

# **MOHIT SANTRAM**

## **PORTFOLIO SAMPLES**

### **FLIGHTSAFETY INTERNATIONAL**



**MOHIT SANTRAM**  
**UX PRODUCT DESIGNER**

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WEBSITE **REDESIGN**

UXD Team **2017.03.17**

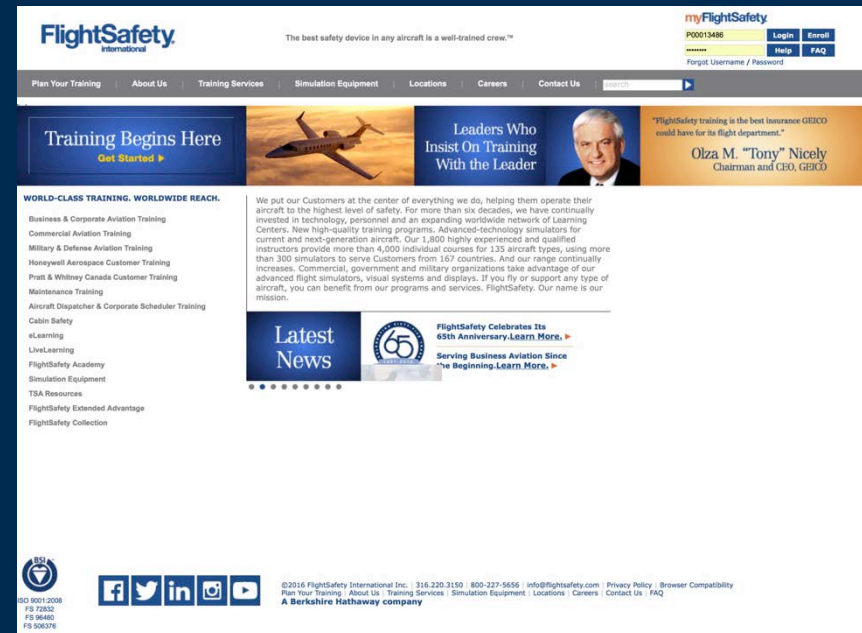
# FLIGHTSAFETY.com

## INTRODUCTION

FlightSafety.com is in need of a complete overhaul, but we have the great opportunity to rethink the entire User Experience, Visual Design, and Content Architecture for the entire website and our applications.

