**Prompt:**

You are the product development manager for a start-up that focuses on the creation and delivery of digital products and services through various ecosystems. With recent improvements to the Windows Phone, the introduction of Windows 8.1, and the growing popularity of the Microsoft Surface tablet, you believe that the Windows Store can provide limitless opportunities for your organization to create innovative new products and services to be delivered through this ecosystem. Along with your team of analysts and developers, your goal is to bring a new, innovative, profitable digital product to market in the Windows Store ecosystem.

Create a Flash Research paper which proposes a new digital product or service that can be delivered through the Microsoft Store.

Our company should implement Easy X-Out as an application available in the Windows Store. Easy X-Out is an application that uses the phone/tablet’s camera as a bar code scanner, allowing customers to locate, scan, and pay for their products in-store through their mobile devices. The application’s convenience will provide the customer with a hassle-free shopping experience. Our company can benefit from this application through a subscription rate, charging a 1% commission on in-store purchases, and partnering with major credit card companies.

Easy X-Out is an innovative in-store checkout application that allows users to pay for their items from their Windows device. When the customer is ready to exit the store, they simply scan the items’ bar codes, receive a total dollar amount for their purchase, and are then prompted to pay for their purchase using PayPal, Mastercard, VISA, etc. The key capability of this application is convenience, allowing customers to pay for items quickly (when they want) and efficiently (how they want). During times of the year when stores become overcrowded (Black Friday, Christmas, etc.), checkout lines often come to a standstill, leaving customers waiting for hours to pay for their items. With the convenience of Easy X-Out, checkout lines will be non-existent.

Our company can capitalize on this application in the Windows Store through charging a $5.99/month subscription rate to users, receiving a 1% commission on in-store purchases, and receiving sponsorship/partnering with major credit card companies. The market for this application is significant because people are generally impatient and do not enjoy waiting in lines; therefore, our seemingly small revenue streams will become amplified by the number of subscribers. Stores will also be interested in implementing this application because it will allow them to decrease cashier headcount. Since customers can checkout themselves, a large number of cashiers will be unnecessary. The only risk associated with Easy X-Out is the possibility of theft, which can be mitigated by utilizing sensors at the store’s exit. This innovative application capitalizes on the increasing consumerism that we encounter each year.

Works Referenced

"Microsoft Store - Xbox, Surface 2 Tablet, PC, Office, Windows Phone." *Microsoft Store*. Microsoft, n.d. Web. 03 Dec. 2013. <http://www.microsoftstore.com/store/msusa/en\_US/home?tid=sPWszrrP6\_dc>.

"Law of Large Numbers." *Wikipedia*. Wikimedia Foundation, 12 Feb. 2013. Web. 03 Dec. 2013. <http://en.wikipedia.org/wiki/Law\_of\_large\_numbers>.