Flash assignment 9: Xbox Live

James Brunetto

With the sale of golf equipment making $76 billion yearly, our application for Xbox, Perfect Swing could make this company significant revenue. Perfect Swing is an application that allows golfers to perfect their swing. By charging a fee to download and subscription fee, this product would expand our drastically increase our revenue.

Perfect Swing is an application that tracks a user’s golf swing through the Xbox camera. Each swing is analyzed by the application, which then provides the user with statistics such as projected distance traveled, velocity, and how straight the shot was. Perfect Swing would also be able to track user’ movements and hand positioning so that it can recommend how to correct users’ swings, as well as recommend a specific club that would best suit the user. The user could also purchase the recommended clubs through the application. Any club can be used with the application by simply changing the club setting. This application would be useful for the passionate golfer who doesn’t have the money for a personal trainer but still wants to reduce his handicap.

This application would create revenue for the company by charging $4.99 to download, and by having golf club companies pay a monthly or yearly premium to have their clubs recommended over other club companies. Additionally, if the user bought a club through the application, our company would receive a transaction fee of 5% from each order. Cost associated with this application would be cost of developers and cost to have professional golfers assist in determining what a perfect swing is. Even with these costs, our company has an opportunity to increase our revenue significantly.

Works Cited

O'Brien, Brendan. "How Many People Play Golf in the USA?" *Golf*. N.p., n.d. Web. 21 Nov. 2013. <http://www.golflink.com/facts\_6346\_many-people-play-golf-usa.html>.