

# Airware

An Aerial Information Platform for commercial drones comprising of hardware, firmware, software, and user interfaces

## What is the challenge?

Redesign a feature of a KPCB company's product. You are free to focus on any disciplinary area that you are strongest with: Visual Design, Interaction Design, User Experience, and/or User Interface Design. You are also free to choose how you would most like to communicate and display your redesign.

## What is the Context?

Airware is a SaaS platform that provides aerial information for commercial drones. Focuses on providing service to Mining and Quarrying, Construction, Commercial Insurance, Residential Insurance, and Property Management.

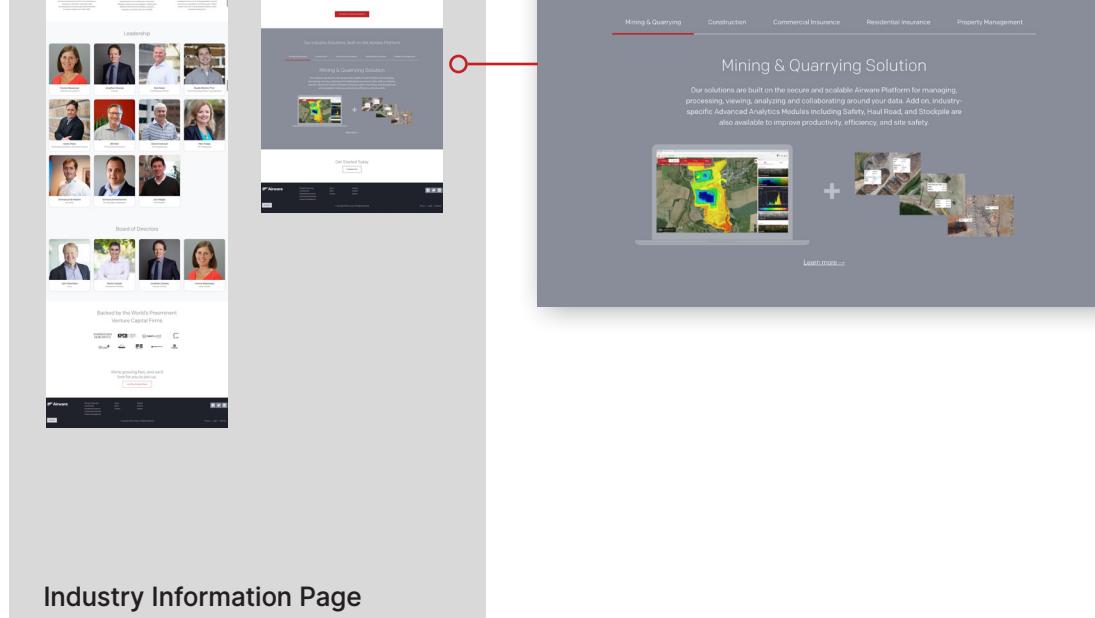
## The Problems?

After looking at Airware's website and product description, I understood where it was heading and its potential in the market. After going through the website and having other users look at the website, I realized that the tone and visual language of the website were confusing.

