Amazon Prime Air is a new type of delivery that has been released in December, 2016. Furthermore, the new delivery system uses fully autonomous drones that are capable of delivering packages within 30 minutes. Consequently, the feature is still not as big as it seems, the company requires fulfillment facilities that store specific type of packages that the quadcopters can carry. To add on, the drones are fully autonomous and can launch and land at locations it deems applicable. The packages being carried must be within 5 lb so that the drone can lift up to 40ft and use GPS.

Amazon makes the interaction between the customer and the drones very easy. The regular Amazon website is used to create an order and the delivery process is automated by Amazon. Consequently, this makes the user experience quite straightforward. As is before, the customers are accustomed to using their services before and therefore, using a new way of delivery might not cause hassle. Delivery time is also reduced by using this method which in turn saves time for everyone and increases customer recurrency.

Disadvantages of using drones depend on many factors such as location, wind speed, weather and safety of the drone. For example, if the delivery location Is underground then the drone wouldn’t be able to deliver the package. Furthermore, weather affects drones heavily since they are lightweight and a sunny day differs than a rainy day or a very windy day. Finally, we cannot deny that people might not abide laws and may tamper with the drone and could harm it.

In conclusion, Amazon boasts a very innovative way of delivering packages in select places. The drones are very up to date in technology and boast good specifications. However, they are prone to natural causes and humans.

References:

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