Drones

What are they? Why do I need one? Can I just fly it over my neighbour’s house?

Project Proposal

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Interactive Media & Tools Concepts

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# Project Proposal

## Title

Drones. What are they? Why do I need one? Can I just fly it over my neighbour’s house?

## Project Overview

An informative piece of Interactive Multimedia on consumer drones. The benefits and features of consumer drones, comparisons between them, and what you can achieve with these drones. And how to safely operate a drone within the confines of the law, and CAA regulation

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# Project Purpose

There are too many options for many consumer products, nowadays. One saturated market, with a large chance for confusion, is the consumer Quadcopter/Drone market.

The goals of this project are to help consumers make a more informed decision when it comes to purchasing a drone. Help them distinguish the differences, pros and cons, and benefits from drones to drone.

Due to the legal responsibilities surrounding the industry, users will have an opportunity to take a deep dive into regulations around drones within New Zealand, Civil Aviation Authority (CAA) rules and regulations, where an acceptable location for to enjoy flying a drone is, and where you should refrain from flying.

Users will be given the opportunity to see the appeal of drones and what they can accomplish with one. From photography/videography, all the way to performance Quadcopters used for racing.

# Project Accomplishments

Project Outcome Goals

Project Outcome Goals (Users)

Users

* Produce an experience that a user can come back to, reuse, and make an informed decision when it comes to purchasing a drone/quadcopter.
* Users will be able to be informed of the regulations/laws/rules surrounding the personal aircraft industry and what guidelines they must follow

Project Outcome Goals (Personal)

Personal

* I hope to be able to learn a way of creating and delivering multimedia using a platform I am unfamiliar with to show I can pick up new skills with ease
* Learn, and use, a new development technique and deploy them across the SDLC

Deliverables

|  |  |
| --- | --- |
| Task | Date Completed |
| Project Proposal | 15 March 2019 |
| Navigational Map | 22 March 2019 |
| Timeline | 22 March 2019 |
| Risk Assessment | 22 March 2019 |
| Storyboard | 5 April 2019 |
| Prototype | 25 May 2019 |
| Completed Project | 1 June 2019 |

# Project Constraints

The following external risk factors have been determined (as of 14/03/2019) that could, potentially, hinder the final delivered product, and allowing the project to remain on schedule:

* Learning curve for new software
* How said software performs
* Where the software is usable. The software is only available at Ara which could hinder the amount of time I have access to develop on the software
* Other projects from other classes and other, prior, commitments
* Client could change requirements

# Assumptions

User understands how to operate a computer, user understands basic UI guidelines (What a button will look like, etc), Users device can run the program, the program will run on their device, user is in New Zealand.

# Target Audience

Intended audience

18 to 55+. Hobbyist and enthusiasts for Casual Drones (Racing and standard offerings), Professionals (Real Estate, Construction, Photographers, TV/Film).

# Audience Benefits

* Be able to determine the difference between consumer drones
* Be able to make an informed decision on which drone is right for them
* Be able to determine what a drone is capable of
* Determine which rules and regulations there are and how they can still within the confines of the law

# Project Content

|  |  |
| --- | --- |
| Main Topic | Sub Topic |
| The main topics will be on:   * Different consumer drones/quadcopters * What they can do (Is it just for photography, videography, racing) * Who they are for (professionals, hobbyists, racers, programmers, etc) * Price Point | * Rules and regulations regarding Quadcopters and Drones * Where you can fly a drone * What you need to do to fly a drone |

# Approach

The main focus of this application will be to use clear, concise, user-focused interfaces to create an engaging and entertaining piece of software that the user can come back time and time again. Using a clear design philosophy and industry recognised UI standards, we will create a unique and inviting experience for the user.

Following this ideal, we will be able to create a pleasing user experience that minimises the initial learning curve and streamlines the users toward the information that desire. User usability is paramount.

The application will start with an example of photography/videos that a drone has taken. Videos of different scenery that can be captured with a drone/quadcopter. This will lead to the main screen. Here users will be introduced to a minimal and easy to understand interface leading off to drone information, things drones are capable of, rules and regulations, and locations where users can take advantage of their drones and enjoy them.

As the prototyping stage advances, this design philosophy may be subject to change to adapt to the change in information discovered and how capable the software is.

# Copyright statement

The copyright for this project will be under “Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)”. People may share and remix this project, as they see fit, but may not profit of this creation.

Copyright will be held by the client, or the creator (Nicholas Leslie).

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