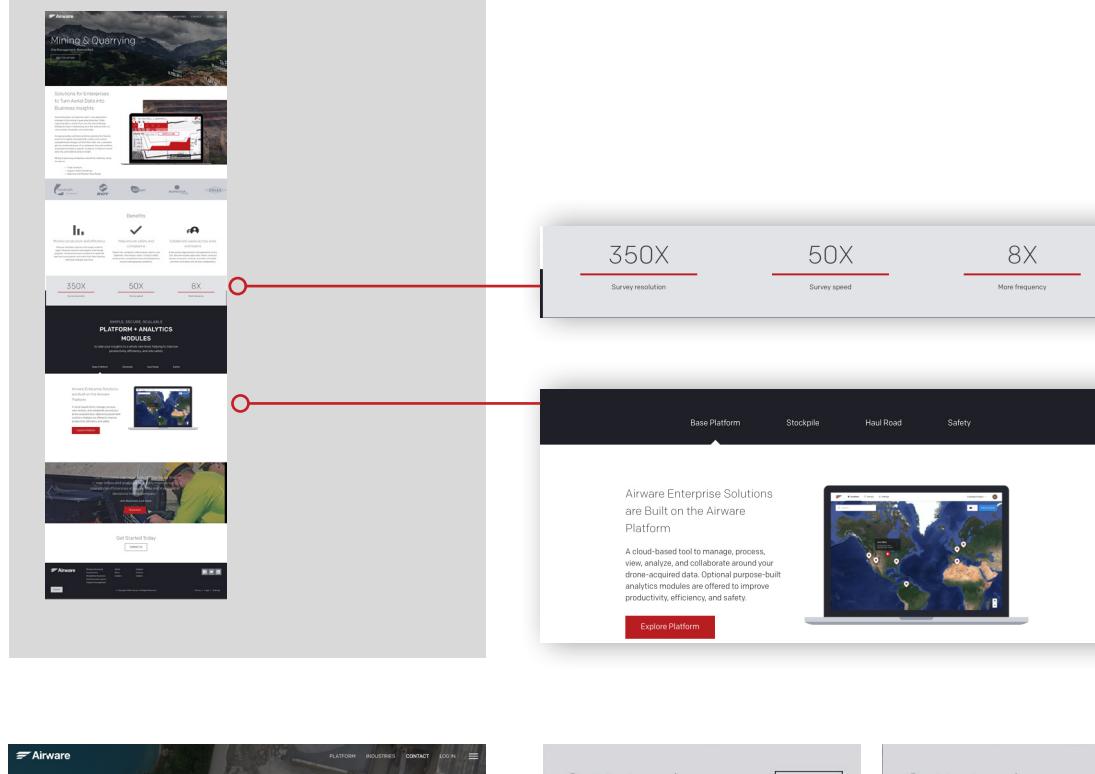
Although this is not a direct product of Airware, it connects consumers to the product, which I chose to redesign. Since Airware sells a service, it is essential that the consumer/user understands the service before going into the actual product, which can be done through the website. The way to obtain this service is through the website and accessible through the contact page.

I believe that Airware already has the content and information needed, but a website, such as Airware's, needs to have clear expectations, but by having visual clutter and unclear hierarchy it distracts from otherwise important information. Thinking of the user, who might be of a less tech-savvy background, it led me to the conclusion that having a distinct, clear visual language will help connect the user to the end product in a more positive manner.