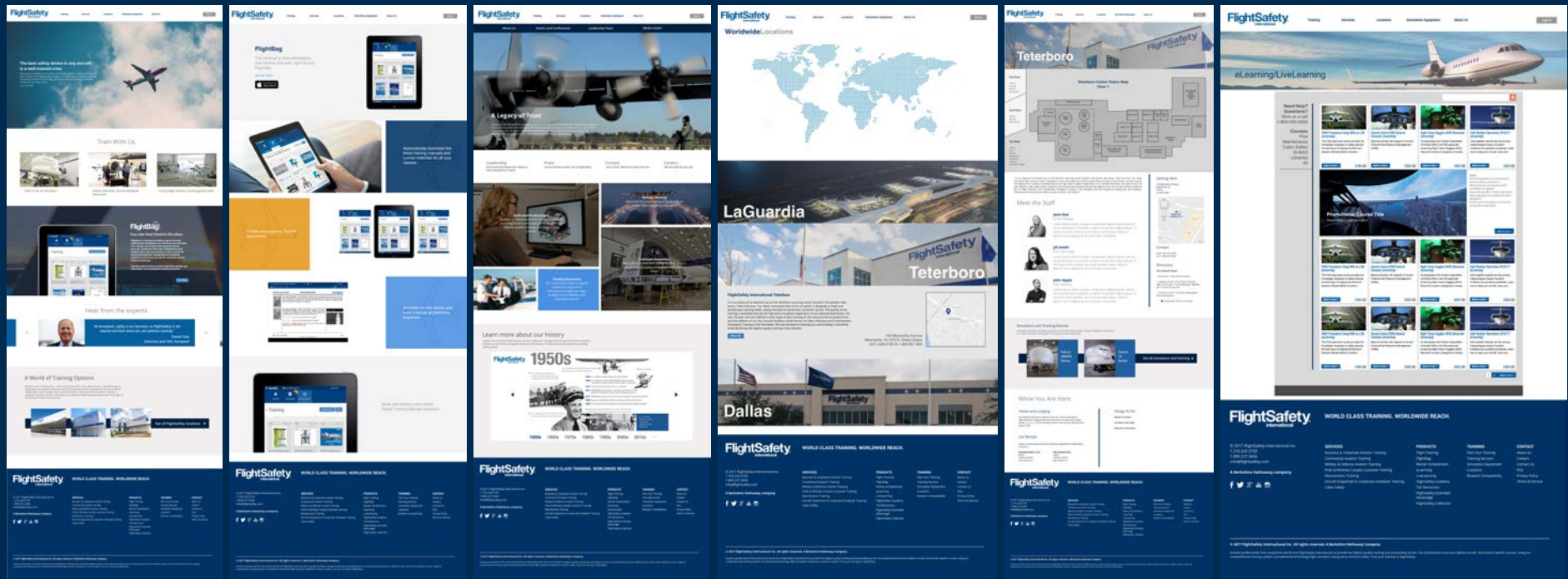
## OBJECTIVES

1. Bring FlightSafety.com inline with modern websites & standards.
2. Maintain consistent User Interface & User Experience standards & practices across all web products and services.
3. Establish a high standard for all FlightSafety materials & reduce redundant content.
4. Zero-in on brand messaging & differentiating factors.
5. Provide easier content management for updates & changes for business.



