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PORTFOLIO SAMPLES

FLIGHTSAFETY INTERNATIONAL



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FlightSafety.com

Mobile Optimization & Responsive Web Design

User Experience Development Team

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INTRODUCTION

Mobile users are an increasingly growing segment of website users and clients. A mobile-friendly website is a site designed to display and be usable on smaller screen devices such as phones and tablets.

RESPONSIVE WEB DESIGN

Responsive Web Design refers to a website's ability to adjust to a display while maintaining usability. Optimizing a site for mobile requires taking a careful look at what mobile users are likely to want to see and designing a page to fit those needs.

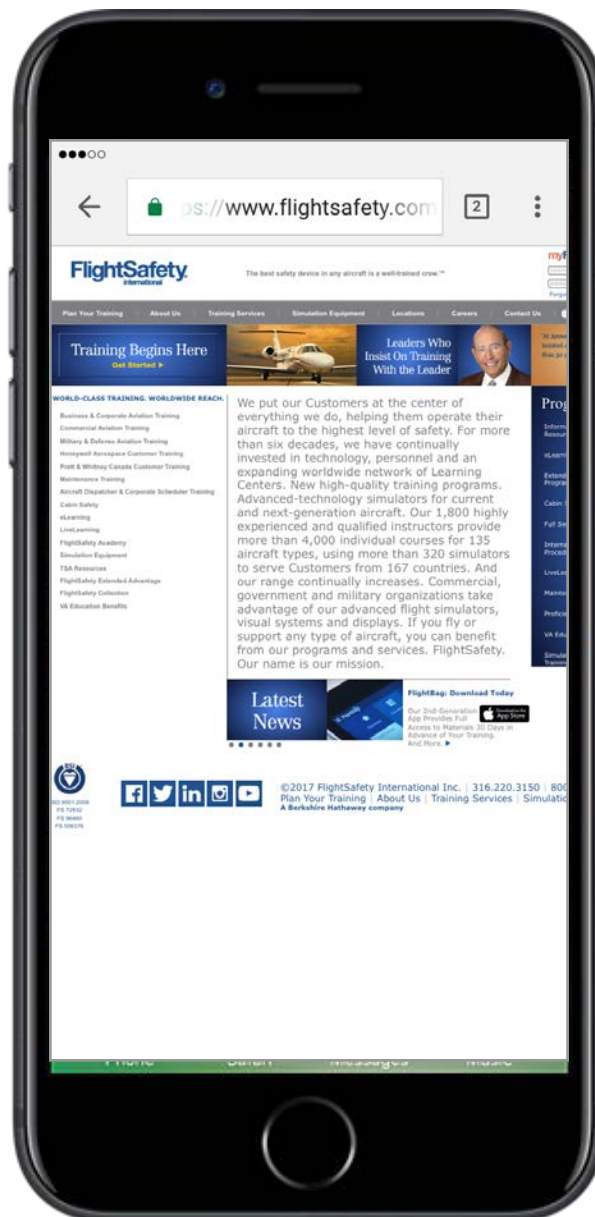
DESIGNING FOR BIGGER SMALLER SCREENS

Another important concern for consideration is the proliferation of larger smartphones and smaller phablets which blur the line between tablets and smaller smartphones. Users are not only accustomed to scrolling on mobile devices, they expect content to adjust to their device and interaction habits. Responsive Web Design also needs to consider layouts that enable comfortable reach of most user's thumbs.

Current Mobile Website

FLIGHTSAFETY.COM

Currently, there is no mobile version of the FlightSafety.com website. Users attempting to visit FlightSafety.com on a mobile device will be presented with the desktop version. The desktop version has a width of 1400 pixels, which will get truncated on a mobile device. Additionally, this results in an excess of white space at the bottom of the page.



