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Flash Research Paper #6- XBox Live Environment

For many consumers, online clothes shopping remains a daunting experience as it is difficult to envision oneself in a particular garment or know exactly how the item will fit in a particular size. Fitting Room is an application that can be downloaded off of the Xbox Live environment that allows users to browse and select clothing that they wish to purchase, see the garment on their body via Kinect, and purchase it. This software will generate revenue through a commission off of all products sold via the app and through an initial fee paid by retailers to sell their merchandise using our program.

Fitting Room will contain a catalog of clothing items from a variety of manufacturers for both men and women. Users can virtually “try on” any item to decide whether or not to purchase it. After the user browses the catalog and makes a clothing selection, they will stand in front of the Kinect and see their own image represented on the screen. The Kinect software can accurately identify the user’s physical proportions based on the image and data inputted by the user, and displays the selected clothing item on the users’ virtual body. The user can then decide whether or not to purchase the item, and make the purchase in the app using a credit card, having the item shipped to their home.

As Fitting Room will sell clothing items directly from the application, its primary revenue stream will come from a commission on direct sales made through the application. Retailers will also pay a fee to Fitting Room to sell their products on the application. The convenience of online shopping combined with the ability to try items on will make this a very popular and profitable application.