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Assignment #6 Xbox Live

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Our company can take advantage of Xbox’s Kinect Sensor camera by implementing Xanimation as a digital product and animation community that will make it possible for Xbox Live users to create and share their own short animations. Users will be provided with new, simple, and creative ways of animation production, no matter if they have any media production experience or not. Download and registration for this application will be free, and our company will benefit from selling premium products or services such as avatars and animation themes.

Xanimation is a simple and creative community that offers a new way for Xbox users to produce animations on their own. Once everything is set up, users are free to make any gesture they like. And their motions and postures will be detected and recorded by the Xbox’s Kinect Sensor camera. The avatars will automatically act in the ways that users act. When users finish the animations, they have the options to share the animations with others or just save the animations. The key capability of Xanimation is customization. Users are able to make all kinds of fun and interesting animation, including but not limit to silly animations, cute animations, birthday greeting animations, and Thanksgiving greeting animations. There also will be millions of options for avatars, background music, themes, and templates for users to choose from. Depending on plans that users select, they will enjoy different levels of stunning effects.

Our company will generate revenue mainly from a flat subscription fee (around $5 a month) for premium membership on a monthly or annual basis. Given that Xbox Live already has millions of users and its active usage keeps growing, this application is highly marketable. A potential risk involved is the cheaper alternatives that offered by potential competitors. But through proper marketing and innovative technology controlling, the Xanimation will keep customers coming back and spending money on the creative stuffs.