* + what is your business?

Our business idea is a simple drone shop that sells various price point drones.

* + what is the business ethos,

We want to provide businesses, entrepreneurs, and hobbyists, with drones on the market that can be used for various purposes.

* + what do you produce/make/offer/sell,

We do not produce rather we sell and modify drones to customers'/businesses' liking. This can mean adding attachments to drones, different cameras, etc.

* + who is your target audience

Our target audience is hobbyists, businesses, private companies, government purposes, etc. Drones can be used in a variety of ways to expand our audience's view. Such as rescue services, FBI, surveillance, or even watering the crops.

* + what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein,

The key motivation for why we expect people to visit our website is the gallery of beautiful images attached. We can also showcase the variety of ways drones have been uniquely used on.

* + do they want general information/research (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)?

Customers will need information regarding drones, such as the image quality, types of drones, functionality, battery life, warranty, etc. Customers' main focus should be why are they buying this drone and if it serves a purpose long run.

* + are they already familiar with the service or product you offer or do they need to be introduced to it?

Most customers may already be informed since drones are a unique topic, however, some will still need to be enriched with knowledge about drones.

* + are they looking for time-sensitive information, such as the latest news or updates on a particular topic?

There is no time-sensitive information, while there could be news since seasons play a role in drone usage.

* + do they want to discover information about a specific product or service to help them decide whether to buy it?

Yes, which is why we will attach a customer service chatbot to the website for customers to reach out to a sales representative about whether or not they want to buy a certain drone.

* + do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

There will be a contact page on the website for customers to reach out as well as a phone number and email at the bottom as well.

* + will visitors be familiar with your subject area/brand or do you need to introduce yourself?

We need to introduce ourselves so an about me section will be added to the webpage.

* + will they be familiar with the product/service/information you are covering or do they need background information on it?

They will need background information on the drones as mentioned above.

* + what are the most important features of what you are offering?

We offer drones of different price points from affordable to expensive.

* + what is special about what you offer that differentiates you from other sites that offer something similar?

We allow customers to send requests about what modifications/changes they want to the drone.

* + once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area\

What's the battery life/specifications?

What makes some drones cheap and expensive?

What major differences between these drones from each other and competitor?

How might a drone benefit me in the long run?

* Your white paper should explain how you implemented concepts in the visual hierarchy, grouping, and similarity in your design

The home Page-has a gallery of drone images for customers to view

Shop page-3x3 shopping grid of various drones we offer

About page- a welcome page explaining to customers what our website is

Contact page- contact form attached

* Your white paper should take another website (that already exists on the web) and analyze it based on the above, creating a wireframe for it as well.

[LINK](https://exodrones.com/pages/5-reasons-why-exo?wickedsource=google&wickedid=Cj0KCQjwz6ShBhCMARIsAH9A0qUliDuII9GSXXcNef993_qjxv-NqxEEfhKF4-H8bdsfn61S0s-PTuIaAnL5EALw_wcB&wickedid=652535911642&wcid=12910958053&wv=4&gclid=Cj0KCQjwz6ShBhCMARIsAH9A0qUliDuII9GSXXcNef993_qjxv-NqxEEfhKF4-H8bdsfn61S0s-PTuIaAnL5EALw_wcB)