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PORTFOLIO SAMPLES

FLIGHTSAFETY INTERNATIONAL



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Every effort has been made to ensure that the information in this document is accurate. FlightSafety International is not responsible for printing or clerical errors.

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FLIGHTSAFETY.COM

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INTRODUCTION

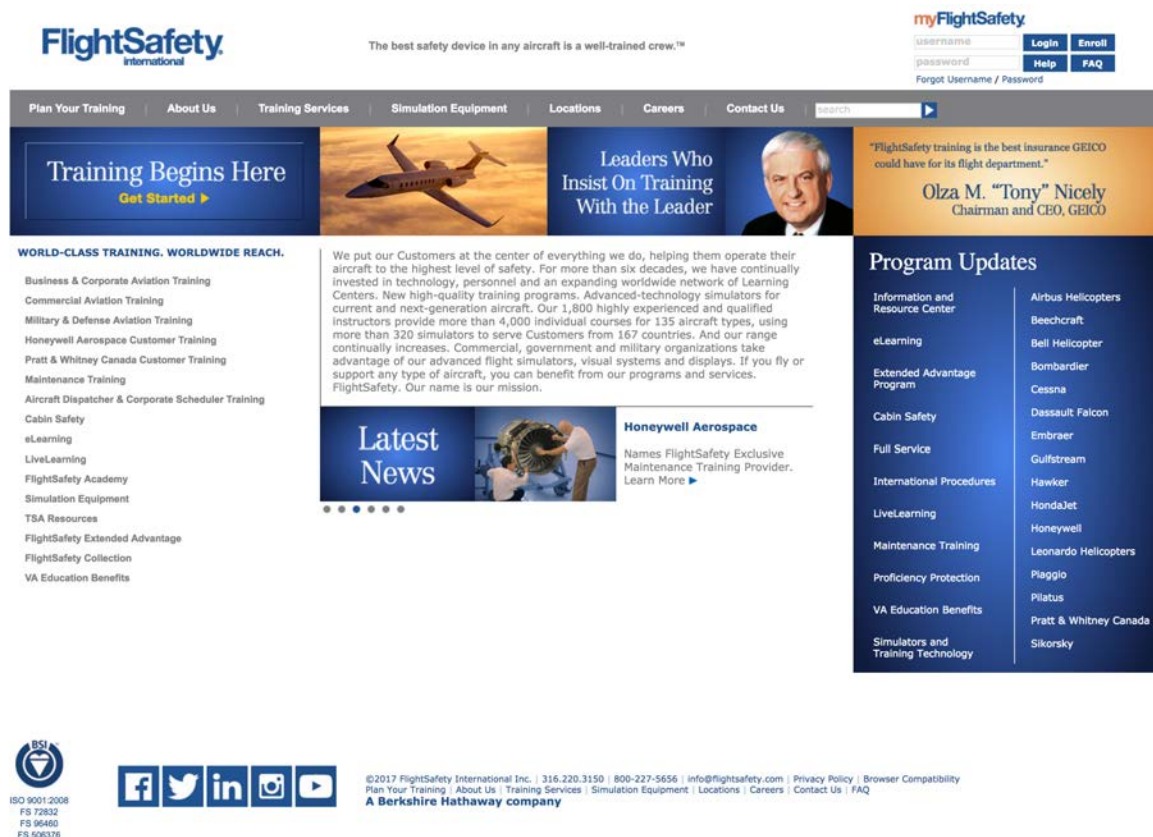
A company's website often serves as the first point of contact for potential customer. While primarily informational, a website can also reveal details of a company's persona and set expectations for the user. Good website design is important in today's highly visual market. A quick glance at a website can convert a viewer into a customer or force them to click away.

PURPOSE

The purpose of this document is explore the FlightSafety.com website and discover issues and weak points that can be solved using our Visual and UX Design and Development Practices and Standards.

FIRST IMPRESSIONS

The homepage is a user's first impression of the company's online presence. This first impression will determine if and how the new user will continue to interact with a site, brand, or business. A visually pleasing design scheme greatly enhances a user's experience and leads to longer visits and retained users.



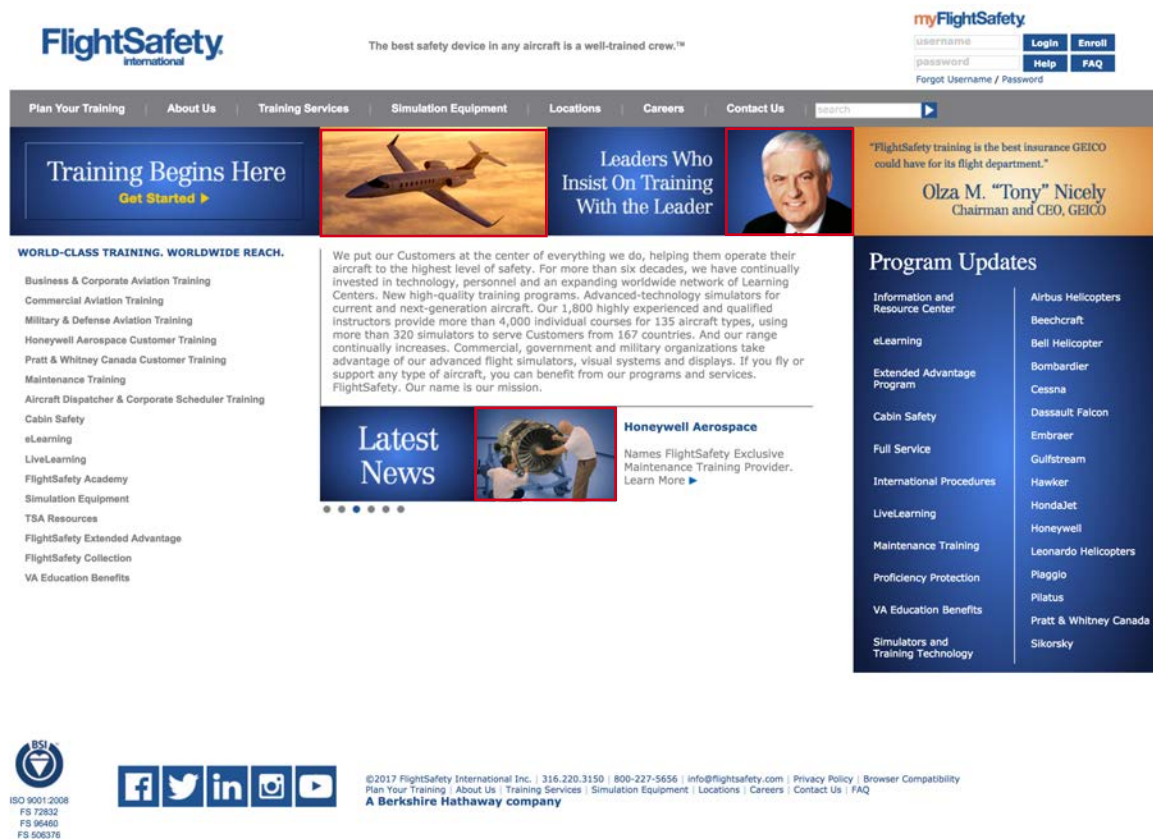
<http://www.FlightSafety.com> (2016)

Eyetracking studies reveal that the following elements people most often look at first:

- Dynamic Lead or Main Image, particularly if it is large or oversized
- Branding & Logo
- Primary Navigation to get an idea of what the site contains
- Call To Action Text or a written message in large lettering
- Website Footer or Contact Information

IMAGE STYLE

The FlightSafety.com homepage contains 3 images: a single aircraft, a portrait, and a slideshow of a featured products/courses. Images are small, low resolution, and overly manipulated.