# PROPOSED DESIGNS

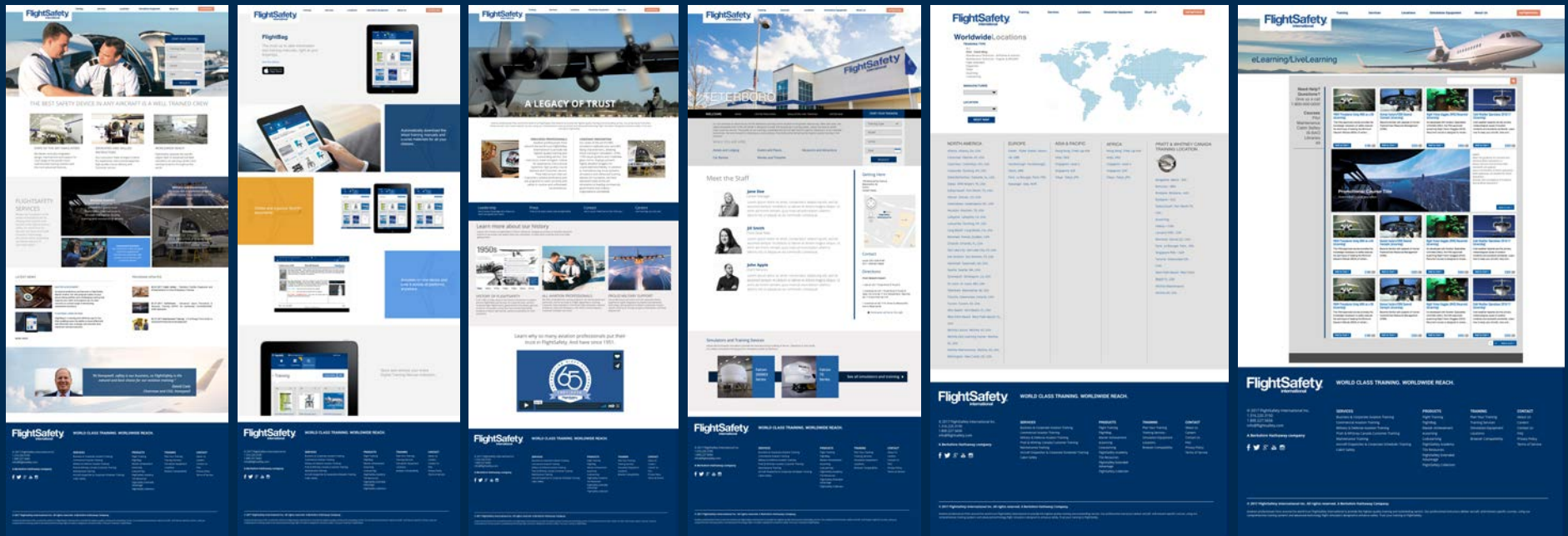
# PROPOSED DESIGN 1



INVISION **PREVIEW**

<https://projects.invisionapp.com/d/main#/console/9008653/223344212/preview>

# PROPOSED DESIGN 2

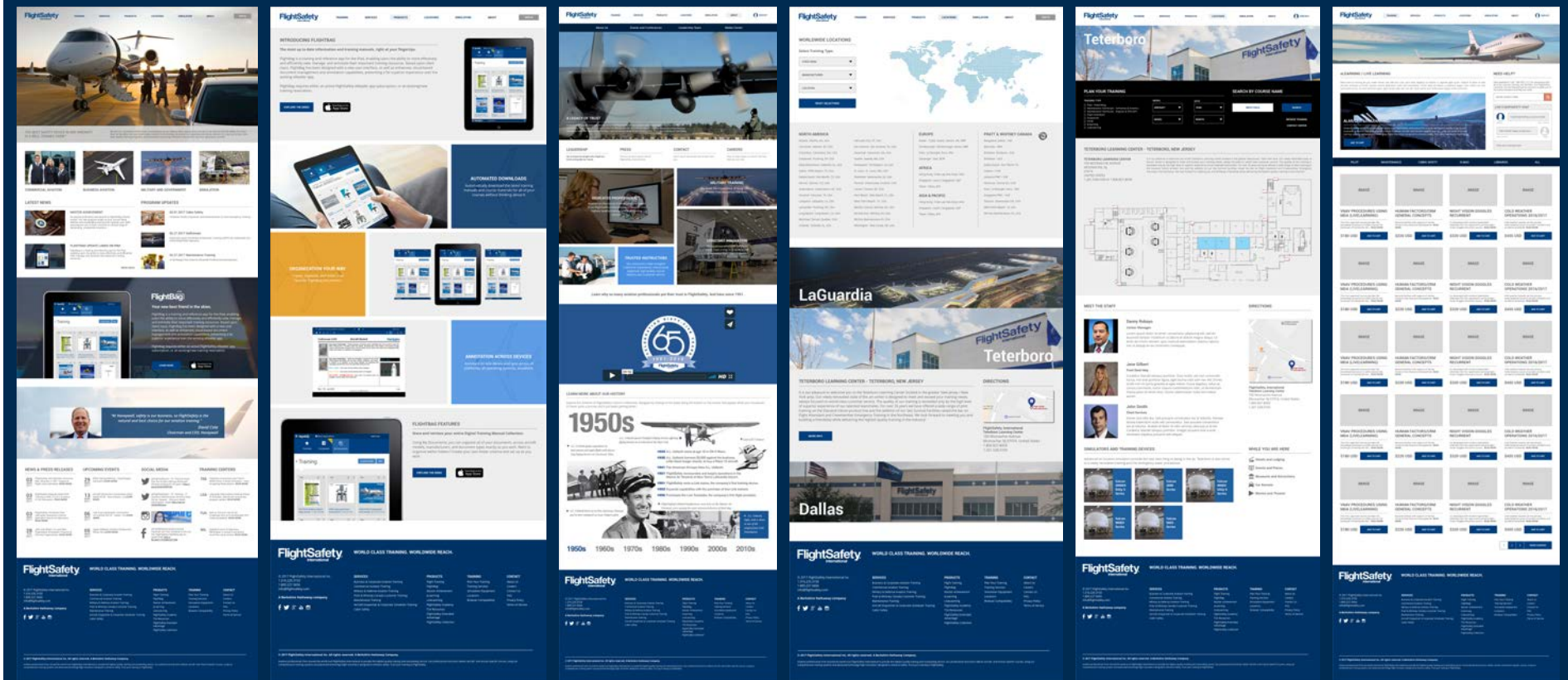


INVISION **PREVIEW**

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# PROPOSED DESIGN 3



INVISION **PREVIEW**

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# WEBSITE PROTOTYPE



# PREPARATION & RESEARCH

## PREPARATION

To successfully redesign the FlightSafety.com website, we must understand the significant amount of preparatory work that must be completed before any development takes place.

