

Task 3: Airline Blog

In this blog, I took a unique abstract approach in attempts to reaching out to the broader range of possible viewers. I made sure to keep all additions into the blog relevant and geared to the general concept of aviation safety. The blog is designed in a scroll down style. Beginning with an image of a boarding pass. I started with this to set the stage for what the blog is about and also the acquisition of a boarding pass signifies the beginning of the travel experience for the customer/viewer. I then prompt with statement that in aviation safety is the number one priority and followed this up with two pie charts one displaying USA motor vehicle fatalities and one displaying global airline fatalities. In this side-by-side comparison it is very evident that there is a huge difference in the findings displaying that less fatalities occur in airline travel. Scrolling down, I then give a promotional statement for the viewer to get out and travel there's lots of places to see. As we go further down, this is where I laid out the remainder of metrics charts. Starting with fatal accidents in the US and fatalities by mode of transportation both displaying the low frequency of airline incidents. I created this image to depict a social media response. To give it a fun twist. In the next two images I wanted to continue to stimulate viewers/customers to book. I displayed two charts; one displaying the increase in bookings in the years from 2015 to 2019 and another chart displaying the reducing cost of base fare tickets. As we continue stroll down, we then get to an image displaying baggage claim. The purpose of this is to conclude the blog visuals and also to mimic the end of a great safe travel for most people which usually ends in baggage claim. I concluded the end with a 'join our mailing list' opportunity for viewers. In that future instances if we want to send out surveys or particular items to our interested crowd this would be a great opportunity to do so and continue to get our message out.

Overall, the approach I took in getting the message out about aviation safety to the public is a unique approach between giving the statistics and metrics but to also display the adventure that awaits the viewer.

Reference:

- 1) [Airlines For America | Data & Statistics](#)
- 2) [Data | National Highway Traffic Safety Administration \(NHTSA\)](#)
- 3) [data/airline-safety.csv at master · fivethirtyeight/data · GitHub](#)
- 4) [Airline Data Project \(mit.edu\)](#)