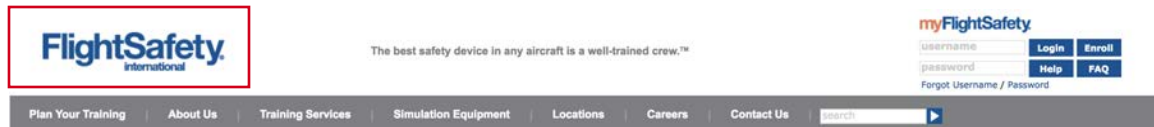


<http://www.FlightSafety.com> (2016)

Suggestion: Update images. Use larger images that speak to the identity of FlightSafety as a leader in training and the high end experience of being a client with FlightSafety.

BRANDING

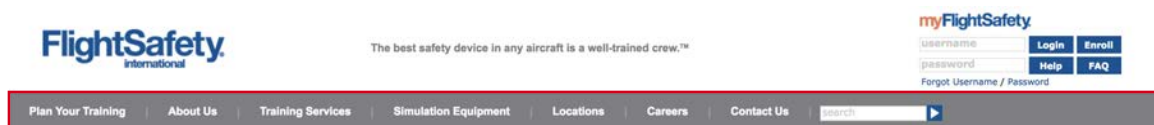
The FlightSafety logo is located in the upper left-hand side of the website and follows the style guide recommendations . This is in-line with best practices. Size is also reasonable, however, other page elements are comparably too large (social media icons, call to action).



Suggestion: Tighten page elements by ensuring that the visual weight of other objects are less than or equal to the logo. For visual elements that require large real estate space, place below the viewport.

PRIMARY NAVIGATION

Primary Navigation dictates how a user will move through a website. It should be clear and intuitive, based on logical and predictable categorization. FlightSafey.com options are on the upper end of choices. A website should have no more than a maximum of 7 navigation options, with 4 - 6 being ideal.



Suggestion: Consolidate pages and navigation by combining pages and eliminating pages with redundant or repeated content. For websites services different users (client vs. consumers), separate navigation should be clearly distinguishable and contrast with the background.

DYNAMIC LEAD & MAIN IMAGES

FlightSafety.com does not have a traditional Dynamic Lead or Main Image. The foremost image is a transitioning graphic composed of 3 parts:

1. Image of a single aircraft
2. Individual portrait
3. Quote/Testimonial



Main Image / Dynamic Lead

A recent study from 2014 by WebDAM reports that customer testimonials beat all other types of content marketing in effectiveness. However, users are becoming increasingly aware of inauthentic testimonials. Testimonials that sound overly polished and manipulative appear too “sales-y”. When consumers see nothing but good reviews, 30% suspect censorship.

Customer testimonials are an essential part of social proof. They let us connect with those that are similar to us (with similar needs and demands) or those whom we aspire to be (bigger brands). It is important to consider website real estate as it pertains to potential visitors.

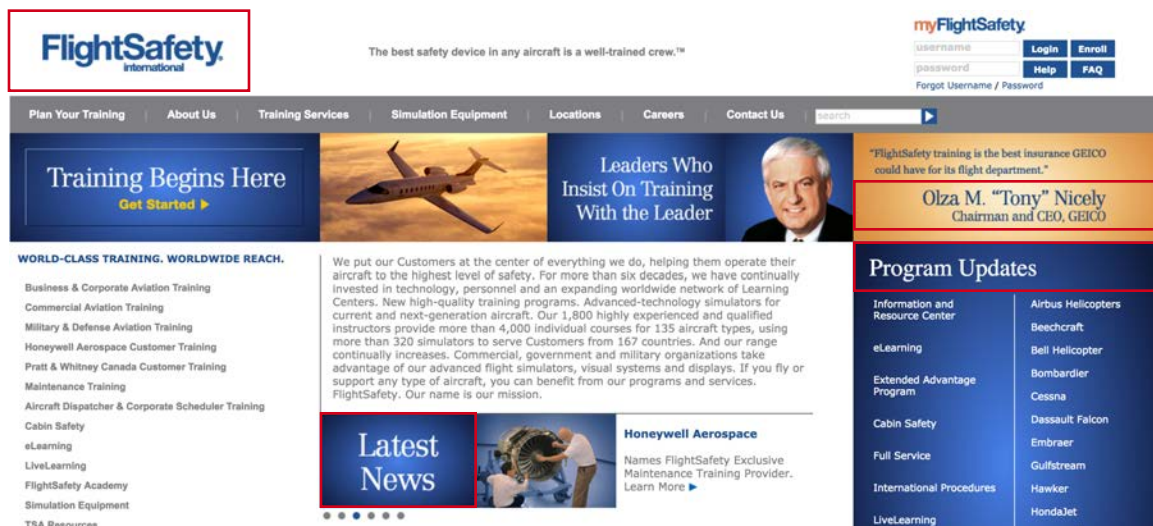
Suggestion: Testimonials should be results-based and steer away from superlatives like “best” and “easy”. If using a personality from a large company, the company’s brand should be the focus- including a logo and associated products.

A large centralized image is recommended to express the fundamentals of FlightSafety branding. Consider visual imagery for “safety” and as well as associative terms such as “luxury” and “leader”.

TYPOGRAPHY & CASE

Large text signals to the user what information is most important.
FlightSafety.com's lettering focuses on:

1. Call to action
2. Testimonial identity
3. Latest News
4. Program Updates



Main Image / Dynamic Lead

The largest text (Latest News) is hidden behind a slideshow, offering intermittent importance. The other 3 are of equal weight competing for visibility.

Suggestion: Large lettering should be reserved for brand messaging. Use this opportunity to inform users explicitly what service you provide and how it can help them. Text made for more frequent visitors (Program Updates, Latest news) can be below the viewport.

Note: Text that is part of an image is not captured in SEO ratings.

FOOTER & CONTACT INFORMATION

The footer is commonly used to house additional information of the website and can be considered one of the most significant locations on your website, especially for seasoned web users. It can be creatively crafted to display very important links, sitemap, social media icons, newsletter subscription, contact information and so on. Additionally, a footer can help in unifying all the pages in a website.



Without a proper Footer, a user will feel lost once they reach the bottom of a web page. Use this opportunity to suggest pages, provide contact, or engage in outside information-seeking avenues (social media, external websites).

Suggestion: Expand the footer to contain the most commonly browsed links and pages. Include branding, messaging, and relevant SEO keywords.



CONTENT CRITERIA

While some may argue that the criteria for good website design constantly changes, good website content follows six tenets that great websites contain.

1. Concise “What We Do”: Even the most well-known brands must describe what it is they actually do. If a visitor is forced to think and identify what you do, communication and messaging needs to be addressed.

2. Target Audience Resonance: The first step here is identifying the target audience. Basic steps include using the correct language and terminology, eliminating extraneous copy, and provide the details for which your users are looking to find.

