

Xbox Live Connectivity to Increase Convenience

Our new app Modeence will allow users to utilize their Xbox connectivity to control Wi-Fi connected appliances during active gameplay. The app takes advantage of the Wi-Fi capabilities of the Xbox to control any Wi-Fi connected appliance while the gamer plays, increasing their efficiency. Our firm will generate revenue by charging a small download fee for the app and sale of the data collected.

Modeence is an app for the Xbox Live platform that allows a user to control all WI-FI enabled appliances while playing games simultaneously. This is possible due to the Xbox having WI-FI connectivity. For example, the consumer can preheat their smart oven from the Xbox without having to get up or stop gaming. This level of convenience will increase consumer efficiency and satisfaction of WI-FI enabled appliances and gameplay. As a result, manufacturers of WI-FI connected appliances like coffee machines, thermostats, ranges, ovens, and refrigerators will join us since we enhance its products.

Our firm will generate revenue from Modeence by charging a fee to download the app. Additionally, we will sell the data we collect from our users usage of the app. The risks our app faces are manufacturers of these appliances utilizing a DRM (Digital Rights Management) style code that prevents our app from connecting to the device. Finally, older houses may not have all the WI-FI equipped appliances and devices to fully utilize our app, affecting those customers satisfaction.

Table 1.1

Revenues
Download fee
Sale of user data
Risks
Manufactures use DRM to prevent connection to the app
Older homes without these appliances or devices