<http://www.flightsafety.com>
iPhone 7 (2017)

MOBILE FRIENDLY ISSUES

The following issues have been identified as the core hindrance to website navigation on mobile devices:

- Clickable elements too close together
- Viewport not set
- Text too small to read
- Content Wider than screen



SUGGESTED FIXES

X Clickable elements too close together

✓ Avoid setting touch elements such as buttons and links so close to each other that a mobile user cannot easily tap a desired element with their finger without also tapping a neighboring element. To fix these errors, make sure to size and space buttons and navigational links suitably for mobile visitors.

X Viewport not set

✓ Use the meta viewport tag to control the width and scaling of the browser's viewport.

X Text too small to read

✓ Use a base font size of 16 CSS pixels. Adjust the size as needed based on properties of the font being used.

X Content Wider than screen

✓ Re-organize content to dynamically fit smaller width devices.

Proposed Redesign

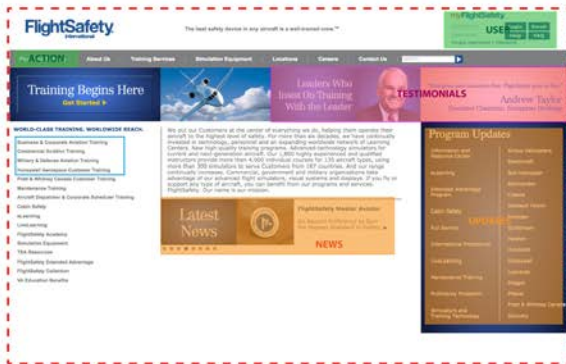
CONTENT ORGANIZATION

The proposed website redesign reorganizes the website's content into easier to navigate sections. These sections are better suited to mobile responsiveness. On a very basic implementation level, transitioning an existing desktop site to mobile entails using existing sections of content from the desktop site and organizing them in a mobile-friendly design pattern.



FLIGHTSAFETY.COM (2017)

FLIGHTSAFETY.COM REDESIGN PROPOSAL



TOTAL IMAGES: 3



THE BEST SAFETY DEVICE IN ANY AIRCRAFT IS A WELL TRAINED CREW

STATE OF THE ART SIMULATORS

We deliver vertically integrated design, manufacture and support for a full range of simulator training systems with local aircraft fleets.

DEDICATED AND SKILLED INSTRUCTORS

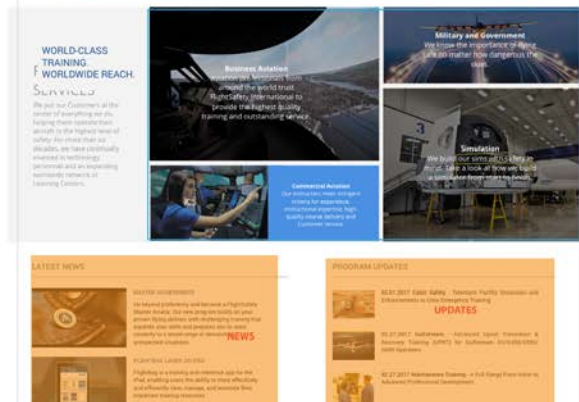
Our instructors meet stringent criteria for experience, instructional expertise, high-quality course delivery and customer service.

WORLDWIDE REACH

FlightSafety operates the world's largest fleet of aircraft flight simulators at learning and training locations throughout the world.

- VIEWABLE SPACE**
- HIGH TRAFFIC ZONE**
- MEDIUM TRAFFIC**
- LOW TRAFFIC / NON-INTERACTIVE**
- PROBLEM ZONE / CONTEXT / SIGNALING**
- NEW FEATURES**