3. Compelling Value Proposition: Very few companies exist without direct competition. Visitors will be compelled to compare a website to other websites in the same market. A website should clearly identify why it's services should be chosen over a competitor's.

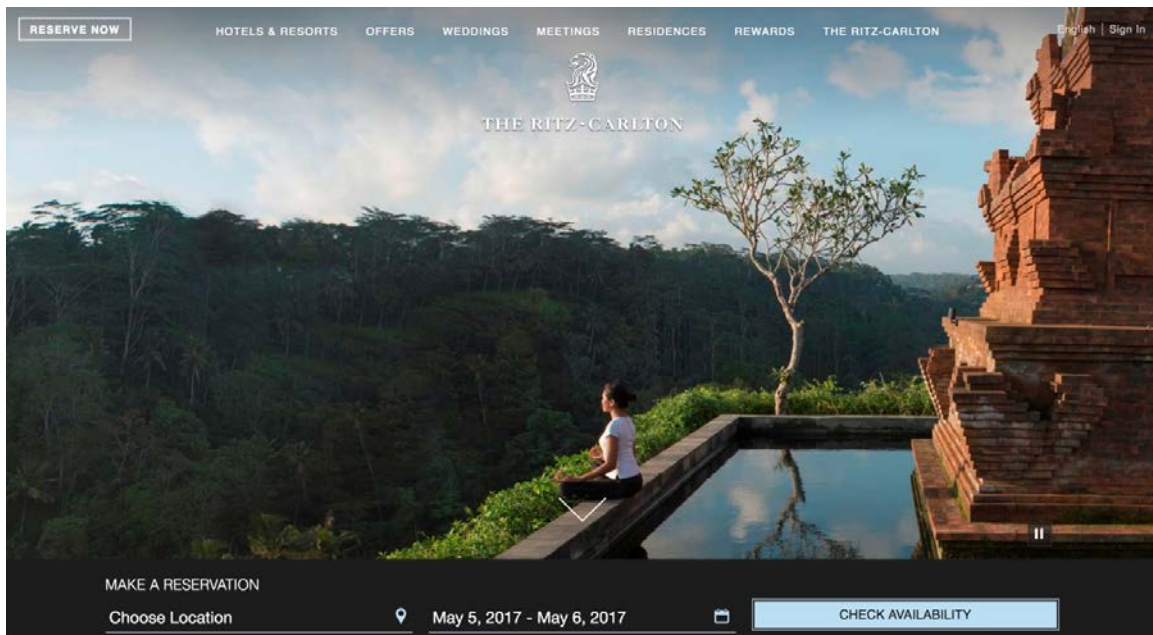
4. Multiple Device Optimization: Usability and accessibility is key. As more and more users prefer to browse the web on non-desktop environments, being able to provide functionality and web presence to them ensures they aren't missing the factors outlined above.

5. Upfront Call-To-Action (CTA): A website should provide direction to the user and minimize any barriers that might inhibit their use. Call to actions directly engage users and create sales opportunities.

6. Great Overall Design: Well designed websites, both functionally and visually, build trust and empower users with the right tools to find solutions to their needs.

VISUAL COMPOSITION & STYLE

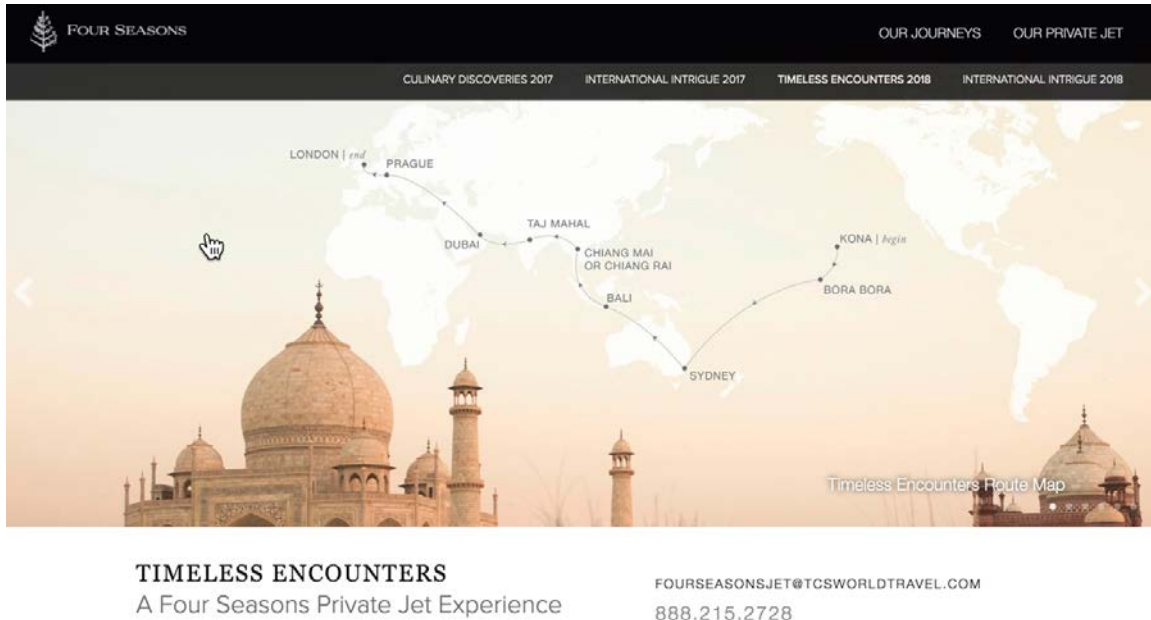
Modern websites have embraced image-heavy design styles. Thanks to rising internet speeds, image compression techniques, and advances in HTML and CSS, websites are now capable of presenting experiences that zero in on branding and identity better than text alone can achieve. The use of visualized information has increased 9900% on the internet since 2007, and 142% in newspapers between 1985 and 1994).



Color, size and shape of a visual element evoke various feelings — anything from warmth to anger to joy — and can even push us to engage with a brand, share a post or buy a product. This is because we are visually wired: using 50% of our brain in visual processing, while 70% of our sensory receptors are contained in the eyes. Additionally, we can get a sense of a visual scene in less than 1/10 of a second.

VISUAL COMPOSITION & STYLE

Images help users combat the information overload that is present in our everyday lives (this is 5x as much information to process than in 1986). [1]



Strong visuals and a clean, organized design lend legitimacy to a website. These elements can also help establish trust in your brand, which is especially important if your website is trying to convert a sale. A user will equate the experience he or she has on your website with the experience they are likely to have with you in person.

IMAGE SELECTION GUIDELINES

All imagery should demonstrate the brand messaging and engender a sense of individuality to your product or service. The following are guidelines to choosing the right images.

- 1. High Quality:** Avoid grainy and poorly reproduced images. Select only high-definition images that are available in multiple file sizes. In general, images should adhere to 'Rule of Thirds' composition. Consideration should be made for an image's individual use (ie: small, highly detailed images, should have a minimum usable resolution)
- 2. Originality:** While stock photography is becoming an increasingly viable option, users are also becoming better at detecting un-original work. When possible, use a professional photography service to obtain original and unique imagery. The right image will likely cost more, but the value is more effective.
- 3. Evoke an Emotional Response:** Images that provoke a favorable response guide viewers towards making decisions. People in images should express the same emotions the user is expecting to feel. In the right context, an image should tell a story.
- 4. Target Audience:** People need to be able to see themselves in the services promoted online. Understand your audience and use images that reflect their values and core beliefs.
- 5. Candid Images:** Images of employees and 'behind-the-scenes' photography provide an opportunity to further differentiate an identity and foster a more relatable brand. Candid images feel natural and human, while staged images are perceived as boring and out of touch with users.
- 6. Reinforces the Brand:** Every company should have its own unique look and feel. The images used on a website should reinforce this look and feel.

