



Blackbushe  
Airport

Blackbushe airport redesign 2012

## Background

Blackbushe airport owned by BCA has recently opened the grounds for recreational flying, the website was due an update to increase awareness and refresh the brand.

## Old Blackbushe airport website

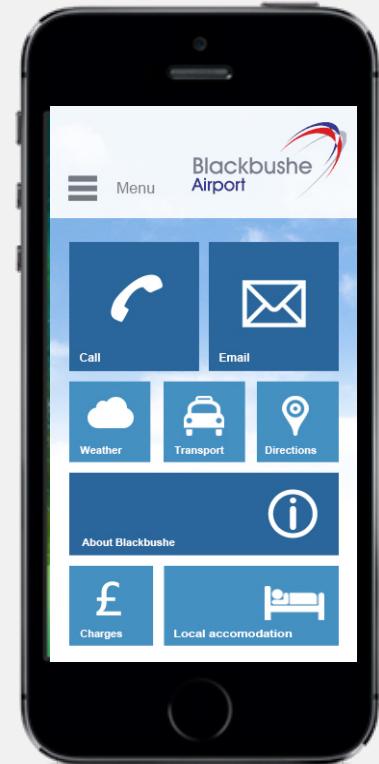
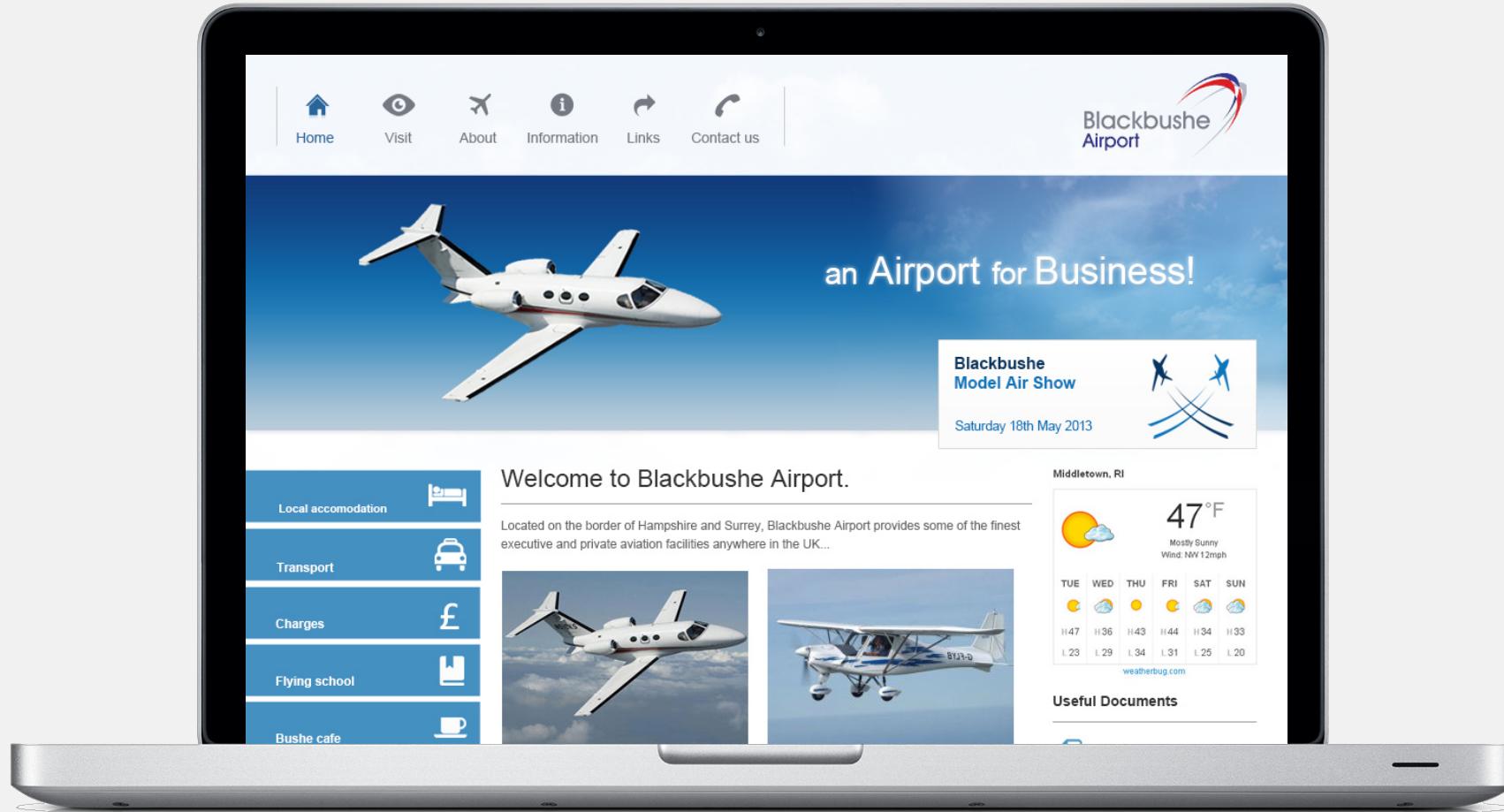
The screenshot shows the homepage of the old Blackbushe airport website. At the top, there is a navigation bar with links: Home (welcome to blackbushe), Visit (news and events), About (old and new information), Information (flying and pilot information), Links (business directory), and Contact Us (contact information and directions). The main header features the text "Blackbushe Airport" next to a logo of a stylized aircraft. Below the header is a large banner with a white jet flying over clouds and a red biplane, with the text "an Airport for Recreation!" and "an Airport for Business!". A callout box below the banner says "Welcome to Blackbushe Airport." and provides a brief introduction: "Located on the border of Hampshire and Surrey, Blackbushe Airport provides some of the finest executive and private aviation facilities anywhere in the UK...". There are two images of aircraft: a white jet on the left and a red biplane on the right. The bottom left contains a "Quick Links" sidebar with links to "The Bushe Cafe", "Flying School", "History", "Noise and Circuit Information", "Accommodation", and "Contact Us". The bottom right contains a "Useful Documents" section with links to "General Aviation Report", "Noise Sensitive Map", and "Terms and Conditions", each with a download link. At the very bottom, there is footer information about the airport's location and contact details, along with a "Privacy Policy" and copyright information.

