A Commitment to Safety

Anna Harvey
DSC 640

The blog post titled "A Commitment to Safety" posted to the Model Airlines website briefly outlines important safety points for the airline and air travel in general over the past several years. Understanding that recent events have caused airline customers to question the safety of air travel, Model Airlines wants to instill confidence in its brand by sharing its safety focus. Metrics chosen for this task include information about highway fatalities versus air travel fatalities, aviation incidents from the last 30 years, number of fatalities in air travel over the last 15 years, capital investment for Model Airlines safety improvements, customer feedback information, and the number of departures for Model Airlines each year for the last 15 years.

The general information regarding air traffic safety shows that flying is the safest form of air travel. The information about fatalities and incidents shows a decrease in both as time has progressed, thus emphasizing the fact that aviation safety is increasing overall. A line chart was chosen for the overall fatalities information (adapted from the dashboard) to show a clear representation of the numbers decreasing over time. A stacked bar chart was chosen for the incidents comparison to show the proportions of incidents per 15 year period. The graphic visual for highway and air travel fatalities was adopted once again from the dashboard as it shows a clear visual to compare the two pieces of information.

A slight side note that I considered while composing the blog is that if I were actually creating a blog post for airline customers, I would avoid metrics involving fatalities entirely and focus on "incidents" as a generic metric for aviation safety. The various sources I have been able to utilize for this project do not present incidents in the same way so it is difficult to use just that information. I chose to include the fatalities because that was the information that was most readily available.

The Model Airlines specific information is meant to highlight the ways Model Airlines focuses on safety themselves. Brand allegiance is encouraged by reminding guests that they are being heard through customer satisfaction surveys and that their opinions matter. The visual for those percentages is represented as an informal bubble chart. The circles are proportionate to each other without needing to be on axes. The straight information is easier to understand than a chart. The amount of money spent on different aspects of the business allows for a certain level of transparency that can promote confidence from the customer that the company is spending its money wisely. When a customer sees that multiple billions of dollars are being spent on training staff, that indicates that the company cares about the quality and safety of the flights. I chose to do another type of graphic visual for this information instead of doing a pie chart (which was used in the executive summary). A pie chart seemed too formal and potentially difficult to understand for the information being provided. The number of departures is a tricky subject since all airlines have seen a dramatic decrease in traffic since 2008. However, I chose the bar chart to display the information because it shows that the

number of departures remains higher than it was at the beginning of the century. I thought about using a line chart but the dramatic dip shown in the line chart after 2008 would have been too distracting for the overall message. Information about the number of departures indicates to the customers that the brand is valuable enough for people to continue to want to fly with them.

I chose to stick with a color scheme of primarily blues and purples to try to keep with a color-blind friendly palette. I attempted to use Blogger to create the blog page but it did not give me the amount of creative control I desired. Since the other option given was to do it in Word, I knew that the final product would likely need to be a PDF. Since Word is also difficult to maneuver, I decided to build the blog post in Canva. I do recognize that in this format I do lose some of the potential formatting hurdles that could come with designing on a blog hosting site.

Data sources:
https://github.com/anhar421/DSC640/blob/master/data-master/airline-safety/model_airline%20.xlsx
https://github.com/anhar421/DSC640/blob/master/data-master/airline-safety/custsatis.xlsx
https://www.airlines.org/dataset/annual-results-world-airlines/#
https://www.transtats.bts.gov/TRAFFIC/
Aviation Safety Network.
US Department of Transportation.