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Xbox Live Flash Research Paper

 Celebrate the biggest sports event on the planet this summer by playing the Kinect World Cup Penalty Shootout Challenge! The Shootout Challenge is an Xbox arcade game which will utilize Kinect technology so players can challenge others around the world to get off the couch and compete in a controller-less penalty shootout. The Shootout Challenge will generate revenue through avatar kit sales and sales of in-game betting tokens.

 The use of Kinect technology separates this game from existing intellectual property. Kinect technology will enable players to stand in front of their television and take turns with their opponent between playing the penalty-taker and the goalie. The game will take into account power, spin, and direction and will strive to settle for nothing less then the most authentic penalty-taking gameplay to date. This will reward players for practicing in order to get their name on the world leaderboard. The game will provide a matchmaking system in which players are rated and pitted against opponents of a similar skill level. Furthermore, they will be able to use their own avatars to play or become one of the many soccer stars we will license to appear in this game.

 The Kinect World Cup Penalty Shootout Challenge will generate revenue from avatar kit sales and sales of betting tokens. Firstly, the game will be free to play but different pieces of soccer kits and professional player avatars will be available for sale at price points depending on their desirability to users. Finally, users may play casually but after much practice may opt to place bets on games. This feature will be available by purchasing our in-game currency, Shootout Tokens, with Microsoft Points. Shootout Tokens cannot be cashed for real money, but instead can be used for avatar kits and other unlockable items. This freemium approach will ensure a rapidly growing user-base in conjunction with the upcoming 2014 World Cup and will play on customers’ vanity and desire to gamble in order to generate continuous revenue for the life cycle of the product.