Jackson Smith

Logan Simon

Hays

Period 6

Primary Research Strategy

1. Our end users are personal drone and model aircraft owners. This can include farmers using the aircraft for crop-dusting, aerial photographers, and model aircraft enthusiasts. The local community is not very big, but the online community is extensive. We plan to post links to our online survey on several popular forums like diydrones.com and others like this. We will also send emails requesting interviews to several different companies who impact the drone industry.
2. The questions on our survey are designed to assess the background information of the subject, in addition to the importance of several different features. The questions are designed to be answered by both fixed wing and rotorcraft pilots so that we can understand what features need to be included in our hybrid model. This will also give us an idea of what things need to be kept constant in our testing process.
3. We plan to post links to our survey on several popular forums, in addition to contacting the website operator to see if they will feature the link on the front page of each website. This would give us responses from a wide variety of backgrounds. We will also request informational interviews from several companies and website operators to get professional responses.
4. The majority of our survey is multiple choice questions and matrices. The ones that aren’t leave little room to stray from a few anticipated answers. Because of these reasons, we will use a pie chart to display the data. This will be an effective visual representation, give us an easy way to evaluate information. We can then draw solid conclusions as to what we have learned. We are anticipating more lengthy answers from our interviews. In order to represent the information gained from the interviews, we will pull relevant quotes given and display them in a visible place. We will also include transcripts of the interview elsewhere in the presentation.