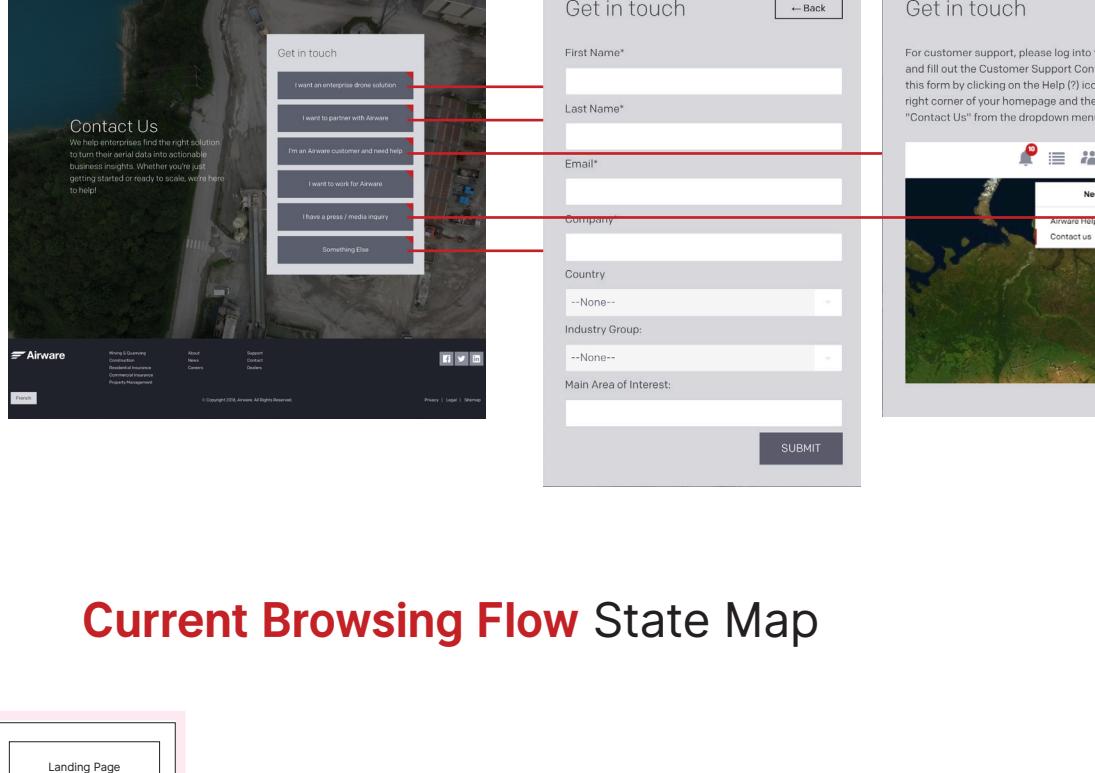
## Current Browsing Flow User Painpoints



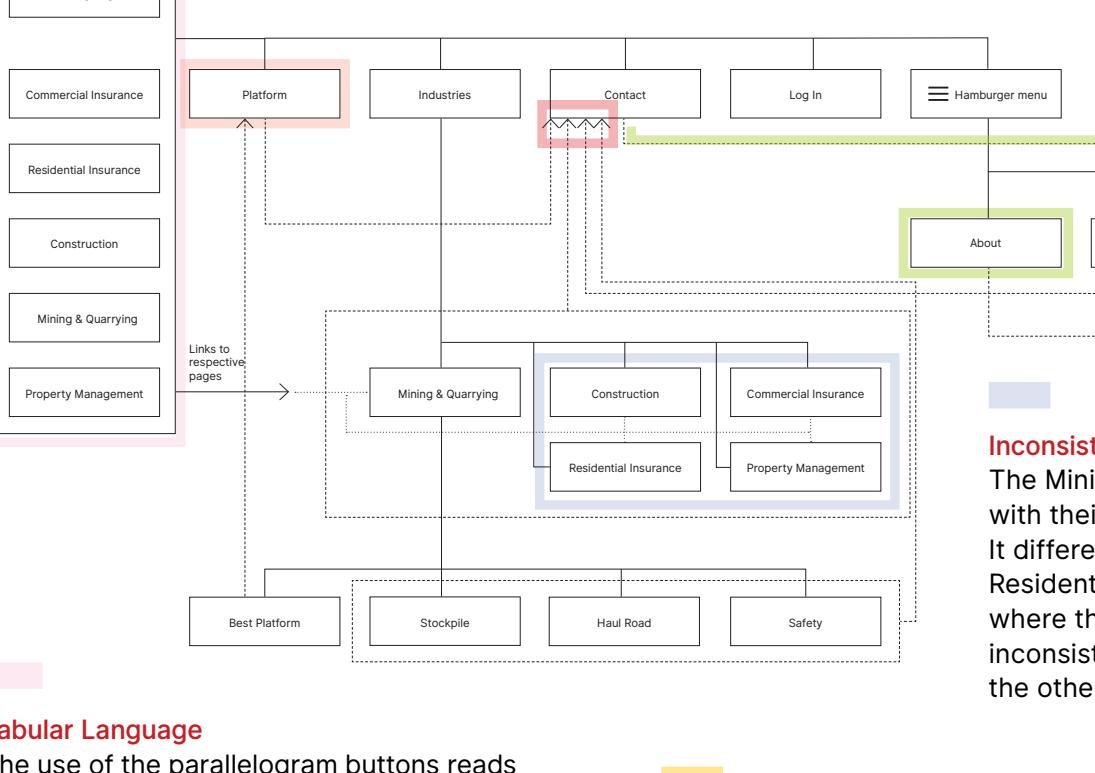
**Visual Language**  
The Home/Landing page uses parallelograms to depict buttons for the industries that they serve, however, it reads visually confusing and ends up redirecting you to another page. The shape of the button implies another action (maybe a slide because of the diagonal motion it has). The web flow felt clunky as there was no further information with the buttons but only a title. However, I do appreciate it because it seems to copy the visual language of the logo.



