Survey Questions

1. On a scale of 1-10, how easy was it to use Protocontrol?
2. What worked well?
3. What wasn’t intuitive?
4. Was Protocontrol different than what you thought it would be?
   1. Having a background on Arduino allows you to broadly understand
5. Thoughts on the website?
6. Thoughts on the documentation?

Feedback

* Labels for the slider’s functionality on the website side
  + Which slider is RGB?
* On-screen indicators on the touchscreen that display the current value of the slider)
* If we provide code and explain it, then it needs to be really well explained
  + Maybe more explanation for how you can modify the given code depending on your objective
* Capabilities of Protocontrol and how to implement it in SendData/ReceiveData
  + Dissect block of code almost textbook style
  + Dumb things down
  + User Manual (with categories of examples, as well as real life examples)
    - Mechanics shop, desktop computer indicator lights/UI
    - Adds value to the intrinsic value of the technology because we can solve problems
  + Give a description of the real world problem (connect opening the dam to the servo). A story with a hook that leads to your main point (breaking down the code)
* Limit technical jargon as much as possible
* Ease of Access is what we need to emphasize the most (bridge the gap between business and engineering) compared to time-saving aspect
* Subscription Model??
  + Access to the website
  + Consulting firm with support
  + “Freemium” to get the support
  + Prototyping to manufacturing Business
* Look at compsci textbooks
* Step through tutorial for start-up
* Video Series (reference the videos in the manual)
* FAQs
* Common Bugs (Catch 10 most common issues)
* Explain some of the black-boxes in the manual
  + Give some kind of sense of where in the process things go wrong so you know where to start debugging (know which issues connect to which part of the chain)
* Hardware: explain the ports
* On the enclosure print the letter for the hardware components
* More descriptive strings would be helpful but a key in the user manual should be good
* Look at gaps in the market and tailor our hardware peripherals accordingly
* Error Messages
* Patents??
  + novel, useful, and non-obvious
  + Check USPTO
  + Only apply if we are really serious about moving forward with this
  + Funding… ($20,000)
  + Look up a patent lawyer
  + Tech Incubator
  + Wolfpack Investor’s Network (State wouldn’t own our IP, I think)
    - They invest in 40-50 businesses a year
  + Triangle Network Area Investment Groups
  + Innovation and Entrepreneurship Center at State
  + Andrew’s Launch Accelerator
  + Library Resources–Management–IBIS World, Faulks and Sullivan, 3rd database
    - Porter’s 5 forces (rivalry, threat of…)
  + Value Proposition Map
  + Business Model Map

Alpha Demo Flow

Show the Whole System

Will

Parker

Abisha

* Show swapability
* Keypad
* Rotary Encoder
* Scanning Function
* Begin Function
* Next Steps
  + Multiple components on the same pcf8574 chip
  + Port Design
  + Slider (next purchase order)

Nida

Kelly Mae

1. User Trial Results
2. Documentation
3. Beta Demo