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Flash Research Draft: Xbox Live

Destination Dash is a service delivered through the Xbox live ecosystem that will allow our company to appeal to the estimated 50 million Americans that purchased treadmills in 2007.The services location, recommendation, motion recognition, and sharing capabilities will motivate individuals to train, lose weight, and stay in shape in the comfort of their homes. Partnerships with athletic apparel companies and Google maps will provide revenue streams for our company, and allow users to select virtual running routes from around the world.

Destination Dash is a service available through Xbox live Kinect that allows individuals to select virtual running routes as an exercise option. Beneficial capabilities include location, recommendation, motion recognition, and sharing features. The location capability will use Google Maps to provide users with running routes from numerous towns, cities, countries around the world. The recommendation feature will advertise popular fitness apparel like running shoes, athletic socks, and clothing attire. Xbox Live Kinect will link to the users treadmill and provide individual motion recognition, allowing a real-life feel to the virtual run. Kinect will recognize the runner’s pace, heart rate, and running form; all of which will be displayed for user’s to see on their television screen. After reading material is selected for purchase, user’s will have the ability to screenshot the running route they selected and share fitness accomplishments through popular social media platforms such as Facebook, Twitter, Pintrest, Instagram, and Google+. Destination Dash allows for users to run conveniently and save money otherwise spent on a gym membership.

Although the service will be available for users to download for free, major revenue streams from this application will come from partnerships with athletic apparel companies and route destination charges. Popular brands will pay for our service to advertise their product lines over the products of competitors; we will select partnering brands based on who pays us the most to advertise their products. In addition to brand partnerships, there will be a charge to access different locations around the world. Users will be presented with the option to purchase running routes in areas such as Paris, London, New York City, Italy, etc. for a determined price. As users become more engaged with the service, they will purchase more running routes in order to stay motivated and see visuals of different locations around the globe. This service will drive interest from those involved in or already participating in running and fitness activity. Destination Dash will be easily available to users through the Xbox live ecosystem, and will prove profitable to our company.

Sources:

* Pearson, Matthew. "State of the Treadmill Industry - 2009." *Treadmillworld.com*. N.p., 2009. Web. 2 Dec. 2013.
* Wyatt, Natasha. "Official Enterprise Blog: Run Anywhere in the World With IFit Live Powered By Google Maps." *Official Enterprise Blog*. N.p., 2 June 2011. Web. 25 Nov. 2013.