

| Objective | Measurement | Units |
|----------------------|-------------|----------------|
| Reduce Weight | Mass | kg |
| Optimize Flight Time | Time | sec |
| Minimize Cost | Currency | \$ |
| Maximize Thrust | Force | N |
| Easy to Store | Volume | m ³ |

1. Weight/payload - Carried equipment should not exceed the payload of 215 cubic feet of helium, measured in kilograms.
2. Optimize Flight Time – Goal is to allow the Blimp to stay inflight for long duration to be able to survey more efficiently. Measured in seconds
3. Minimize Cost - The budget is important since there is only a limited amount of money, so minimizing the cost is essential. This is measured in USD.
4. Maximize Thrust – Must maximize the thrust so that it can counteract the drag force on the blimp to be able to propel the blimp forward and down. Thrust will be measured in Newton's.
5. Easy to store - A single person must be able to lift the MAV up and be able to store it in a compact area so volume matters, and will be measured in cubic meters.