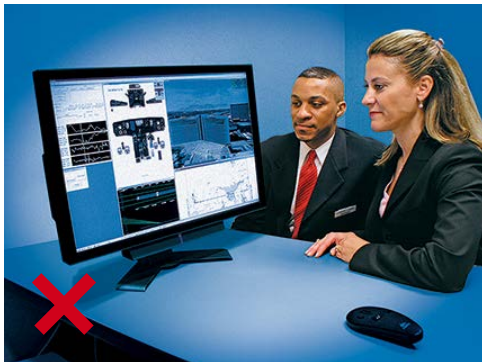
IMAGE SELECTION GUIDELINES

7. Consistency: Color tone, cropping, filters, orientation, and cropping. Having consistent photo style helps build brand recognition. Some styles and elements have pre-conceived associations.

8. Less is More: Do not overstimulate users with too many images, especially complex imagery and subject matter. Images should in tandem with text, video and other interactive content. Be wary of 'filler' images- images used to fill large empty spaces in a design.

EFFECTIVE IMAGERY EXAMPLES

The following effective image samples highlight the importance of these guidelines and the potential effects upon FlightSafety users.



- Looks Staged
- Overly Manipulated
- Neutral Face Expressions
- Outdated Technology
- Limiting Aspect Ratio



- Actual Scenario
- Lightly Manipulated
- Realistic Face Expressions
- Current Technology
- Widescreen Aspect Ratio

It's safe to assume an average user will know what a classroom will look like. If you want to display a classroom environment, use an image that is one of a kind. In the image on the right, proprietary FlightSafety technology is being used, which represents a case that a potential client may find at FlightSafety. The color blue is also used without being overbearing like the first image.

EFFECTIVE IMAGERY EXAMPLES

In the first image, we are presented with a profile view of an aircraft. Again, a common sight to anyone who's visited an airport. In the second image, we have an overhead view capturing a little of the sight that a pilot would see. This image captures the experience of flight and includes a recognizable landmark to assist in generating a story.

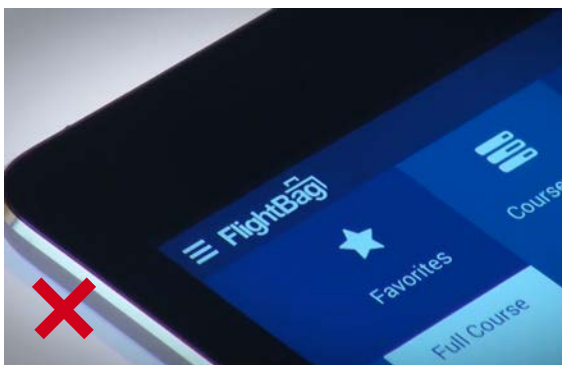


- Low Resolution
- Overly Manipulated
- Dull Muted Colors
- Bad Cropping

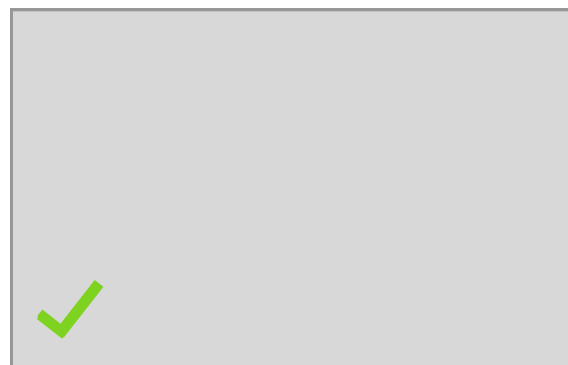


- Dynamic Angle
- Rule of Thirds Exhibited
- Larger Color Range
- Tells A Story

Product Images need to present users with an accurate mental model of the application, the design, and its functionality; as well as have the correct logo.



- Heavily Saturated
- Oddly Cropped Image



- XXX
- XXX

CONTENT MESSAGING GUIDELINES

A website's messaging includes text and imaging, but it should do more than just present information. Messaging needs to engage the reader and reinforce your brand. We can accomplish this by keeping the messaging:

1. Simple: Keep word counts low, use images and text size to convey meaning more clearly. Avoid walls of text, jargon, lingo, and boastful claims. If you would normally summarize a paragraph with a single sentence, use the single sentence instead.

2. Scannable: In general, you will want to bolster the first and last sentence of each body of text. Users are more inclined to quickly scan over text and look to the beginning and end of a paragraph to glean information. Structure and layout can also assist in making information easier to consume. Use subheadings, summaries, quotes, and bulleted lists.

3. Objective: State quantifiable facts and be able to substantiate them. Who? What? Where? Why? How? Our content should all be able to answer all of these questions through effective messaging.

4. Concise: Content should appear as direct dialogue between you and your user. Focus copy on the customer using pronouns that relate to the user (you, your, etc.) Messaging should be able to address the user, and not you, the company. Even in the context of 'About Us', copy should relate to experience back to the user.

CONTENT ANALYSIS

The main copy of the FlightSafety.com homepage fails to speak directly to the user. While it informs a reader about the history of the company, it does not go into how its services will benefit the user and is not results-oriented. Copy also contains sentence fragments and reads like a transcript.

"We put our Customers at the center of everything we do, helping them operate their aircraft to the highest level of safety. For more than six decades, we have continually invested in technology, personnel and an expanding worldwide network of Learning Centers.

New high-quality training programs. Advanced-technology simulators for current and next-generation aircraft. Our 1,800 highly experienced and qualified instructors provide more than 4,000 individual courses for 135 aircraft types, using more than 320 simulators to serve

Customers from 167 countries. And our range continually increases. Commercial, government and military organizations take advantage of our advanced flight simulators, visual systems and displays. If you fly or support any type of aircraft, you can benefit from our programs and services. FlightSafety. Our name is our mission."

Suggestion: Include messaging that explains what makes FlightSafety different, why they are the leaders, and how they can serve 'you' the customer.

CONTENT ANALYSIS

The FlightSafety.com About Us page attempts to use formatting to better present a large amount of information. The use of headings and subheadings here are insubstantial and ineffective. There are 11 total subheadings, with often just a single sentence composing the body of that subheading. Stylistically, the theme is 'Trust' (found on the page 13+ times). This messaging is not scannable and is not concise.

A Legacy of Trust

Aviation professionals from around the world trust FlightSafety International to provide the highest quality training and outstanding service. Our professional instructors deliver aircraft- and mission-specific courses, using our comprehensive training systems and advanced-technology flight simulators designed to enhance safety. Trust your training to FlightSafety.