**Repetitive**  
The same content was shown on both the about page and platform page. It made me very confused as the visuals on the slideshow were not helpful and the content was hard to digest, as well as seeing it twice. It seemed unnecessary and generated a desperate tone to the website. This made me think that the lack of information hierarchy created sloppiness, but it could sense of desperation of wanting to let the users know more about their product. However, it seems counterintuitive to generate more action by making the users work more for the information.

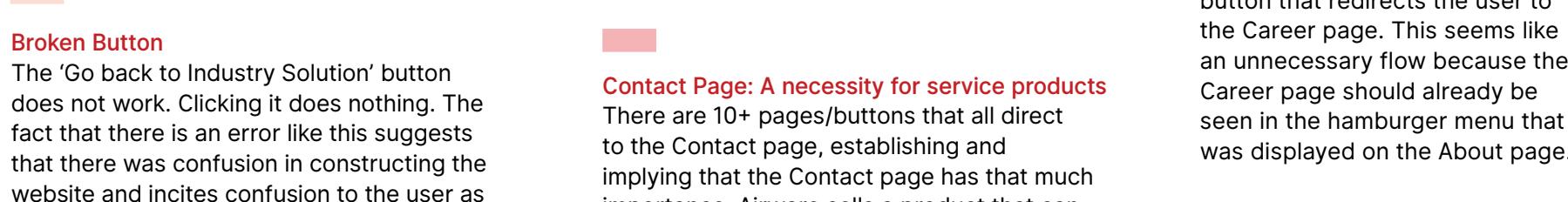


**Visual Confusion/Unnecessary**  
The bars are all the same size, and the animation is the only element that represents the number. Seems unnecessary?  
**Monitor?**  
The use of a monitor seemed confusing to me because even without the monitor it would imply that the service would be done on a user interface. I felt that the monitor screen was unnecessary.



**Contact Page**  
The Contact page probably the most important page on the website had the most uninviting and inconvenient UI. Three of the options opened the same form with the same options, and the other options were information that could easily be displayed on one page.

## Current Browsing Flow State Map



**Tabular Language**  
The use of the parallelogram buttons reads confusing. Understanding Jakob's Law of Internet User Experience, perhaps an unconventional button might not always be the best way to flow the users into the information of the website.

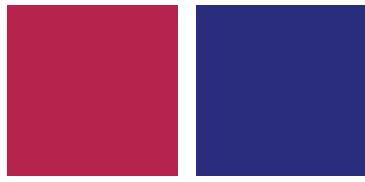
**Broken Button**  
The 'Go back to Industry Solution' button does not work. Clicking it does nothing. The fact that there is an error like this suggests that there was confusion in constructing the website and incites confusion to the user as well.

**Dealer Program only on Footer?**  
The Dealer program which can only be accessed through the footer is obscure and hard to find. If this is to be a visible page then it should be placed where it can be seen more.

**Contact Page: A necessity for service products**  
There are 10+ pages/buttons that all direct to the Contact page, establishing and implying that the Contact page has that much importance. Airware sells a product that can only be reachable through the communication of the Contact page. It is quintessential that there be an ease of flow of information from the landing page to the contact page, but there is so much visual clutter that it becomes hard to digest the information and continue onto the Contact page.

