

Neha Patel

Professor: Mart Doyle

MIS 2501 – Flash Research Assignment # 8

April 20, 2014

SocialPlus

The implementation of tablets has taken center stage as the new tech product in the business world. Mostly Amazon Kindles users fall in two categories: little kids and elderly after age of 35. SocialPlus will be great digital product that can be delivered via Amazon Kindle ecosystem, it will be able to connect customers with authors and publishers. It will bring revenue from subscription of authors, publisher, and premium member customers.

Members will have profile in SocialPlus. They will be able to add friends, family, follow authors, follow books, send messages, and upload pictures. Premium members will have video calling, reading in groups, discuss book while reading, get sneak previews of new books, etc. Profile will show what their friends and family are reading, so this will bring more customers to publisher. There will be access to follow their favorite authors and get sneak previews of new books coming soon. Authors will be able to bring more customers to buy their book, so they will be able to get publisher.

There will be monthly subscription fees charged for the authors and publisher, and premium memberships for customers will be available to receive exclusive services. Code will be given to members who want to buy a book through SocialPlus, and when a code is used, we will be receiving commission from the publisher.