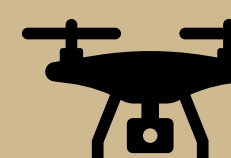




Client Introduction

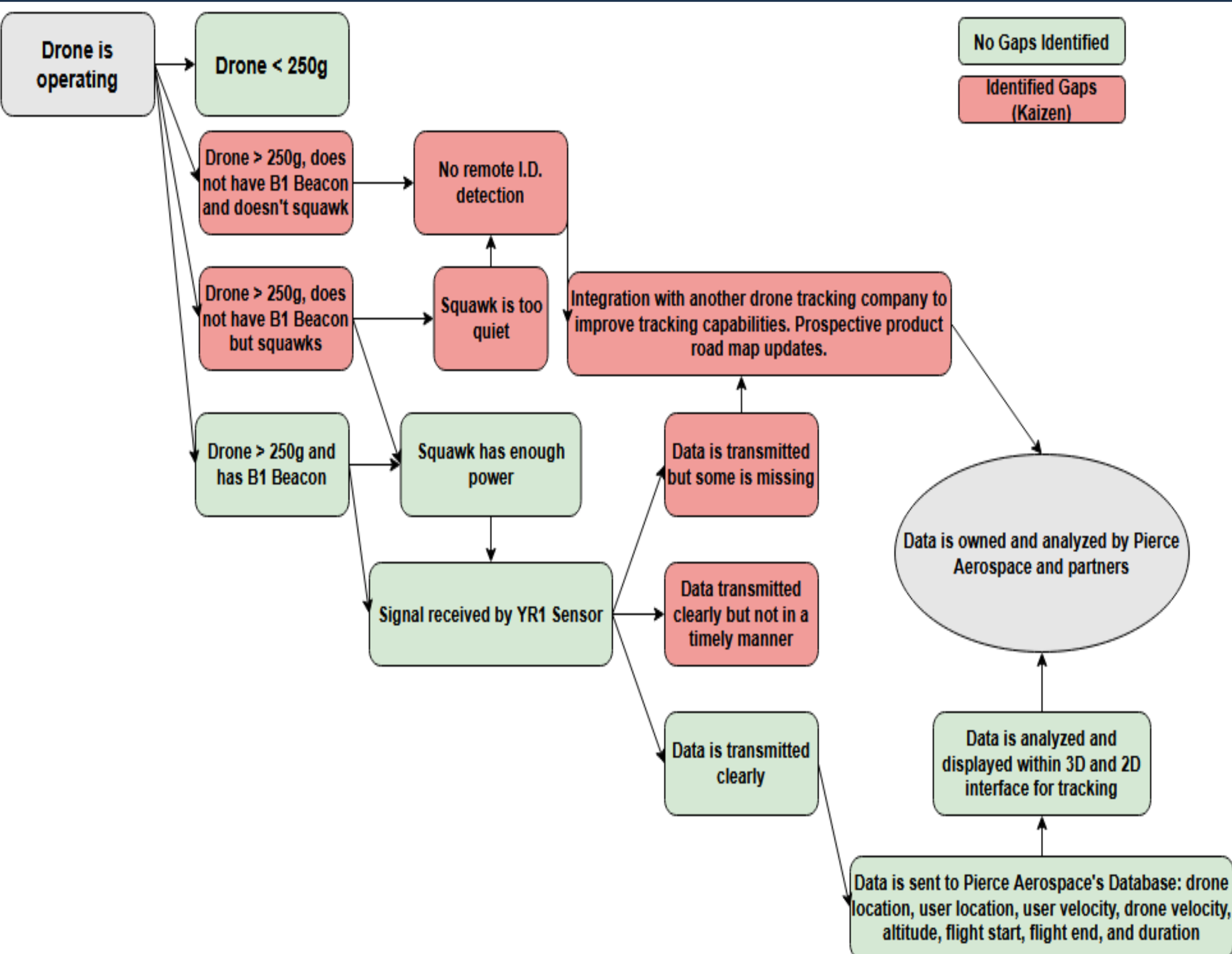
 Fishers, IN-based company developing world-class remote ID solutions for UAS and low-altitude airspace monitoring

Problem Statement

 Pierce Aerospace lacks documentation and bandwidth to refine their product roadmap and scale efficiently




 Identifying potential end-users and gaps in the current product roadmap will allow P.A. to scale effectively and capture emerging markets

System Model



Methods

Primary Data Collection

-  End-user and client **interviews**
-  **Surveys**
-  **Focus Groups**

Use Cases

Illustrate **system usage scenarios** from start to finish, showcasing users and identifying potential product gaps