FlightSafety: The World Leader in Professional Aviation Training and Simulation Systems

- More than 1,800 highly experienced professional instructors
- More than 1.3 million hours of training each year
- Customers from 167 countries and independent territories
- Approved professional training for 135 current aircraft models
- 4,000 courses for pilots, technicians, flight attendants and dispatchers
- 100 eLearning and LiveLearning courses
- More than 300 full flight simulators and advanced training devices in our Learning Centers
- More than six decades of trusted professional training leadership
- More than 1,000 visual systems and 800 flight simulators and advanced training devices delivered
- The only Part 142 Aviation Training Provider to have a Federal Aviation Administration (FAA) State accepted Safety Management System

Trusted Instructors Our instructors meet stringent criteria for experience, instructional expertise, high-quality course delivery and Customer service. They help ensure that our Customers achieve proficiency and are prepared to react correctly and safely in routine and unforeseen circumstances.

Trusted Global Network We continually invest in new and updated training around the globe. FlightSafety operates the world's largest fleet of advanced full flight simulators at Learning Centers and training locations in the United States, Australia, Brazil, Canada, China, France, Japan, the Netherlands, Norway, South Africa and the United Kingdom.

Trusted Fixed-Wing Pilot Training Whether you're a young pilot just starting out or a high-time veteran, we offer professional, safety-focused training that perfectly meets your training objectives.

Trusted Level D Helicopter Training We offer training on Level D-qualified simulators for twin- and single-engine helicopters. Designed to enhance the safety and proficiency of helicopter flight crews, our training recognizes that different missions require different skills.

Trusted Regional Airline Training Airlines around the world rely on us for training that meets their specific operational and financial requirements. We provide training for the vast majority of regional aircraft using a global fleet of almost 80 flight simulators.

Trusted Maintenance Training We work directly with manufacturers to develop a full range of factory-authorized, in-depth classroom and hands-on, technology-based training. Our professional, safety-focused training has been approved by leading aviation authorities around the globe.

Trusted Training for the Aviation Professional We offer comprehensive training programs not only for pilots and technicians, but for all areas of a flight department, including Corporate Cabin Attendant, Commercial Flight Attendant, General Emergency, Executive Emergency, FAA Airline License Dispatch, Corporate Scheduler and more.

Trusted Training and Training Systems for Militaries and Governments Our professional instructors use their personal military experience, highly integrated courseware and advanced-technology training devices to deliver customized, mission-specific training for virtually all types of helicopters and fixed-wing aircraft. In addition to training solutions, we provide training systems for military commands and training contractors. These include everything from full flight simulators to weapons systems trainers to highly specialized training systems.

Trusted Simulation and Advanced Training Devices Our state-of-the-art FS1000 simulators replicate your aircraft's flying characteristics, allowing more training in simulators. VITAL 1100 visual systems and CrewView glass mirror displays present highly detailed imagery for unprecedented fidelity. In addition to manufacturing visual systems, simulators and advanced training devices for ourselves, we have delivered state-of-the-art simulation to leading commercial, government and military organizations worldwide.

Trusted Ab Initio Training Through FlightSafety Academy For nearly 50 years, airlines, corporate flight departments, governments and military agencies as well as civil aviation authorities have trusted FlightSafety Academy to deliver well-trained, safety-focused pilots for their operations.

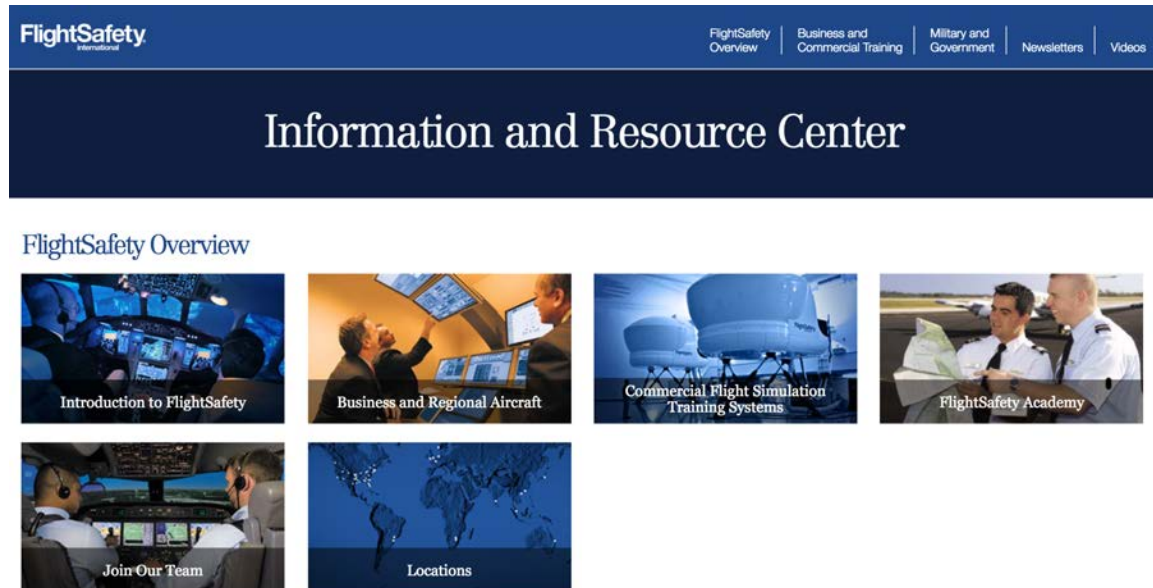


http://www.flightsafety.com/fs_about_us_about_us.php

Suggestion: To make information easier to navigate, consider using an infographic to better represent how trust is a core principle of FlightSafety history. Intersperse images between subheadings to create flow and guidance for users.

CONTENT ANALYSIS

The Information and Resource Center provides a easy-to-reach location for all of FlightSafety.com's media and sales information. Each video is organized into categories and presented in a clean gallery format. There is not enough text or messaging to guide a user.

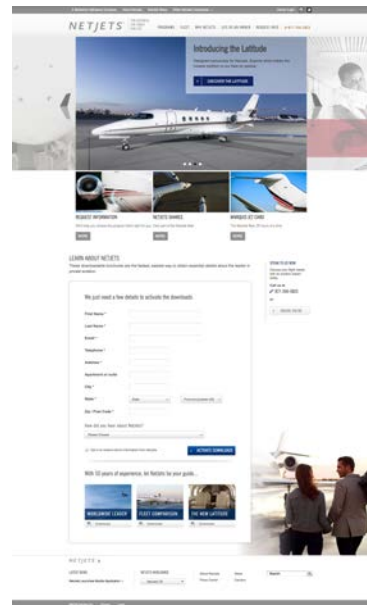
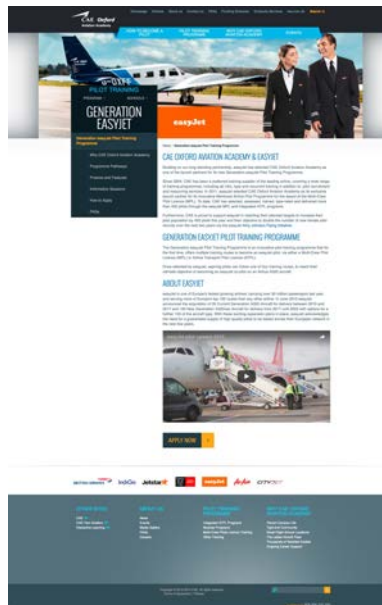


<http://resources.flightsafety.com>

Suggestion: Add text to provide context for each video and category. Provide additional details about the content in a way that can be related to the customer.