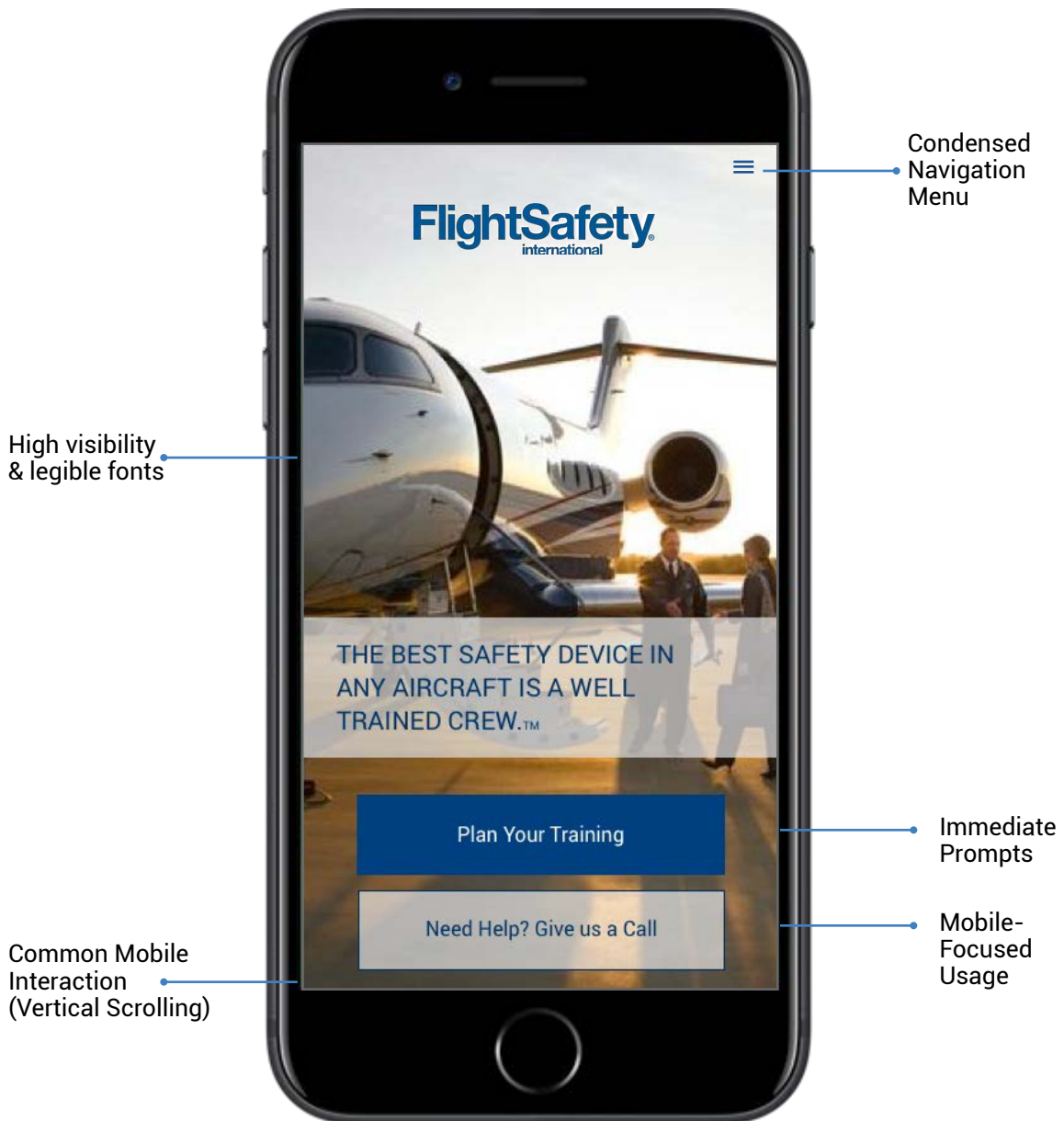
TOTAL IMAGES: 15



Proposed Redesign

CONTENT OPTIMIZATION

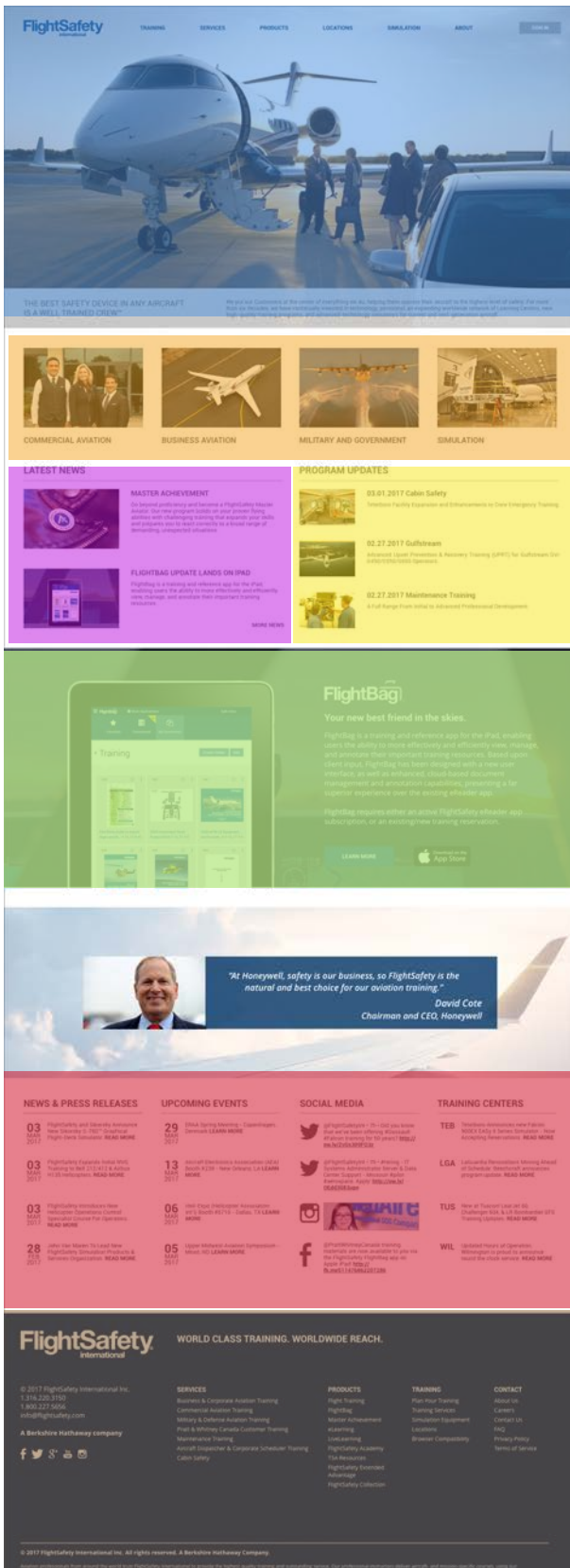
Based on a website redesign, the content can be optimized to create a better overall experience for mobile users.



FlightSafety.com Mobile Homepage
iPhone 7 (2017)

Proposed Redesign

MOBILE-FRIENDLY DESIGN PATTERNS



Desktop



Mobile

Proposed Redesign

ADDITIONAL SCREENS

FlightSafety

A LEGACY OF TRUST

Aviation professionals from around the world trust FlightSafety International to provide the highest quality training and outstanding service.

Leadership ▶
Get to know the people who shape our vision and guide our future.

Press ▶
Find out all about what's on at FlightSafety.

Contact ▶
Get in touch. We'd love to hear from you.

Careers ▶
See how high you can soar with us.

Dedicated Professionals
Aviation professionals from around the world trust FlightSafety International to provide the highest quality training and outstanding service.

Military Training
We know the importance of flying safe no matter how dangerous the skies.

Trained Instructors
Our instructors meet stringent criteria for experience, instructional expertise, on quality course delivery and customer service.

Constant Innovation
We build our simms with safety in mind. Take a look at our new 900EX simulator from the world's largest aircraft manufacturer.

Learn why so many aviation professionals put their trust in FlightSafety. And have since 1951.

65
ANNIVERSARY
1951-2016

Our History
Explore the timeline of FlightSafety's historic milestones. Navigate by clicking on the dates along the bottom or the arrows that appear when you mouseover. It's been quite a journey and it just keeps getting better.

