Kira Greenlee

Flash Research: Xbox Live

Xbox Live has the ability to connect to multiple different features and applications, however, it does not have an internet browser. Because of this, Xbox Live users are limited in what they can do on their Xboxes. By adding an internet browser to the list of many features and applications Xbox Live has, we can increase our sales and customer satisfaction.

Adding an internet browser app to our app market on our already sophisticated technology will only increase our capabilities. By being able to surf the internet on Xbox Live, users will be able use all of the applications we already have from the application's web sites, but also be able to share these sites with other users. This addition will increase our power by making us more competitive through offering features other game consoles do not have. We will be able to update our existing Xbox Live systems through a download link on our main site and all newly produce Xboxes will include this app.

By updating our Xbox Live system to include internet browsers, we will be able to continue to stay at the top of the competition. Our competitors, Sony and Nintendo are creating rival consoles that will include internet capabilities. However, by implementing an internet browser on top of our added features and applications – our console will include everything consumers need. Our primary revenue stream would come from our increase in sales because of this added feature. Consumers will be more inclined to buy Xbox Lives if we include this feature because it unique to game consoles. Because the costs to install this are minimal, our product will cause our profits to increase. If we add an internet browser to Xbox live, we will be able to hold the market share.