

Problem Brief: Design of a Drone Delivery System

You are a part of a team for a new company that specializes in package and food delivery using drones. Your new company is the first entrant in a market. To be successful in the market, your company must maximize profit by designing and implementing a drone fleet.

An example of an initial customer location map is shown in Figure 1. The houses represent customer locations. Yellow houses represent package demand, and red houses represent food demand. The number on the top of each house represents the food and package demands in the unit of pounds. The grey building shows the company's new warehouse where the drone system will be managed. Each customer can order either one package or one food order. Each package must be delivered within 24 hours, and each food order must be delivered within 4-6 hours from the start of the day.

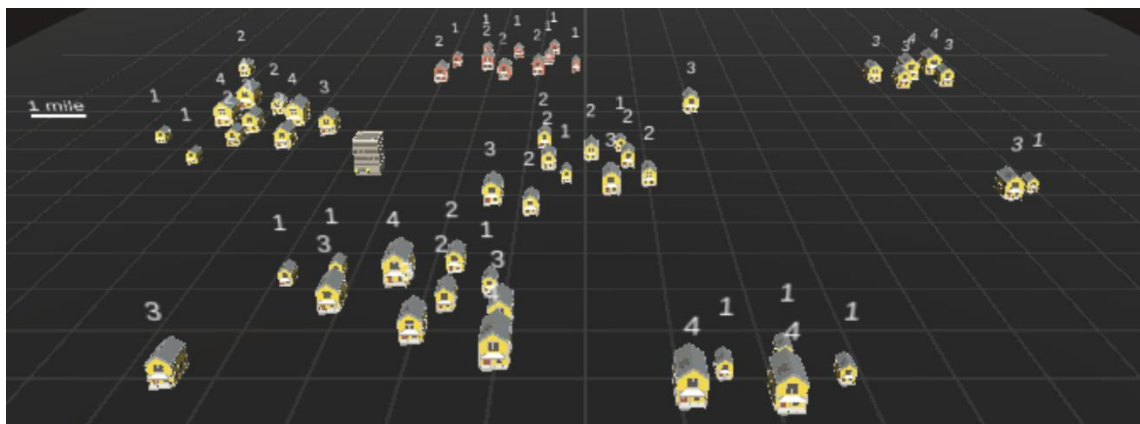


Figure 1 – Initial Customer Location Map

Your company has an initial budget of \$15,000 to build and operate a drone fleet. As part of your business strategy, your company can choose to provide service to any customers on the map you want to acquire. Your company will receive \$100 in profit per each pound of package delivered and \$200 in profit per each pound of food order delivered.

The duration of your design session will simulate one business year. Your session will be one 45-minute time period.

Team Structure

- There will be two people on your team, and each person will be assigned one role.
- You will be able to communicate continuously to the Design Specialist who is design drones for your routing plans.
- Team members will communicate through a text-only chat tool during the design sessions. Team members are not allowed to communicate verbally.

Team Roles and Capabilities

The **Design Specialist** is responsible for designing drones using the Drone Design Module (with Design Manager) and submitting completed designs to the operations team.

The **Operations Specialist** is responsible for developing operation plans by generating delivery routes with designed drones to deliver parcels.

Depending on their role, team members have access to one of two interface modules:

- The drone design module enables members of the design team to construct drones. Designers can check the drone feasibility, assess the cost, and assess the performance of the design by running a simulation.
- The operational strategy module enables the operations team to determine an operation plan that aligns with the company's business strategy, and the customers' constraints. This module rapidly evaluates routes and schedules, and provides estimates for time-to-deliver, the number of vehicles required, time on/off station, among others.

Company Role: Operations Specialist

The **Operations Specialist** is responsible for:

- Developing the delivery routes for the drones
- Submitting operation plans

Operational Strategy Module - For Specialists

Using the Operation Strategy Module users can:

- Determine an operation plan that aligns with the company's business strategy, and the customers' constraints
- Evaluates routes and schedules
- Provide estimates for time-to-deliver, the number of vehicles required, among others
- Collect and distribute information about the package destinations, package weights, flying cost, deliver time constraints, and cost constraints

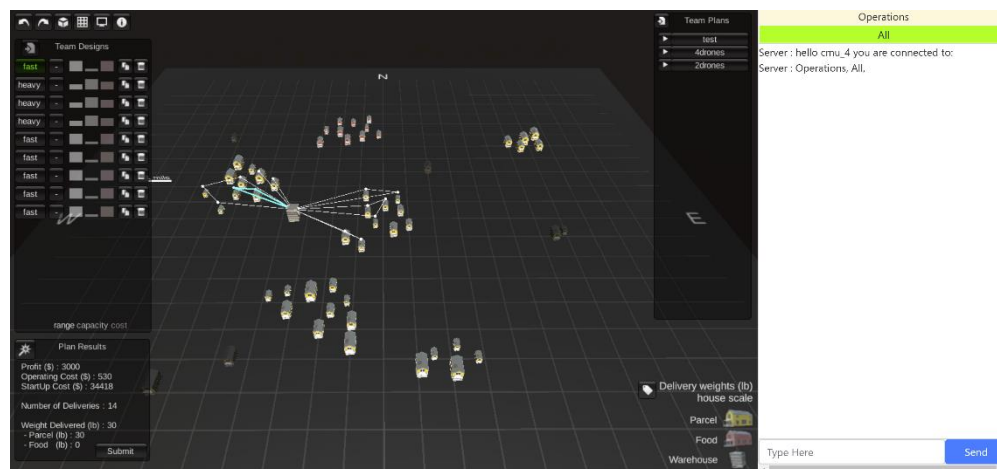


Figure 2 - Operation Interface