COMPETITIVE ANALYSIS

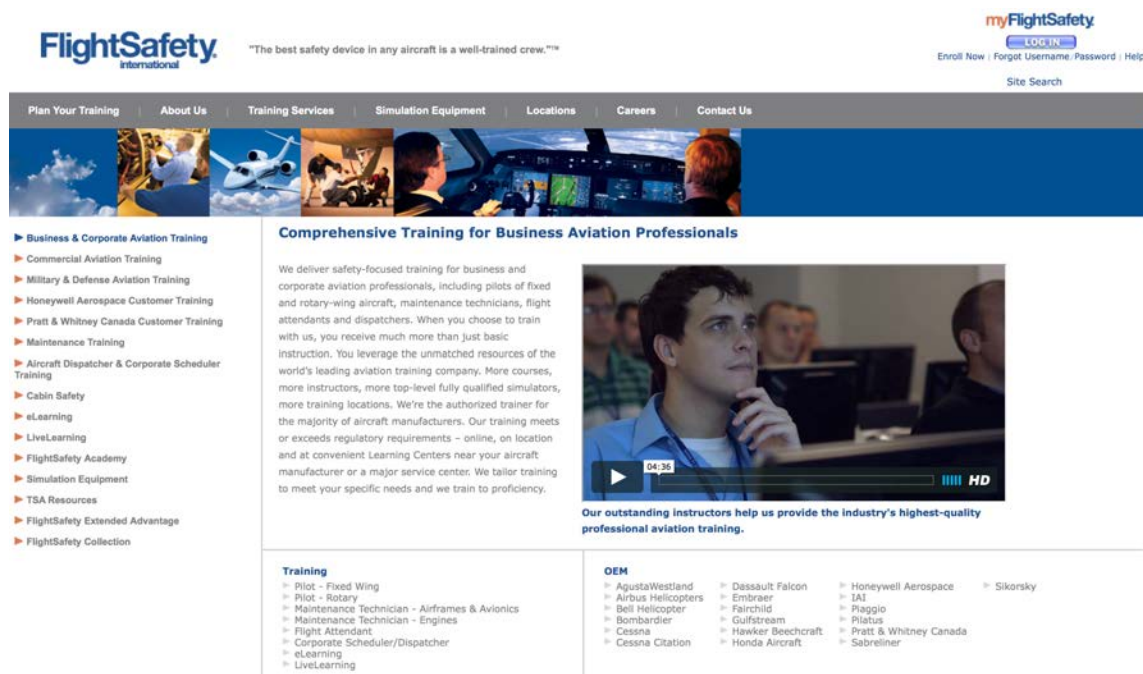
Looking at websites of similar brands, there is a lot of blue color, friendly faces, and aviation equipment including aircraft, simulators, and classrooms. This makes it difficult to differentiate between multiple brands.



Suggestion: FlightSafety.com offers a competitive advantage in the quality of its training. As such, imagery and text should make it clear to the user that FlightSafety is a brand associated with luxury and unmatched training.

BRANDING

Having a strong brand builds loyalty, improves recognition, supports advertising, and inspires employees and clients. Proper website branding ensures that the online experience matches the in-person service experience.



FlightSafety as a brand has largely remained the same over its 75 years. It is a well-established brand, with strong market presence, a large userbase, and high visibility within its industry. Branding has been accomplished on the current website by adhering to a style guide. The colors and visuals are consistent. Both images and videos share a common theme and speak towards FlightSafety as a trusted leader in aviation safety. Color palette is defined.

RESPONSIVE DESIGN

Mobile users comprise an increasingly growing segment of website users and clients. A mobile-friendly website ensures that a wide variety of users have correct access to a website.



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

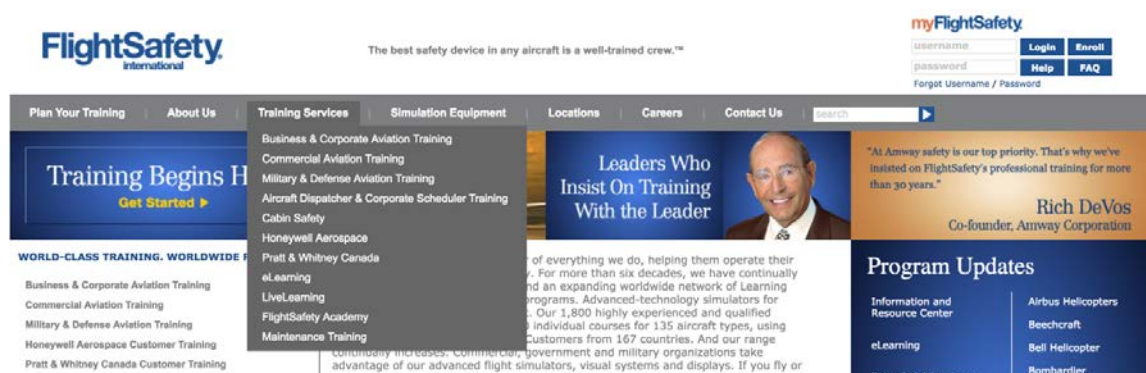
Suggestion: Create a responsive website for all mobile devices.

Design Guidelines

RESPONSIVE DESIGN

Website interaction provides users with feedback and covers what aspects they take away from site, whether it's information, a transaction, or general experience.

Web usability is the ease of use of a website. Some broad goals of usability are the presentation of information and choices in a clear and concise way, a lack of ambiguity and the placement of important items in appropriate areas. Another important element of web usability is ensuring that the content works on various devices and browsers. Another concern for usability is ensuring that the website is appropriate for a wide variety of users.



FlightSafety.com makes use of drop down menus, and fixed height web pages. Dropdowns are a good way to organize content but they can struggle to transition to a responsive design and will sometimes obscure content.

There are also smaller slideshow and carousel elements that users can click on to cycle through featured pages and content.



Main Image / Dynamic Lead

RECOMMENDATIONS

A site with a primary interactive element that revolves around scrolling vertically engages a user to continue browsing a page without having to make a decision (click on a link, choose an option, etc). As a website for a company that mostly deals in in-person and over the phone transactions, the website should foster a direct connection to the user by providing instant communication through services like live chat and real-time quotation.

USABILITY & USER TESTING

Informational websites need to present critical information up front and clearly. Further, users seeking advanced information or specific needs, should be able to find that data intuitively.