**Career button on About Page and Contact Page**  
The About section and Career section were in the same hamburger menu, yet there is a button that redirects the user to the Career page. This seems like an unnecessary flow because the Career page should already be seen in the hamburger menu that was displayed on the About page.

## Visual Redesign Decisions and Explanations



#b6244e

#2a2d7c

### Color

The original red and gray color scheme do not seem to help the brand as much as it should. A complementary blue helps the red pop a little more and helps the branding become a little more flexible.

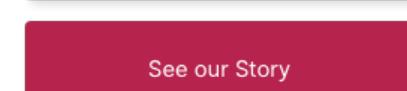


#848484

#d9d9d9



Watch Video



See our Story



Request a Demo

### Button Language

Made the corners slightly curved to make it seem a little friendlier. Also added a drop shadow to entice the users into its function as a button.

# Inter UI Regular

# Inter UI Medium

# Inter UI Bold

### Typography

I decided on Inter UI because of its flexibility and ergonomic function. It has a high x-height and was specifically created for the purpose of higher legibility of small-to-medium sized text on computer screens. If this were to be used, it could translate into Airware's other UI drone analytics platforms.



The World's #1 Enterprise Drone Analytics Company

An enterprise-class platform and powerful analytics to digitize your business.

**Mining & Quarrying**

Our solutions are built on the **secure and scalable** Airware Platform for managing, processing, viewing, **analyzing and collaborating around your data**. Add on, industry-specific Advanced Analytics Modules including Safety, Haul Road, and Stockpile are also available to improve productivity, efficiency, and site safety.

[Learn More](#)

**Our Platform**

Helping enterprises connect **people, data, and insights** around the world.

The Platform is the foundation for our industry-specific solutions and provides the **simplicity, security, and scalability** that enterprises require to turn **aerial data into business insights**.

[Learn More](#)

**Featured In**

- TechCrunch
- WSJ
- The Economist
- PIT&QUARRY

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**Our Industries**

- Mining & Quarrying
- Construction
- Residential Insurance
- Commercial Insurance
- Property Management

**Get to know us**

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- Platform
- News
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- Blog

**Getting Started**

- Contact
- Support
- Dealers

**Connect with us**

[English | French](#)

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Added a 'Request a Demo' button. Most service platforms offer a demo version to test out the service.

Highlighted important words in red, contrasting with the blue header and the black type. Understanding The Von Restorff Effect, it is more likely to remember something that differs from the rest. This creates a stronger value proposition that Airware will hopefully fulfill as a drone analytics company.

Using the parallelogram present in the logo, I designed a subtler way of representing the brand. Instead of having it as buttons but designing it as tabs with information. Having tabbed information for the industries gives easier access to the information and allows the user to delve deeper if interested.



I got rid of the monitor and added drop shadows beneath to imply the screens are user interfaces. Gets rid of the visual clutter that comes with the monitor.

I designed the footer to be more organized and create more hierarchy. Got rid of the French language button because of the visual clash.

We help enterprises find the right solution to turn their aerial data into actionable business insights. Whether you're just getting started or ready to scale, we're here to help!

**Press & Media Inquiry**  
Please direct all press & media inquiries to [pr@airware.com](mailto:pr@airware.com).

**Customer Support**  
For customer support, please log into the Airware Cloud and fill out the Customer Support Contact form. Access the Customer Support Contract form by clicking on the Help (?) icon in the upper right corner of your homepage and then select "Contact Us" from the dropdown menu.

I got rid of the buttons that led the user to another box. Just having the information out seems simpler and the user does not have to click two additional clicks to find out what they need.

Made the form simpler and gets rid of the redundant pages all leading to the same page. I think the copywriting needs more work, but having the form in a simple layout like this could increase the number of contact forms received.

**Mining & Quarrying**

Site Management. Reinvented.

