

By utilizing the Xbox Kinect, we can make an app that will help us increase our revenue for years to come. For many people, getting physically fit can be difficult. They might not know the correct exercises to do and how to do them. Many of these people might want to go to the gym with a personal trainer, but may be hesitant to do so. We will create an app that helps users do exercises correctly and sync them with a personal trainer all in the comfort of their own homes. The main revenue streams for this app will be the initial purchasing fee and the optional personal trainer subscription that we will sell.

The app will be called Kinect Trainer and will have a complete routine to get people in shape. How this app will work is that it will give the user a set of exercises to perform and create a scheduled plan to get them into shape. By using the Kinect, the app will be able to monitor the movements of the user and provide feedback on how they could improve. For example, one exercise could be a sit up where the Kinect determines if the user completed a full correct sit up. In addition to the set of exercises included with the app, we will also provide an optional subscription based personal trainer that will work with the user through a webcam. The trainer will help the user get through the default exercises by giving tips on what to do. The trainer will also be able to create his or her own routine for the user to follow using the Kinect. After finishing the exercises, the trainer will be able to see a report on the user's progress. That way the trainer will be able to tailor the exercise routine to fit the user's needs.

The main revenue streams for the Kinect Trainer will be the initial purchasing fee and the optional personal trainer subscription. We will charge a one-time fee of \$30 for the app. This is a competitive price because it is around half the price of a normal video game. On top of the one-time fee, users will also be able to purchase a subscription for a personal trainer for an additional \$30 a month. This is a lot cheaper than a normal physical trainer and will attract many people who want the freedom to exercise in the comfort of their own homes. There is a huge market for an app like Kinect Trainer, and investing now will produce big revenue for our company.

# Xbox Live Digital Ecosystem

