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Flash Research Paper 6
Xbox Live Ecosystem

Our company should implement Get Active, an Xbox Live application that will allow users to learn different styles of martial arts to expand the Xbox gaming experience while engaging in high quality exercise. The digital service will have a large library of exercises to choose from including Jujitsu, Aikido, Karate, and more. It will allow the user to pick an intensity level and will rate their performance based on the player's form and breathing by comparing to a past user history, a heartrate tracker, and amount of calories burned. Get Active will bring in revenue through a yearly subscription fee for premium users that will reduce advertisements, allow access to more advanced levels, and a virtual marketplace to share and purchase martial arts equipment.

Get Active will enhance the quality of the gaming experience because it is more than just a game, it is a workout and instructional tutorial on one platform. The capabilities of Get Active that the Xbox ecosystem can provide includes: Kinect to track movements, accelerometer to measure heartbeat, and voice recognition. The voice-automated system allows the customers to speak into the microphone or Xbox controller to: pause activity, switch activity, change their avatar, and change language without ever having to pause the game. In addition, the user can customize an Xbox avatar to match real clothes and equipment they buy in the Get Active digital marketplace. It also provides a social aspect by allowing the gamer to view the status and level, based on belt color, of their friends and competitors. The competition will heat up through Star of the Week incentives where gamers can be recognized for their talents. By offering tutorials in different experience levels, our company can attract a larger customer base from beginners to more advanced martial artists. The customers can view the preferences of the gamers in their network to track the most popular levels and martial arts styles so they can share tips and recommend the best strategies. Get Active is a convenient way to get in shape without feeling the stress of gyms or the mundanity of the same workout.

By executing Get Active into the Xbox ecosystem, our company can launch an innovative business model and realize a prosperous revenue stream. The app will be free to purchase but have a yearly subscription for premium features and add-ons. The premium features, such as updated levels and ability to skip advertisements, can be bought through their credit card account. Also, there is seamless integration in the virtual marketplace between their Windows 10 smartphone and their Xbox console. The premium subscription also offers access to the virtual marketplace with discounts to martial arts equipment on their "wish list" sponsored by AWMA, a martial arts supplies company. Our company would also receive a percentage of revenue from companies due to advertisements between exercises. The costs to implement the app include hiring the martial arts expert to film the tutorials and compensating programmers to build the software for the program. The target market for this service are people who enjoy athletic-based gaming ecosystems to workout. Get Active is superior to our competitors, such as Xbox Just Dance and Nintendo Wii Fit, because it caters to a niche market with much more precision-based training than just general dancing. Get Active will be successful because many consumers would appreciate having access to a different kind of workout experience.