Flash Research Assignment: Xbox Live

With the voice functionalities of Kinect in the new Xbox One, we have the opportunity to generate profit by developing a speech therapy application, called “Speech Control.” Utilizing the capabilities of Kinect, Speech Control will be an interactive speech therapy experience for those who struggle to communicate properly. Users can also customize the voice commands to phrases that they can more easily say. By partnering with existing speech therapy companies, we will generate profit and also help improve the lives of people who will struggle to use Xbox One.

One of the key capabilities of Xbox One is that users can control everything through Kinect by using voice commands. This capability will extend into games as well. However, many people struggle with stuttering and pronunciation, which will make using Xbox One difficult for them. The purpose of Speech Control is to provide free, interactive speech therapy for those who need it. By partnering with various speech therapy companies, users can select from an array of exercises that suit their needs. Through Kinect’s voice recognition functionality, the application can determine if the user is saying things correctly and provide tips on how they can improve. In order to make Speech Control more enjoyable, users can earn achievements as they progress through the application. Also, users can customize the voice commands of Xbox One to phrases that they don’t have trouble saying; this will make using the system easier.

The main revenue stream for Speech Control will come from deals we make with speech therapy companies. Speech therapy is expensive, and many people can’t afford it. By offering their services for free through Speech Control, the speech therapy companies will attract more individuals who will realize the benefits of using from using Speech Control. This will generate profits for us and generate additional revenue for the companies we partner with. The costs for Speech Control will be from developing and maintaining the application. Our biggest risk would be that speech therapy companies don’t want to partner up with us, which would make this an unprofitable venture. However, given the large audience that this would expose their names to, making a deal with us would be beneficial for the companies. Because of these potential profits, we should begin developing Speech Control immediately.