two hour tour, all of the pictures that clients have taken of themselves and the city are provided in the Memories Library. In about five minutes clients have the ability to build a blog post using one of the many Memories blog templates, including any pictures of themselves, friends, and places visited. Customers can also take video using Memories. The client can then email the blog post, tweet it, or post it to their Facebook. In a matter of minutes the client has captured all of the memorable places in the city and shared them with friends. For our time conscious travelers, or tourists who want to experience a revolutionary type of tour, the "Memories" app makes touring quick, fun, and social.

We must innovate our tours in order to stay competitive and relevant; the Memories App will help us do just that. Implementing the Memories App within our tours will make us stand out as a touring company and offer a touring experience that is unprecedented. An iPad currently costs \$499 but we should be able to receive our iPads at a subsidized cost from Apple since we are advertising their product for free. We also must work with Segway to provide an iPad dock so customers do not have to hold the iPad throughout their entire tour. Although these are added costs, offering this new service will enable us to raise the price of our tours and gain loyal customers, thus increasing our revenue. Revenue streams would be customers, other tour guide companies that adopt this app once we start using it and even news reporters.