PROJECT BRIEF

Client:	AOPA	Deadline:	Nov 10th, 11:59pm
Project Name:	EASY Flight Planner	Author:	Amanda Delisle

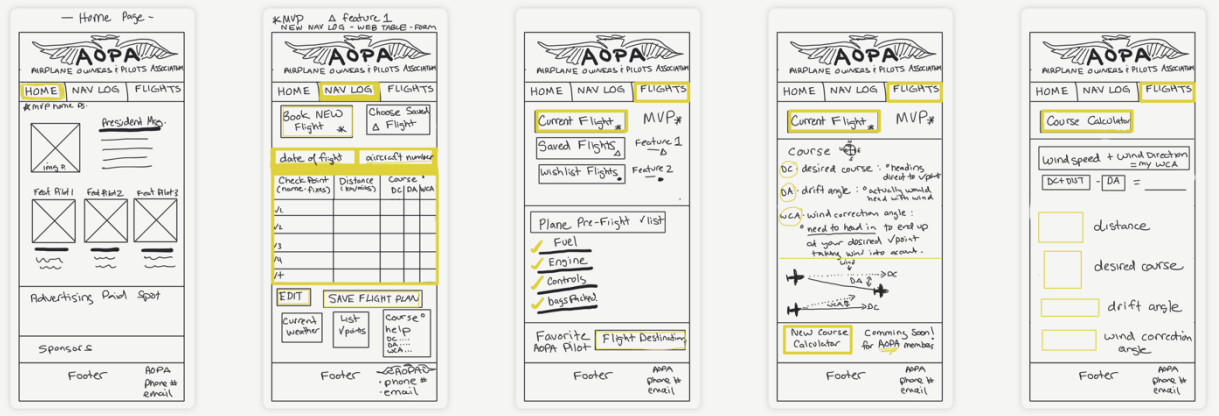| THE ASK |
|---------|
| **What is the objective of the project?**

Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be)

And describe your solution: what your mobile app will be and how it meets the need statement |
| The AOPA would like to solve their issue of declining membership! From my customer research one major reason is the redundancy of paperwork required by pilots. This creates major roadblocks for AOPA members, sucking the fun out of flying! My app is targeting this issue.

NEEDS STATEMENT: Mary a hobbyist pilot needs to spend less time before a flight filling in outdated navigation log sheets in order to spend more time actually enjoying being in the air.

My app would streamline the pilot pre-flight navigation planning by improving two main issues.

First it would address their time filling in the navigation log documentation and having to do hours of fight planning.

Second it would end the repetition of the process by doing it the day before flight , plus the day of the flight – EVERY SINGLE time they take the **same flight** to their second homes or places that they frequently fly to.

The AOPA needs to provide their members with some real benefits to flying and helping them fly more and prepare less is what was the top issue was that came out of my research. Also flying is a fairly tech savvy hobby, so having old outdated ways of doing things was a source of improvement all current members said they would like to see. |

What are the deliverables?

Here you need to define your minimum viable product - exactly what it will include (you should include the number of screens and what would be on each screen).

And describe your three additional features - exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List them in order of priority.

The MVP would modernize the original required flight navigation log sheet. Only 4 fields are required.

1. Aircraft number
2. Check in points
3. Desired compass course direction
4. Distance they are traveling each leg of the journey.

As you can see here, this form is daunting and has a lot of unrequired information that needs to be revised and made pleasing and easy to read, and intuitive to fill in as per the request of the AOPA project brief. It also only has one small box for the course direction, and this is a fairly complex math equation that needs 3 numbers to get the correct course heading, to get to the desired heading by taking into account the wind drift… so in my app for the MVP we will have help page to calculate this, and have a larger box field for it. AND then in the extra feature section we will write an algorithm that you can plug in the numbers and it will automatically calculate it for you.