inconsistent use of UI links

Lack of introductory to the homepage, customer are unsure what the website is about.



## New Blackbushe airport website



## New Blackbushe airport website Desktop

The screenshot shows the desktop version of the Blackbushe Airport website. At the top, there is a navigation bar with links for Home, Visit, About, Information, Links, and Contact us. To the right of the navigation is the Blackbushe Airport logo, which features a stylized red and blue swoosh above the text "Blackbushe Airport". Below the navigation, a large banner image of a white propeller aircraft flying against a blue sky is displayed. To the right of the banner, the text "an Airport for Business!" is written in a large, bold, white font. On the left side of the banner, there is a sidebar with six blue buttons, each containing a white icon and text: Local accomodation (bed icon), Transport (car icon), Charges (pound sign icon), Flying school (book icon), Bushe cafe (coffee cup icon), and Parking (P icon). To the right of the sidebar, the main content area starts with a heading "Welcome to Blackbushe Airport." followed by a paragraph of text: "Located on the border of Hampshire and Surrey, Blackbushe Airport provides some of the finest executive and private aviation facilities anywhere in the UK...". Below this text are two images of aircraft: a white jet and a smaller propeller plane. Further down, there is a section titled "Events" with the text "Blackbushe Model Air Show Saturday 18th May 2013" and a small image of three model airplanes. At the bottom of the page, there is footer information including the fax number "+44 (0) 1252 743182", the address "Blackbushe Airport Limited, Camberley, Surrey GU17 9LQ", copyright information ("© Copyright 2013 BCA. All Rights Reserved Registered in England No. 438886 Registered office: Headway House, Crosby Way, Farnham Surrey, GU9 7XG. VAT No. GB 188 1552 38"), and a "Links" section.

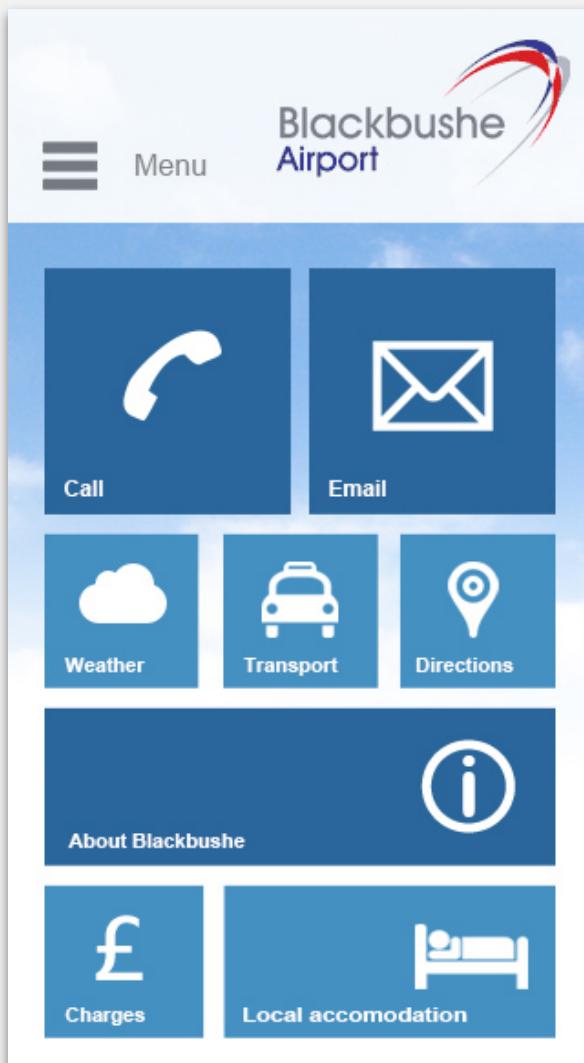
Quick overview of links on what the website offers

Clearer introduction

Show upcoming events



## New Blackbushe airport website Mobile



**Useful Documents**

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[General Aviation Report](#)  
[Download](#)

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[Noise Sensitive Map](#)  
[Download](#)

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[Terms and Conditions](#)  
[Download](#)

**Events**

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**Blackbushe Model Air Show Saturday**  
18th May 2013

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**Lorum Ipsum Dorem** Tuesday 26th Nov 2013

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[See more](#)

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