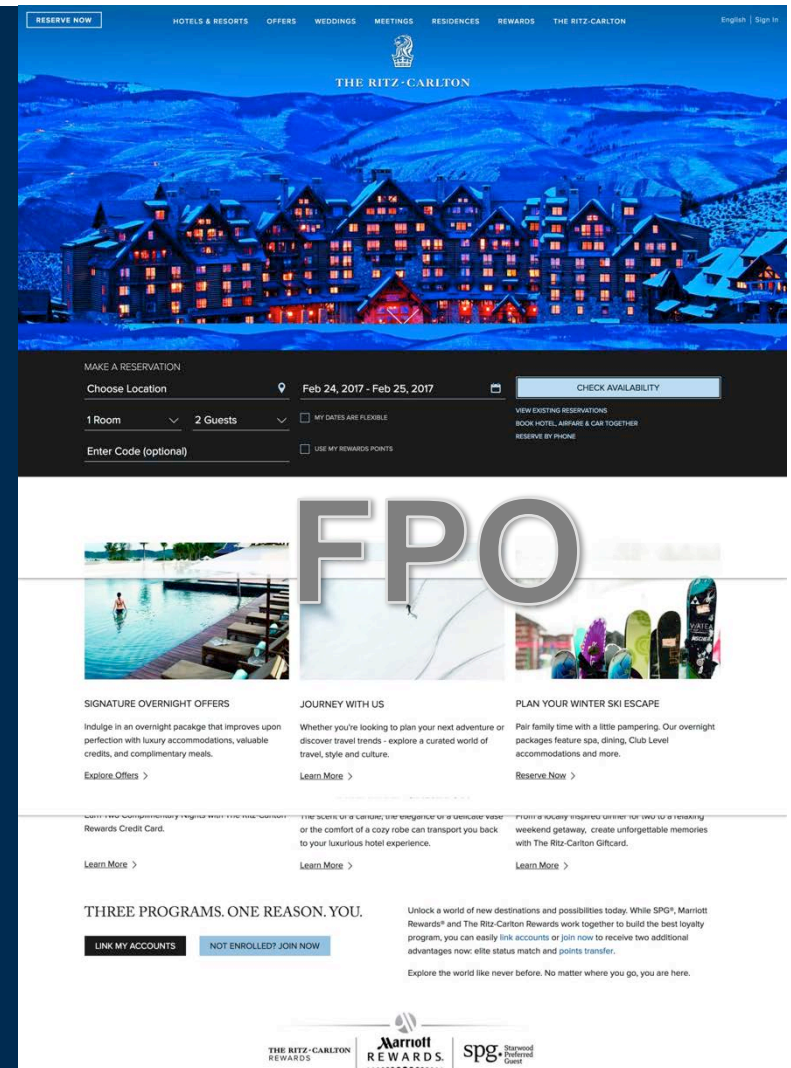
## RESEARCH

Good site redesigns are the results of excellent research, planning, analysis, design, development, and planning. The website prototype is being developed on an internal WordPress development server until the site is completely setup.

## PROTOTYPE

<http://www.dev.flightsafety.com>

**PLEASE NOTE:** This responsive WordPress based prototype is a Work-In-Progress site with placeholder images, content, and layout. All content & images are **For Placement Only**.



NEXT STEPS

# PROPOSED TIMELINE

## NEEDED DECISIONS & ACTIONS

The FlightSafety.com redesign is broken out into a proposed eight month, phased project timeline with needed resources & decisions.

**Please Note:** This proposed timeline is subject to change.



# EIGHT MONTH **PHASED APPROACH**

## **PHASE I – ANALYSIS & PREPARATION**

This phase covers the initial design analysis, resource allocation, and requirements definition & approval. We will not only gather resources, but we will actively define requirements, stakeholders, & design patterns.

## **PHASE II – UI/UX DESIGN**

Once we have gathered & defined all materials & requirements, we will iterate through concepts, designs, content, and formalize our new design direction & style guidelines. Focus is put towards designing formal layouts, mockups, & approved designs.

## **PHASE III – DEVELOPMENT & TESTING**

Building the site will take time, but since extensive ground work has been completed in prior phases, the majority of time will be spent creating templates, publishing content, and developing our website framework.

# DESIGN & DEVELOPMENT TEAM

## TEAMMATE RESOURCES

### 1. User Experience Development

- Mohit SantRam - UXD Manager
- John Doe - Senior Visual Designer
- Designer #3 - Senior UX/UI Designer
- Designer #4 - Junior Visual Designer

### 2. Development

- Developer #1 – Website Architecture, Development, & Testing
- Developer #2 – Front End JavaScript, CSS, & Development Testing

### 3. One Content Editor

- Editor #1 - Dedicated resource who can organize, edit, and write content for our entire website.

THANK YOU

ADDITIONAL INFORMATION



# PHASE I – ANALYSIS & PREPARATION

## STAGE I – ANALYSIS & PREPARATION

1. Site Maps
2. Content Maps
3. Content Analysis
4. Requirements Gathering
5. Functional Specifications
6. Current Website Data Analysis
7. User Profiles
8. User Workflows
9. Public vs. Private Content
10. Product Websites
11. Design & Development Standards Enforcements
12. No Website Exceptions

# PHASE II – UI/UX DESIGN

## STAGE II - UI/UX DESIGN

1. Asset Catalog
2. Style Guide Creation
3. Design Mockups
4. Design Reviews
5. Revisions
6. Production
7. Formal Design Review Process
8. Formal Design Style Guidelines
9. Formal Content Style Guides

# PHASE III – DEVELOPMENT & TESTING

## STAGE III – DEVELOPMENT & TESTING

1. Development & Production Servers
2. User Testing
3. Revisions & More User Testing
4. Data Analysis
5. A/B Testing
6. Revisions & More User Testing
7. User Acceptance Testing
8. Soft Launch
9. Formal Launch