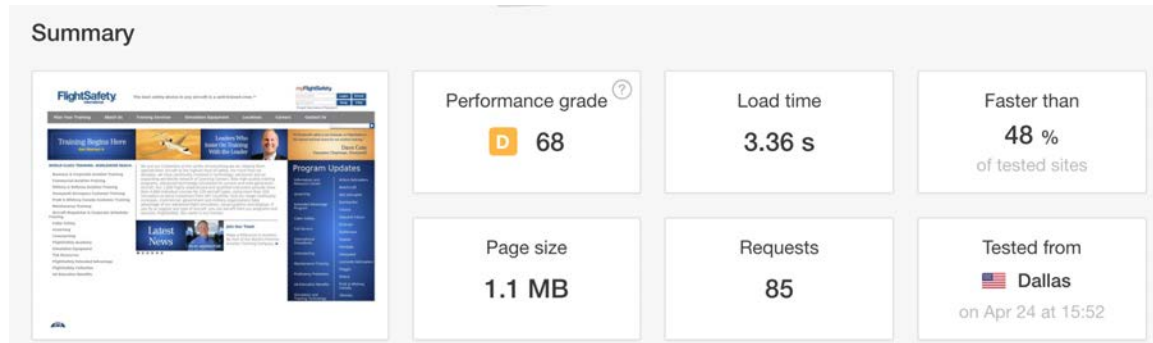
True usability is discovered through user testing, specifically focusing on five components:

- 1. Learnability:** How easy is it for first-time users to accomplish basic tasks like making a purchase or finding an address.
- 2. Efficiency:** How much time does it take to perform a task? Is the website slow to respond?
- 3. Memorability:** How unique is the website balanced with how well they will be able to remember how to use it?
- 4. Errors:** Do the users make mistakes? How severe are these errors and in what ways can they recover from them?
- 5. Satisfaction:** What is the overall level of enjoyment the user experienced from the using the website?

Performance & Metrics

WEBSITE PERFORMANCE METRICS

Website Performance Metrics are often used to gauge the effectiveness, performance, and usage of websites and mobile applications. Google Analytics is commonly used, but not the only tool to gather and measure results. The following website performance metrics are from pingdom.com.



Performance insights

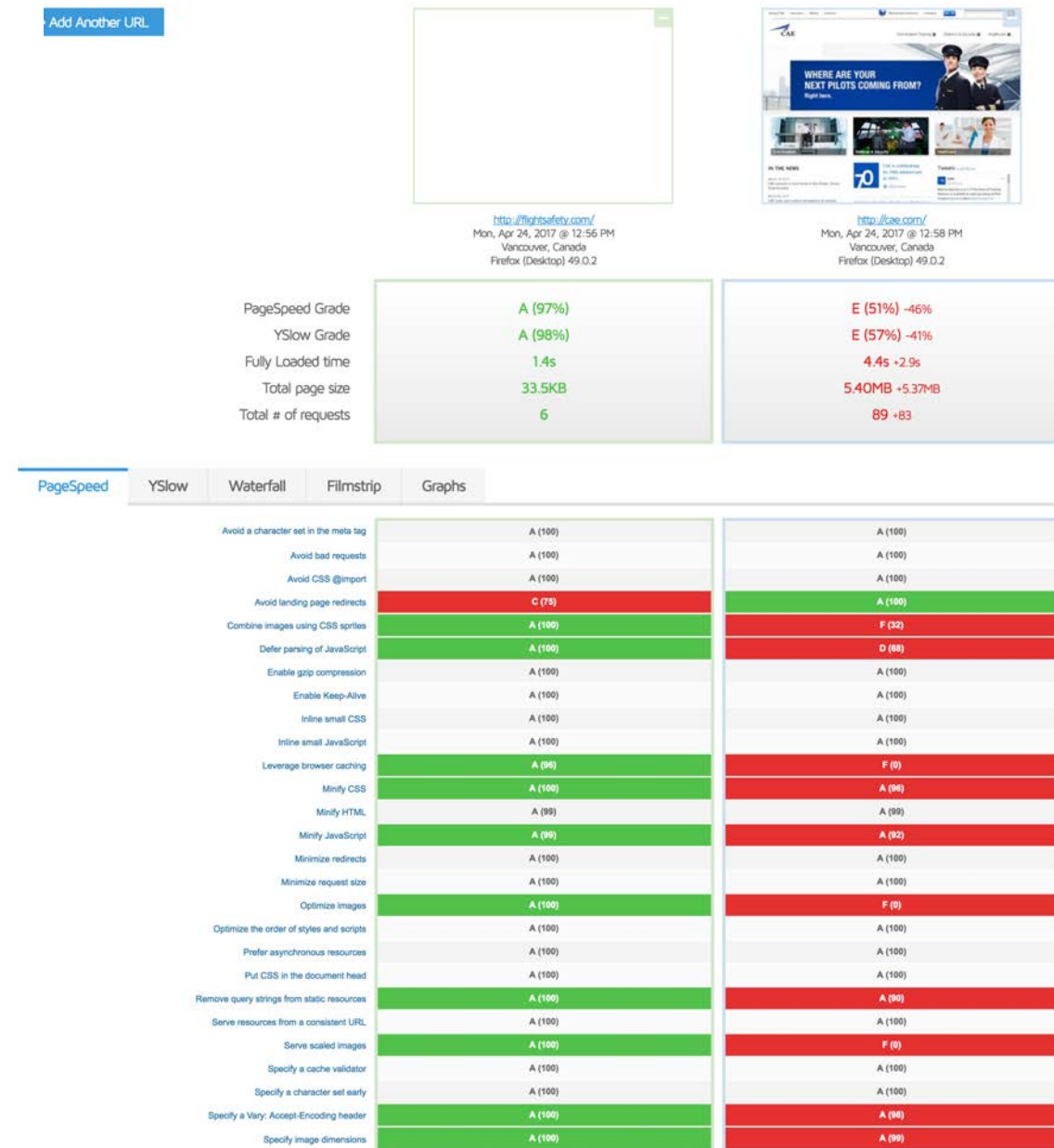
| GRADE | SUGGESTION | |
|-------|---|---|
| F 0 | Combine external JavaScript | ▼ |
| F 0 | Parallelize downloads across hostnames | ▼ |
| F 25 | Combine external CSS | ▼ |
| F 39 | Serve static content from a cookieless domain | ▼ |
| C 72 | Remove query strings from static resources | ▼ |
| B 81 | Minimize redirects | ▼ |
| A 97 | Leverage browser caching | ▼ |
| A 100 | Minimize request size | ▼ |
| A 100 | Minimize DNS lookups | ▼ |
| A 100 | Avoid bad requests | ▼ |
| A 100 | Specify a cache validator | ▼ |
| A 100 | Specify a Vary: Accept-Encoding header | ▼ |

Response codes

| RESPONSE CODE | RESPONSES |
|-----------------------|-----------|
| 200 OK | 82 |
| 301 Moved Permanently | 1 |
| 302 Found | 2 |

