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Xbox Live – Kinect Fashion

Xbox Live is an online multiplayer gaming and digital media delivery service created and operated by Microsoft Corporation. There are few things on the Xbox that are tailored towards the female audience but that will change with Kinect Fashion. (While there are many things tailored towards retail shoppers, Kinect Fashion would revolutionize the online shopping experience). This application that takes advantage of Kinect's motion sensing capabilities and would allow shoppers to try on clothes from their homes. As females are the fastest growing gamer population, Kinect Fashion would help Microsoft extract revenues from this demographic. (As females make up more than 55% of its population, Facebook would be able to generate significant revenue from this market base).

Kinect Fashion is an application that will solve an online shopper's problem of receiving an item and realizing that the fit of the clothes are off. Microsoft would synchronize the databases of all retailers participating in Fashion onto their servers so that everything is accessible from one place. When people shop online, they are unable to see what the clothes look like on them and may decide to return it after realizing that the item was not what they wanted. This could be because retailers use different manufacturers for their products. With Kinect Fashion, potential buyers could "wear" the items and visually see what they look like with them on when the Kinect sensor projects the clothing onto their body. The application is able to measure the distance and calibrate the articles of clothing to the exact size and fit. With Kinect Fashion, online shoppers can better gauge their interest in an item.

Xbox would benefit from targeting the female demographic who they neglected in favor of males. According to the Entertainment Software Association, women account for 42% of the gaming population which this application caters towards. Kinect Fashion would be able to generate significant revenue by tapping into the fastest growing demographic of video game players, women. This application would be available for free to Xbox users and retailers, but if a sale is generated through Kinect Fashion, then 5% of the sales price would go to Microsoft. In addition, retailers who sponsor the application through monetary donations would get favored treatment status, having their products displayed prominently on the application for a month. The Microsoft ecosystem would benefit greatly from an application targeted towards the female demographic and would introduce a revolutionary new shopping experience.