Below is my wireframes for the full proposed app. The first 2 pages are MVP

The home screen would be MVP for sure, need to have the mood of the app set, I suggest with a message from the AOPA president. THEN 3 boxes with images of 3 top pilots and a message/flight tip from them. Then a spot for paid advertising from airplane companies and gear that pilots would like to have, then lastly a sponsor's spot.
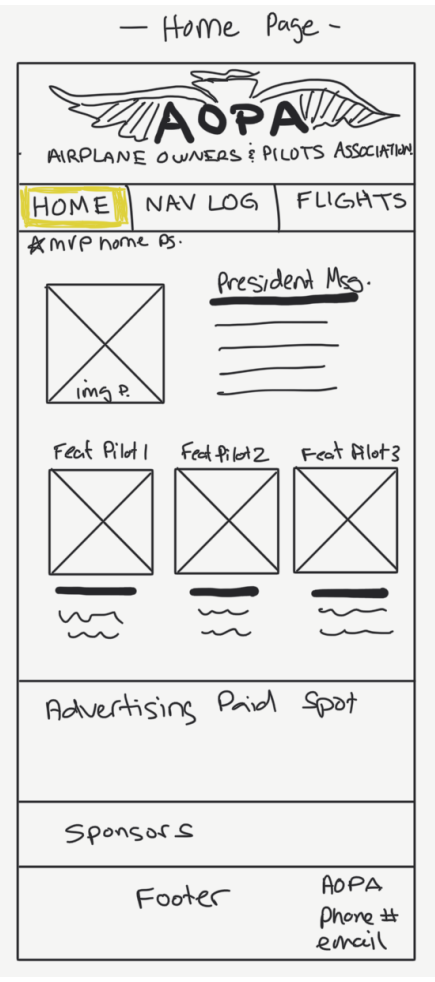
Then the NAV screen would be the second MVP deliverable. With a newly redesigned NAV LOG form for pilots to fill in, and they automatically get submitted to the correct airfields so that everyone is notified of their flight plan that needs to be. They submit their trip the day before as required, and then simply log back into their current trip the day of and update the course as needed.

*MVP   Δ feature 1
NEW NAV LOG - WEB TABLE - FORM

AOPA
AIRPLANE OWNERS & PILOTS ASSOCIATION

| HOME | NAV LOG | FLIGHTS |

Book NEW Flight *   Choose Saved Δ Flight

date of flight   aircraft number

Check Point (name · fixes)	Distance (km/miles)	Course° DC	DA	WCA
√1.				
√2				
√3				
√4				
√+				
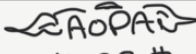
EDIT   SAVE FLIGHT PLAN

Current weather   List √points   Course°
help
DC ....
DA ....
WCA ...