**350X**  
Survey Resolution

**50X**  
Survey Speed

**8X**  
More Frequency

**Solutions for Enterprises to Turn Aerial Data into Business Insights**

Aerial data plays an important part in any digitization strategy in the mining & quarrying industries. While capturing data is easier than ever, the real challenge enterprises face is harnessing all of this data so that it is consumable, shareable, and actionable.

Airware provides commercial drone solutions for mines & quarries to rapidly and repeatedly collect and analyze comprehensive imagery of all of their sites. Our customers get the combined power of an enterprise-focused workflow and powerful industry-specific analytics, to help turn aerial data into actionable business insight.

Highlighting information in red to contrast with the black type. This would help users understand how valuable the service could be to them.

**Benefits**

Monitor production and efficiency

Measure stockpile volumes and assign material types. Measure reserve consumption and mining progress. Analyze haul road conditions to optimize fleet fuel consumption and traffic flow. Plan blasting and track changes over time.

**Monitor & Track Your Production**

The Stockpile Module eliminates the need to manually measure stockpiles by automatically identifying and measuring stockpiles for you. Generate automated reports that save you time and support your month-end close process so that you can deliver timely and accurately every time.

**Help ensure safety and compliance**

Detect non-compliant safety blocks, berms, and highwalls. View impact areas. Conduct safety reviews more comprehensively and frequently to ensure safe operating conditions.

**Collaborate easily across sites and teams**

Scale across organizations and operations of any size. Browser-based application allows universal access by anyone, anytime, anywhere. Annotate, comment and share with all your collaborators.

**Love for Airware**

With the Airware platform, people have made their working lives easier, and more efficient

*Without Airware, it would be difficult to easily manage our quarry's future operations. It is even more crucial for the next generation, working with smart phones and computers.*

Romain Delhayne,  
A2C Matériaux

*Drones are the future - I can't imagine going backwards.*

Hervé Van Troost,  
Novacarb

*Our associates can access information faster than ever before and analyze it to quickly improve our operational efficiencies at quarry sites and make better decisions for the company.*

John Blackmore,  
Lick Stone

**Get Started Today**

**Contact Us**

**Our Platforms**

- Mining & Quarrying
- Construction
- Residential Insurance
- Commercial Insurance
- Property Management

**Get to know us**

- About
- News
- Careers
- Blog

**Getting Started**

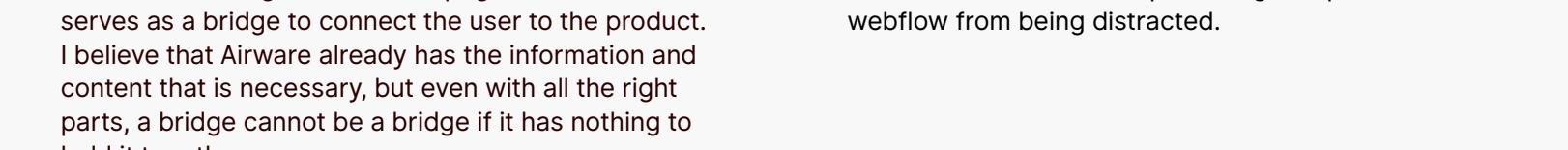
- Contact
- Support
- Dealers

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## Take Aways

### Painpoints

At a glance, the Airware's website looks cool and very attractive, but going through it as a user and a potential customer, it becomes slightly hard to navigate the information because of the visual clutter. Since Airware's service is a software, the only way it can be received is through the Contact page, and the website serves as a bridge to connect the user to the product.

I believe that Airware already has the information and content that is necessary, but even with all the right parts, a bridge cannot be a bridge if it has nothing to hold it together.

### My Solutions

By designing clearer and more intentional typographic, visual, and hierarchical elements, the information can be digested more easily... and by having a more cohesive layout of information the webflow will naturally be able to follow. Providing more subtle ways to brand the website can be more provoking and prevent the webflow from being distracted.

# Thanks for viewing!