1950s

1960s 1980s 1990s 2000s 2010s

NEWS & PRESS RELEASES

03
MAY
2017
FlightSafety and Sikorsky Announce New Solution to 100% Synthetic Flight Deck Simulation
[READ MORE](#)

03
MAY
2017
FlightSafety Expands Initial North Training to Both B737 MAX 8 & Airbus A320neo
[READ MORE](#)

UPCOMING EVENTS

29
MAY
2017
ENAA Spring Meeting - Copenhagen, Denmark
[LEARN MORE](#)

13
MAY
2017
Aircraft Electronics Association (AEA) Booth - Reno-Tahoe, CA (LEARN MORE)

About Page

FlightSafety

Find a Center

▼ NORTH AMERICA

- Atlanta Atlanta, GA, USA
- Cincinnati Hebron, KY, USA
- Columbus Columbus, OH, USA
- Corporate Flushing, NY, USA
- Daleville/Dothan Daleville, AL, USA
- Dallas CPW Airport, TX, USA
- Dallas/South Fort Worth, TX, USA
- Denver Denver, CO, USA
- Greensboro Greensboro, NC, USA
- Houston Houston, TX, USA
- Lafayette Lafayette, LA, USA
- LaGuardia Flushing, NY, USA
- Long Beach Long Beach, CA, USA
- Montreal Dorval, Quebec, CAN
- Orlando Orlando, FL, USA
- Salt Lake City, UT, USA
- San Antonio San Antonio, TX, USA
- Savannah Savannah, GA, USA
- Seattle Seattle, WA, USA
- Shreveport Shreveport, LA, USA
- St. Louis St. Louis, MO, USA
- Teterboro Moonachie, NJ, USA
- Toronto Downsview, Ontario, CAN
- Tucson Tucson, AZ, USA
- Vero Beach Vero Beach, FL, USA
- West Palm Beach, FL, USA
- Wichita Cessna Wichita, KS, USA
- Wichita East Wichita, KS, USA
- Wichita Maintenance KS, USA
- Wilmington New Castle, DE, USA

▶ EUROPE

▶ AFRICA

▶ ASIA & PACIFIC

▶ PRATT & WHITNEY CANADA

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A Berkshire Hathaway company

Locations

FlightSafety

Teterboro

Plan Your Training Here

Need Help? Give us a Call

MEET THE STAFF

Danni Robaya
Center Manager

Jane Gilbert
Front Desk Help

John Smith
Client Services

GETTING THERE

FlightSafety, International Teterboro Learning Center
100 Moonachie Avenue
Moonachie, NJ 07074, United States
1.800.827.8050
1.201.528.0100

SIMULATORS AND TRAINING DEVICES

Advanced on-location simulators provide the most real thing to being in the air. Teterboro is also home to a newly renovated training pool for emergency water procedures.

Falcon 900EX Series

Falcon 900EX Series

See more Simulators and Training Devices

WHILE YOU ARE HERE

- Hotels and Lodging
- Events and Places
- Museums and Attractions
- Car Rentals
- Movies and Theater

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Center Page

MOBILE SEARCH ENGINE OPTIMIZATION (SEO)

To ensure that a website shows up in search results, we can implement key points.

- 1. Responsive Web Design:** the same HTML code is found on both the desktop version and the mobile version. Both should match the same URL regardless of the device.
- 2. Keep Resource Crawlable:** Do not use robots.txt to block search engines from accessing critical files on your site that help render the page (including ads).
- 3. Avoid Visitor Pain Points:** Minimize the amount of playable videos, animations, and use of advance technologies based on user's devices (e.g., Flash video, plug-ins, etc). Use HTML5 standards for animations.
- 4. Partial Page Loads & Redirects:** If a page cannot be loaded completely, whether through missing resources or browser redirects, search engines will consider the page broken and give it lower priority.