

Project 6, Blog Write-up

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The blog that I created, <https://kkooken.wixsite.com/newjet-air/post/newjet-air-safe-secure-trusted>, details the safety plan for NewJet Air, my airline company. For this blog, I used three visualizations from previous presentations with more simplifications. My plan to address safety was to emphasize the great safety record that my company has as well as point out that in general, airline safety is quite high. I did this by including a bar chart for the percent decrease of accidents for a 10-year period as well as the message from FAA where airline accidents have decreased by 95% per 100 million passengers. Together, these two sets of statistics tell a compelling story of safety. I used a darker, bright blue for the bar chart with a clean background in order to convey the decrease across time. The next visual is a donut chart of the number of fatalities that are grouped into high, medium, and low. For this chart, I used the same blue for the low group (which is the positive group) and a red for high and lighter red for medium to convey that the blue group, which my airline belongs to, is the best and safest. For my third visualization, I included the fatal accidents that happen by phase of travel. This was to emphasize where safety training of the staff happens. I grayed out the lower bars and emphasized the area where the most training needed to occur. NewJet Air has a great safety track record but is only 10 years old and thus it is important we maintain training in these areas. Other visuals I included were a map of the world with airlines, a cartoon of passengers enjoying air travel and lastly, an airplane traveling into a sunset. My overall findings are that air travel is safer than it has been in the past but, I do think it is important to remain diligent with safety and that is the emphasis for my airline. This information differs from previous information in that there is less description on what the plots are, though they are labeled, I attempted to keep as high level as possible. The ethical issues that come up are from the data displays in order to get fatalities seem positive and

to find a way to minimize that it is a fatality. This means taking averages over many years in an effort to show the best number, in some ways this seems okay as travel safety has improved.