Xbox Live

HungryMan is an Xbox Live entertainment feature that allows users to order food and drink through voice command. We will accrue revenue through this application from an annual fee from Xbox Live Gold membership structure already in place and from a 5% cut from each transaction made.

The key capability of HungryMan is convenience. Instead of having to navigate websites and countless options on the Internet, which requires having a mobile device and method of payment present, HungryMan is integrated directly into Xbox Live so that users can quickly pause their activity on the platform and make a simple command such as, "I want pizza" to locate possibilities. Users can look through options through using the camera on the Xbox Live system to scroll up and down and look at reviews. If a user already knows what they want, they can say, "HungryMan, order me a large pie from Domino's." The convenience this provides is key; since Xbox Live requires that users have a valid credit or debit card on file, users don't have to deal with the hassle of filling out forms online and they don't have to move from their spot to get our their laptop or tablet to find a place they want to order from. Furthermore, a single user can choose to split payment with other users, which would be a consideration for users who are playing in groups.

This application will draw its revenue from two main streams. Firstly, it will take advantage of the $60 Xbox Live Gold membership. A Gold membership allows users access to sales and free games and extra features. An additional feature they can get is coupons to their favorite restaurants through HungryMan, which will be included in their Gold membership. We will be paid an annual fee from Xbox Live to facilitate this. In addition, we will get 5% of each transaction made from the food vendors.