Specific Cases:


- ❖ Routine drone flight tracking
- ❖ Large event monitoring
- ❖ Military and border operations
- ❖ S.A.R. operations
- ❖ Historical data collection and analysis
- ❖ Commercial logistic operations
- ❖ Public drone awareness
- ❖ Other unique cases

Methods Sample Document

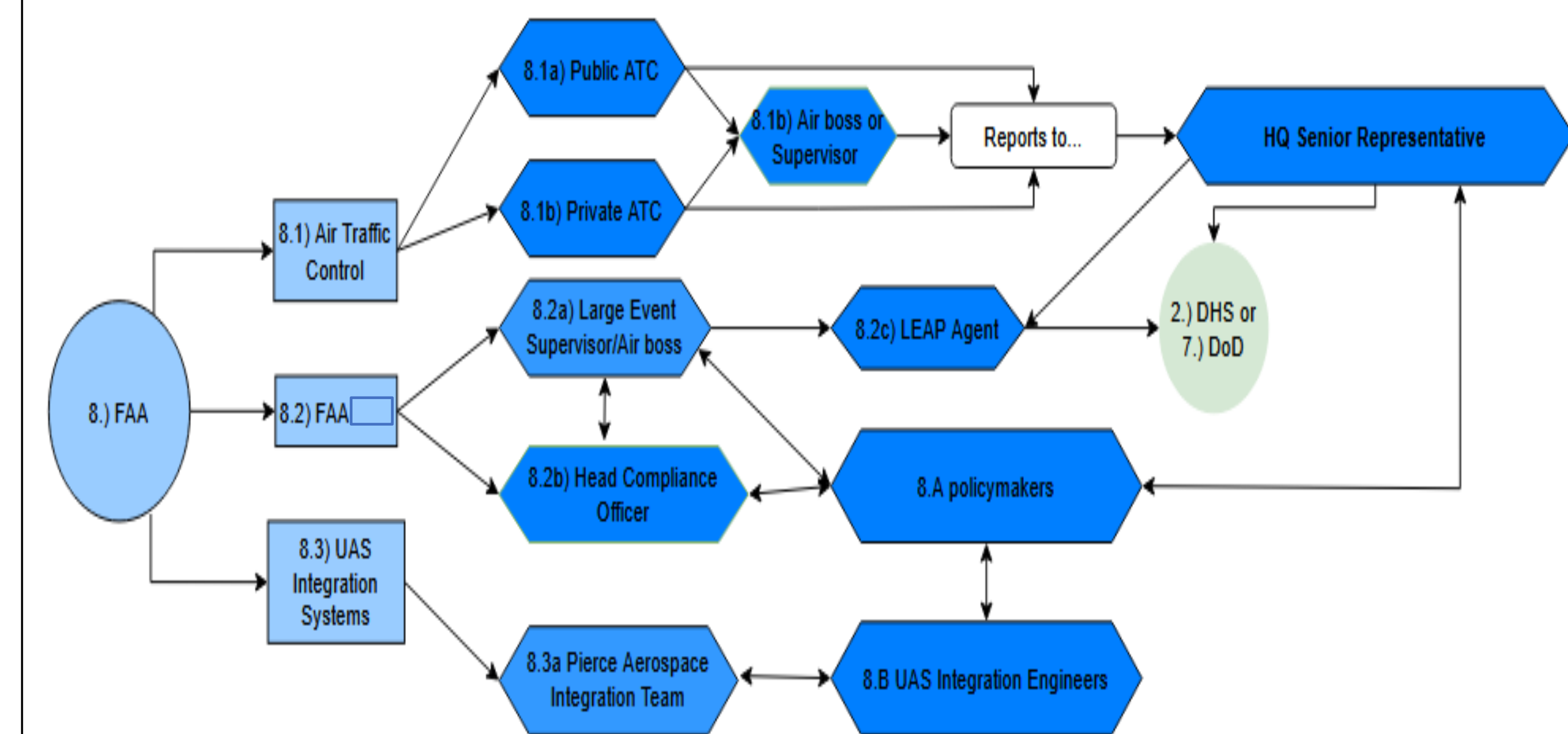


User Personas

 Identifying **real-world** examples of potential system-users



 Demographics, technical skills, day-to-day tasks, user needs, interaction with P.A, objectives, and potential frustrations

Information/Task Analysis Flowchart



Results

Product roadmap and market gap analysis

 
Align current P.A. product roadmap with **recommendations** made by the team for **scaling and refining** the system

Due to the nature of confidentiality, our team cannot provide direct R.O.I. values or specific product recommendations