Footer   AOPA
· phone #
· email

Special Feature 1 would be implemented first which is the FLIGHTS page, that allows you to save your 10 most frequent flights, so that you do not have to start from scratch when making regular flights to second homes, or favorite destinations. If it made sense with the MVP to do this page, and say "coming soon" or just remove the 2 feature options that would be doable as well.
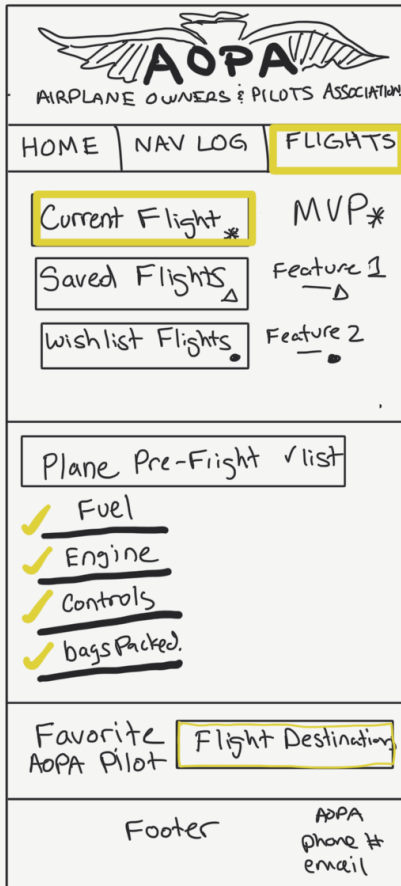
FEATURE 1 and FEATURE 2 are to deal with the Pilots not liking repetition. They would allow them to save their flight info, and if they wished to go somewhere or got the inspiration while on a flight, they could bookmark a future wish flight, or perhaps they ran into another amateur pilot at a convention and were able to enter a flight that was highly recommended on the spot so they didn't forget about it.
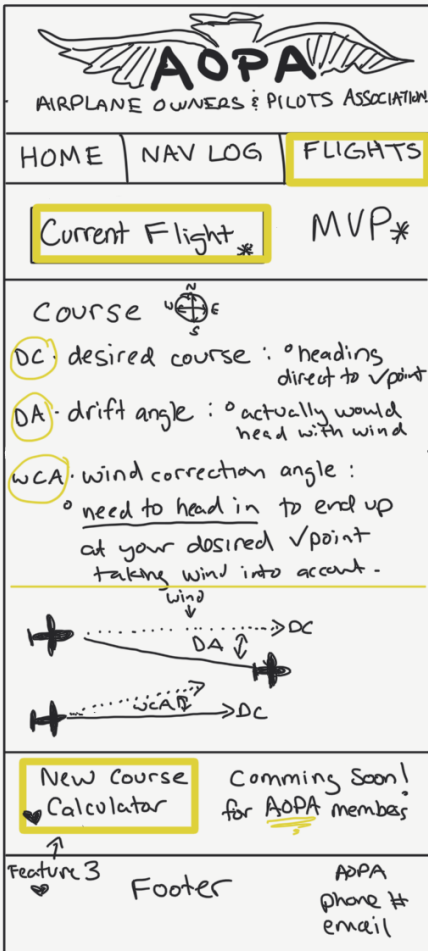
Then the last feature would be the automatic course calculator that would be a special algorithm written to take into account the course correction parameters so that the pilots did not have to do it by hand! This would be a huge drawing feature that would make the app so handy and used frequently. You would enter the distance + desired destination then the wind speed + wind direction so that the app could calculate the drift angle and wind correction angle.

AOPA
AIRPLANE OWNERS & PILOTS ASSOCIATION

| HOME | NAV LOG | FLIGHTS |

Course Calculator ♥   ♥ Feature 3

Wind speed + Wind Direction = my WCA

DC+DIST − DA = _____

☐ distance

☐ desired course

☐ drift angle

☐ wind correction angle

Footer   AOPA phone # email

This is what we would do for the first iteration of the Easy Flight Planner app. There would be work to sync with AOPA database of members for a member portal log in, that could precede the home screen if they only wanted to make it available to paying members. I feel it would be smart in this first iteration to have it free, and used a lot so that adjustments can be made to make it more intuitive and user friendly.

It would also be great to link to a database of amateur small aircraft and private airfields, so that they can easily select checkpoint names from a prepopulated drop down list.

Distances between the leg check in points could also be remembered/saved so that they only have to fill in once until they change their course check in points. A really important feature would be that once the pilot fills in their current flight plan and saves it, that when they would be able to access feature 1 their saved flight plans, that there was a reverse arrow like on map programs, so that they just click a button and the app reverses the order of everything for them, for their return flight home. Then they would obviously need to change the course direction and wind information etc, but the checkpoints and distances would be already done for them.

IN the far future, a blog could be added to make this a portal for information, which would make it rank high in SEO with a lot of original content being created, posted, and a lot of pertinent information regarding all things hobby pilots like to know and read about… plus their right seat pilots!

It could also possibly include a meet-up app, to organize events and meet others in the community.

Creating first as an MPV an app that cut down their pre-flight duties, so they could enjoy flying more would be our primary advantage. Then creating a cutting edge information hub would be our

secondary advantage, and thirdly creating a social atmosphere of belonging.

All current responsive coding will be used, all SEO and keyword and description pages filled in so that it ranks high and comes up where it is meant to. Plus we would do work to advertise in key locations, at airfields, and conventions, or well trafficked websites and magazines for the marketing plan. Long term care will be taken to make sure it is running well on all devices, that it is loading quickly without glitches, and that the users are finding things they need with good hierarchy and balance. Using the same simple color pallet of white, blue, and yellow with the same logo, header, nav bar, footer will create unity.

We hope to be able to launch a very useable app, that will increase the joy and ease of your member base, as well as provide long term buy in for the AOPA.

Thank you kindly, Amanda Delisle
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