

Term Project Milestone #4: Infographic

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Infographic

Infographics are for public display with more pictures than words and summaries instead of details. I envision this infographic for people waiting at the airport ticket counter, in line to get through security, or at the gate waiting to board a plane. At this point, travelers focus on their destination and are more concerned with arriving on time than an airline incident.

By highlighting the positive aspects of air travel safety, the infographic provides reassurance instead of adding anxiety to the moment. I start with the banner stating that safety is Southwest Airlines' top priority. I give perspective by pointing out the difference between the large number of domestic flights and passengers and the small number of accidents and fatalities. I then show the number of accidents for the past 30 years and compare Southwest Airlines' safety record to other major US-based airlines. The following visualizations demonstrate the effect advances in safety have on airline accidents over time. The first graph splits the 30 years into two 15-year segments, and prioritizing safety leads to fewer accidents, especially fatal ones. The next two visualizations work together in tandem, displaying that an increase in the number of passengers does not cause an increase in air travel accidents. This decrease in accidents is attributed to technological advances, training, and more robust safety procedures. Finally, airline safety is equated to a better travel experience and increased customer satisfaction. The story concludes with increased customer satisfaction, leading to the nationally recognized J.D. Power award, and prioritizing airline safety led to Southwest Airlines receiving this prestigious award.

The ethical considerations again center around misinformation. Since most infographics are pictures, the underlying information must come from an accurate mainstream source. Citations are needed for graphics like banners, buttons, and awards, even from free graphics websites, in addition to the articles and data sources that are usually referenced. Again, I

downsized the data by limiting the number of years and using pivot tables for better readability; the original data was left intact. Finally, the visualization depicting customer satisfaction percentages begins at 50 instead of 0 to reduce the amount of whitespace on the bottom because the lowest percentage in this graph is 56. I removed information about market share and revenue growth; this could be considered proprietary and does not add to the airline safety story.

Infographics are used to give quick information, not to discuss a subject in detail. In this case, I focused on the positive aspects of air travel and safety, not to alarm the reader but to reassure them that air travel is the best and safest way to reach a destination.

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