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MIS 2501 Flash Research Paper #6: Xbox Live

We have the technological advances to take popular language learning software applications and reinvent them onto the Xbox Live ecosystem for a fully immersed, 365 dual-language experience. With this product, we will use Xbox Kinect's interactive features to capture cities from all over the world to fully immerse our users into another country while engaging in on the spot lessons. We can expect users to pay for this product either by an annual or monthly subscription.

Utilizing the Xbox Live service and the Kinect peripheral, we are going to bring countries all over the world into our user's living room. We will have teams in various countries that will record hundreds of hours walking about cities and interacting with the public, and then our users back at home will be on the other side of the camera experiencing the interactions via first person. There will also be a pop-up translation guide at the bottom of the screen so users can understand what is being said. For example, a user from Illinois learning German can be at their job all day and at night be walking the streets of Munich through Kinect while getting to hear the native speakers go about their day. When a user wants to know a specific word for something, they can pause the video and put their hand out to focus it on an object for a few seconds, and from there our technology will scan the item and translate it back to our users. Even further, our users will have unique daily lessons tailored to their skill level that is apart from the immersion and will help develop and strengthen their new language skills. The lessons will be set up similar to classic arcade games to easily engage users, and will also feature intuitive A.I. modules to speak and interact with for practice. With our team creating new interactive videos every month, our users can expect to have fresh language learning experiences for years.

Our main source of revenue from this product will come from our annual and monthly subscriptions. Considering the fact that language learning software is already in demand and priced at a premium, we can expect users to pay for our superior product. A healthy revenue stream will offset the charges for sending the teams around the world. One of the major risks in this product is getting permission from the various governments to film on location, as well as permission from locals used in our videos. With that, we will have the proper legal documents and paperwork with our team members at all times when they are on location.