

# Project Task 3: Blog Post Summary

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## Summary

[Link to the Blog Post](#)

[Link to GitHub Copy of the Post](#)

## Applied Design methodologies

The design for Blog Post follows guide **from Chapter 7: Story Telling with Data**. Same color concepts and Design principles are applied from **Project Task 1 to blog posts**. (See link [Project Task 1: Summary](#))

The general idea is: **Blue** for accidents and **red** for fatalities. No charts were used for financial information.

## Story Telling Methodologies

### The Beginning

The first two paragraph focused on public's fear of traveling, why is there a fear? I introduced two main characters: **airlines and passengers as they are the people who travel these airlines**. I mentioned airlines are scrutinized more because of news focusing on half the information and leaving out important information regarding air travel which leaves public misinformed and fearful. Therefore, audience should care about it because it is their safety. The paragraph ends with me telling them that I have a solution for their misinformation.

### The Middle

Rest of paragraphs focus on providing statistics and facts to them by using visuals and translating it, so it is easier to understand. Explained how worldwide departures are growing with the rise of passenger demands and frequent travel, since 2000. Furthermore, I used 2020 rates to explain them odds of getting in a fatal plane crash in terms of number of departures and dying in terms of passengers.

Following charts are used from executive summary:

1. Global Accidents per 1 million flights.
2. Global Fatalities per 1 million Passengers Carried worldwide. (*Note: I changed this metric from fatalities per 1 million flights to fatalities per 1 million passengers to show what are the odds of a passenger dying per 1 million passengers traveling*)

Moreover, I continued by providing facts about other modes of transits, those have higher chance of getting in crash and have higher odds of dying from the crash. I emphasized this information by converting it into percentage.

Following Charts are used from executive summary:

1. Bar chart of different types of transit accident rates
2. Bar chart of different types of transit fatalities rates

Then, I shifted my focus to U.S incidents of why air travel has bad reputation, despite of lower accident rates. This is where I explain reasons such as 9/11 attack and 2009 crash, and how these crashes contributed to strict air safety regulations. Lastly, I focused on U.S long consistent 0 fatalities rate and what is aviation industry is doing to further improve safety.

Following charts are used from executive summary:

1. U.S Accidents per 1 million flights.
2. U.S Fatalities per 1 million Passengers Carried in United States.

I annotated them to bring audience attention to 0.0 fatalities and reasons why crash happened or any external factors that contributed to it.

Overall, writing a blog for public is very different than internal review for following reasons:

1. Executive review had financial data that is unnecessary for public information. So, I avoided using that information.
2. Executive summary charts and metrics don't need to be translated because internal teams are familiar on how metrics are calculated. However, blogs for public need information translated to simpler way, so it is less confusing. For example, **instead of saying automobile crash rate is 492.3 per 100 million miles, I say the chance of getting in the accident by automobile is 1 in 203,128 miles traveled.**

## Ethical Considerations

The biggest part of this was making sure all number are correctly calculated because this is for public and if numbers are not aligned, then it will give a bad reputation for my company for providing misinformation. I also had to present correct facts without manipulating the data. Therefore, I presented the rates as it is and further used it to translate for the readers to understand.

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