

Yebin Seo
Enterprise IT Architecture
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Flash Research Paper #6

Xbox Live

Our company can generate additional revenue by creating a virtual dressing room application called DressMe in the Xbox Live ecosystem. DressMe is an application that would virtually allow consumers try on a piece of clothing when shopping online. While the application would be free to download, significant revenue can be generated through charging online clothing companies a monthly fee to have their products featured and sold in our marketplace.

Many online clothing brands sell their products in different measurements, which often gets confusing to consumers. DressMe will provide consumers a stress-free online shopping experience through its key capability of allowing users to virtually try on the pieces of clothing using the Xbox Live's Kinect feature. Our application will first require users to provide a 360° degree scan of their bodies to figure out their specific measurements, which will be obtained through the Kinect camera. Then users will be able to go into our marketplace of various online retailers to browse clothes and create shopping carts of the items they want to try on. Once users are done searching for items, they will enter the virtual dressing room to see how the clothes look on their bodies. Using Xbox's microphone features, if the user likes a clothing item, they can speak "yes" to keep the item in their carts or "no" to take the clothing out. Lastly, they will be able to conveniently checkout using a credit card and comfortably end their online shopping experience all through the DressMe application.

Since DressMe would be free to download, the major revenue stream would come from charging online companies a monthly fee to have their products featured and sold in our marketplace. The monthly fees would depend on the size of the clothing company and its popularity among our consumers. We could offer brands a commission for every item of theirs that sells in the DressMe marketplace to incentivize them to sell their products through our application to make it a successful application.