

FRP 8- Jacklin Altman
Amazon Kindle

Imagine if every time you saw hair and makeup tips in a magazine you could actually try them out on yourself in an instant. The Amazon Kindle is the perfect platform for the Beauty By You application. This new application idea utilizes the Kindle's frontal camera for personalized hair and makeup tutorials, and links to written tutorials from popular magazines. By allowing beauty companies to advertise through this app, there would be a constant revenue stream and app subscriptions could be kept to a low monthly fee. Additionally, users who recommend friends to use the application will get Beauty Rewards, which will encourage a larger client base.

The app is relatively basic, consisting of a massive database of hairstyles and makeup templates. Users take a picture of their face using the frontal camera on the kindle and then apply whatever hairstyle or makeup palette they wish. Amazon would partner with various beauty magazines, and if the user is subscribed to those magazines then they may access any styles in them. The styles can be linked from various style magazines, or the user can design a style. If what they design matches something in a magazine, they can be linked back to that source for further exploration.

The main stream of revenue in this app would come from advertising. The application is targeting women of all ages, so it would be a hotspot for any beauty companies, whether they are makeup or hair product manufacturers, to advertise to willing clientele. Since it is assumed that Kindle users are generally an older, wealthier population, the app would be perfectly suited for older women looking to revamp their style. The application isn't age limited; however, we would have many customers that retain the app for years. By charging a monthly subscription fees, there would be a constant revenue stream. Additionally, since companies are advertising through the app, they would assist with the Beauty Rewards Program. The program is essentially that every time a user recommends the application to a friend, they get a coupon for a beauty brand of their choice. That particular brand will be paying to partner with Amazon already, so the benefits are twofold, as there will be constant multiple revenue streams. This incentivizes the app and encourages more companies to advertise through us rather than another app.



<http://reviews.cnet.com/kindle/>

"On Kindle.amazon.com, You Can..." *Amazon Kindle: Welcome*. N.p., n.d. Web. 24 Apr. 2013.

<http://www.brighthand.com/default.asp?newsID=15209&news=Apple+iPhone+Amazon+Kindle+E-Book>