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MIS 2501- Enterprise IT Architecture

Flash Research Paper

Xbox Live ecosystem

Our company has the opportunity to generate additional revenue by investing in an Xbox Live application called Fitbot for the fitness community that could read body fat, generate work out plans and meals to reach fitness goals. Fitbot will not only be promoted as a fitness application but also be marketed as a competitive social network that gives rewards based on performance and age. This application will generate revenue by charging each user a monthly subscription fee.

Fitbot is an application that will allow fitness users to get workout plans without involving personal trainers. One of the hardest parts about being in the gym is lacking the knowledge on how to start workouts. Using the Xbox Live camera, Fitbot will be able to snap a picture to scan an estimation of body fat before generating a time estimated workout plan and meal plan to pursue a goal. Users will be able to then create a friends list with timed competitions to beat each other’s progress. Fitbot will also keep track of the workout results by storing all of the progress on an online database giving access anywhere. The app will come with the option to speak live with a personal trainer. Also, personal trainers will be able to sign up to consult with clients through our services.

We could generate streams of revenue by marketing the service with a monthly subscription plan. Additional content such as getting live personal training advice for a specific amount of time could be purchased by the user. Lastly, personal trainers looking to give advice will be charged a percentage to consult through our services.