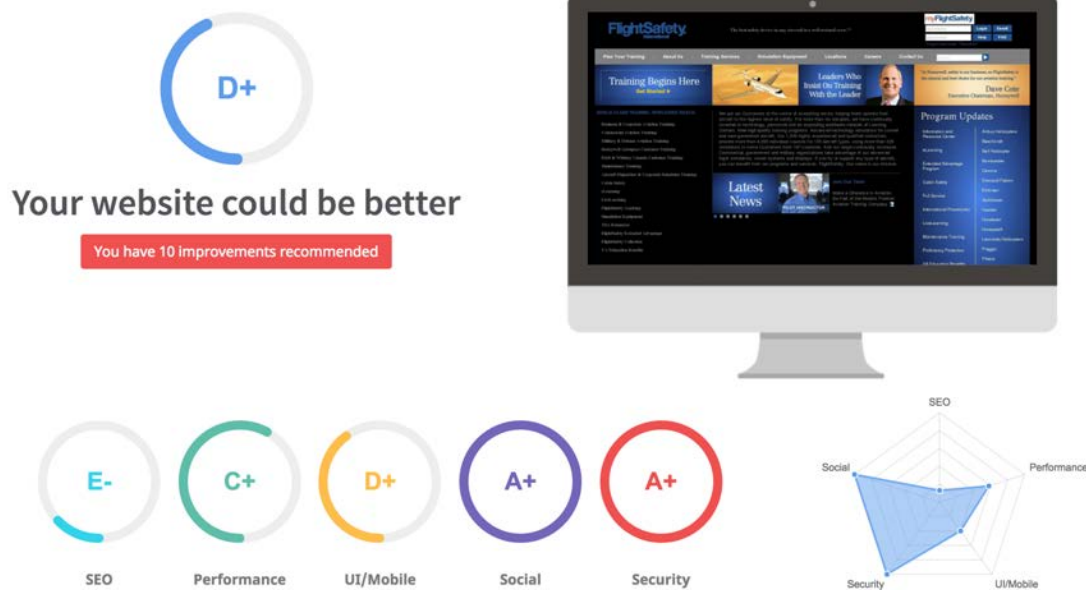
PAGESPEED COMPARISON

We compared FlightSafety.com against CAE.com using gtmetrix.com.



SEO OPTIMIZATION

FlightSafety.com could have better SEO optimization. SEO ensures that search engines retrieve the FlightSafety URL when a user performs a search for websites that are commonly associated with flight safety, training, aviation training, etc. Results from SEOptimer.com



Suggestion: SEO - Use title and meta tags for all web elements and categorized content. Ensure keywords are distributed within header tags. Avoid relying on HTML to generate content- clean code makes websites easier to crawl.

Suggestion: Performance - Total page size is 1.62 MB, far under an acceptable 3 MB. 0.85 MB is all images, which is very high considering the amount of images actually on flightsafety.com

Suggestion: UI/Mobile - Change viewport, increase font sizes, alter tap target sizing.

SEARCH

Data Driven web applications such as the course search tool need to be adjusted to better match a more cohesive experience. A custom UI will make this complex task easier to navigate.

FlightSafety International "The best safety device in any aircraft is a well-trained crew."™

myFlightSafety
Enroll Now | Forgot Username/Password | Help
Site Search

Plan Your Training | About Us | Training Services | Simulation Equipment | Locations | Careers | Contact Us

Plan Your Training

Course Search

Let our course search wizard guide you through our course offerings. We add new courses all the time so if there is a course you're looking for not listed here, please [Contact Us](#).

After you've narrowed your choice down to a specific course, you can click the [REQUEST](#) button to make a formal course request. We'll contact you with more information, including booking options. There is no financial obligation during this process as you're only expressing interest in the course, not physically booking it.

myFlightSafety now features an Online Reservation system for existing customers to schedule and manage their training reservations complete with simulator slot time. Currently this feature is available for FAA Pilot training at US Learning Centers. For More information, please contact myFlightSafety Support at MPS-Support@FlightSafety.com

| TRAINING TYPE | MODEL | LEARNING CENTER | DATE |
|---|----------------|-----------------|------|
| <input type="radio"/> Pilot - Fixed Wing <input type="radio"/> Pilot - Rotary <input type="radio"/> Maintenance Technician - Airframes & Avionics <input type="radio"/> Maintenance Technician - Engines & APU/APS <input type="radio"/> Flight Attendant <input type="radio"/> Dispatcher <input type="radio"/> Other <input type="radio"/> eLearning <input type="radio"/> LiveLearning | Not applicable | | |

Additional models and variants may require differences training. Please contact the learning center for additional details.

NOTE: Due to the large number of differences training courses available for many models and type-ratings, it is not possible to have them all listed. Please contact the learning center to see what options are available for you when looking to cross train on different models with same or similar type rating.

Search by Course Name: [SEARCH](#)

ISO 9001:2008
FS 72632
FS 16462

[Contact Us](#) | [Privacy Policy](#) | [Browser Compatibility](#)

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Data Driven web applications such as the course search tool need to be adjusted to better match a more cohesive experience. A custom UI will make this complex task easier to navigate.

INTERACTIVE MAPS

3rd Party-plugins like Google maps provide too much information and does not represent custom, high quality content. A custom map will allow the Location Finding experience to better suit the needs of clients and customers.

Worldwide Locations

[Home](#) > [Worldwide Locations](#)

A World of Training Options

Whatever your training needs – initial training, recurrent, career advancement – take advantage of FlightSafety International's extensive network of Learning Centers. Strategically located around the United States and in Canada, France and Great Britain, Learning Centers include our newest in Lafayette Louisiana. Find out more about our individual centers by exploring the map on the right, or by clicking the individual center links.

North America

[Atlanta](#) • Atlanta, GA, USA
[Cincinnati](#) • Hebron, KY, USA
[Columbus](#) • Columbus, OH, USA
[Corporate](#) • Flushing, NY, USA
[Daleville/Dorhan](#) • Daleville, AL, USA
[Dallas](#) • DFW 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](#) • 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](#) • West Palm Beach, FL, USA
[Wichita Cessna](#) • Wichita, KS, USA
[Wichita East Learning Center](#) • Wichita, KS, USA
[Wichita Maintenance](#) • Wichita, KS, USA
[Wilmington](#) • New Castle, DE, USA

Europe

[Exeter - Flybe](#) • Exeter, Devon, UK, GBR
[Farnborough](#) • Farnborough, Hants, GBR
[Paris](#) • Le Bourget, Paris, FRA
[Stavanger](#) • Sola, NOR

Asia

[Hong Kong](#) • Chek Lap Kok Airpt, HKG
[Singapore](#) • Level 2 Singapore, SGP
[Tokyo](#) • Tokyo, JPN

Africa

[Johannesburg](#) • Kempton Park, ZAF

Oceania

[Brisbane](#) • Brisbane, AUS

South and Central America

[Botucatu](#) • Botucatu, SP, BRA

eLearning

[Bangalore](#) • Jakkur, IND
[FlightSafety Simulation](#) • Broken Arrow, OK, USA
[Gulfstream Appleton](#)
[Gulfstream Brunswick](#)
[Gulfstream CLS](#)
[Gulfstream Las Vegas](#)
[Gulfstream Luton](#)
[Gulfstream Westfield](#)
[Professional Development](#)
[Visual Systems](#) • Hazelwood, MO, USA



Pratt and Whitney Canada Training Locations

[Botucatu](#) • BRA
[Brisbane](#) • Brisbane, AUS
[Brisbane](#) • AUS
[Dallas/South](#) • Fort Worth TX, USA
[eLearning](#)
[Haikou](#) • CHN
[Lanseria PWC](#) • ZAF
[Montreal](#) • Dorval QC, CAN
[Paris](#) • Le Bourget, Paris, FRA
[Singapore PWC](#) • SGP
[Toronto](#) • Downsview ON, CAN
[West Palm Beach](#) • West Palm Beach FL, USA
[Wichita Maintenance](#) • Wichita KS, USA

Proposed Redesign

FLIGHTSAFETY.COM DESIGNS

A website redesign and implementation is no easy task. With the information provided here, we have generated a new website design that conforms to the data and research. The goals of this redesign are:

- Improve First Impressions
- Update Images & Branding
- Improve SEO Messaging
- Responsive Design
- Increase Engagement & Interaction
- Usability & Standard Practices
- Improve Site Performance

