Table of contents

Challenge

Reimagining the digital experience for the future of flight.

Tell Bell's story as a pioneer of vertical lift innovation.

01

Reaching our diverse audience

02

Communicating a holistic Bell

03

Elevating technology and innovation

Discovery

Partnering with Bell to co-create a shared vision of our experience.

Project kickoff
Defining our engagement and immersing ourselves in flight

Talking with Stakeholders

We talked with stakeholders and distilled our interviews into several themes, including streamlining communication, showing the experience and excitement, and communicating Bell's technology and innovation.

"We're factual and accurate but we're not particularly glamorous."

"It would be nice to have a clear picture of who to go to for different things."

"It's all about experience, it can be so customized throughout."

"We're lacking what it's like to work there and the good things happening within Bell."

"We need to have content that is dynamic, presenting Bell in a new light as a tech company."

Discovering Bell content

We took a look at Bell's content ecosystem, defined a roadmap for our content workstream, set up our content taxonomy, and gave Bell a clear direction for content creation.

Site Content Company

Site Content Careers & News

Site Content Service & Support

Site Content Training

Google Analytics

Shared content

Longest Sessions

Social Media

Popularity

Engagement

Auditing the current experience

We audited bellflight.com's current experience, looking at navigation and IA, visualization and storytelling, personalization, and the purchase flow for helicopter sales in order to determine areas for innovation.

And the current landscape

We mapped relational industry categories such as aviation, automotive, real estate, and science and technology research. Then we looked at best in class competitors from each of these areas in order to serve as benchmarks and inspiration for our experience.

We reviewed platforms from a number of industries.

U.S. AIR FORCE

Encourage new members

- The U.S. Airforce website is dedicated towards inspiring new generations, providing testimonials from current and former members, lifestyle inspiration, empowering media, seamlessly connecting to personalized career options.

Innovation Personalization Community

AIM HIGH

BOMBARDIER

Make specs meaningful & accessible

- Bombardier contextualizes their specifications directly in the navigation in order for users to see their aircraft capabilities at a glance.
- Aircraft range is also displayed in terms of accessible locations and cities, as opposed to number of miles, making this information real and tangible.

Purchasing Events News Support

Learjet 75

DASSAULT AVIATION

Interactively illustrate your history

- In order to showcase their rich history, Dassault has created an interactive timeline that includes archival content, contextualized by time period. Users can therefore engage with the brand and relate to their full story on a deeper level.

History Innovation News

RETURN TO AVIATION
1937
1938
1939

NETJETS

Take the customer through the journey

- An interactive timeline allows the customer to experience every step of their journey digitally, before they take the next step in their purchase process.

Purchasing Support Innovation

"Big Ticket" Purchasing
Personalized Portal
Innovation & History
News & Learning

Sitemap workshop

We aligned on research and workshopped our sitemap and navigation

Sitemap workshop

Together, we co-authored our navigation and architecure principles

01

Minimize choice paralysis

02

Prioritize key user journeys

03

Deliver a strong brand statement

To develop an experience framework

Our experience framework defined key templates and requirements, acted as a blueprint for our engagement, and gave everyone a clear picture of the site for our design phase.

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Types of pages in our site

Landing page
The landing page represents a large section of the site. A landing page will contain links to other pages that sit "below" it, referred to as detail pages.

Detail page
A page that sits one level below a landing page. It will be linked to from a landing page and will often contain links to other detail pages.

Detail page variations
Several detail pages will contain custom functionalities for their specific purposes. These are the article detail page, event detail page, and the product detail page.

41

Key Sections

Products
- Products Landing Page
- Product Detail Pages
- About Ownership Landing Page

Support
- Product Upgrades Landing Page
- CAP Detail Page
- MissionLink Detail Page
- Customization Detail Page
- Services Landing Page
- Contact Support Landing Page
- Training Landing Page
- Course Detail Pages

Company
- Careers Landing Page
- Life at Bell Landing Page
- Leadership Landing Page
- Executive Detail Pages
- History of Bell Landing Page
- About Landing Page

Experience
- Innovation
- Innovation Pages
- News & Events Page
- News De...
- Event De...

43

Key Sections
Products Navigation

The expanded Product Navigation is the entry point to all Bell products. This allows visitors of the site to quickly compare products at a glance, elevating a visitor's decision making process into the navigation.

Features & Functionality
- High-level product specifications (passengers, range, speed)
- Ability to switch between Current Products and Future Innovations
- Link to Product Landing Page
- Link to all Product Detail Pages
- Link to About Ownership Landing Page

44

Key Sections
Products Landing

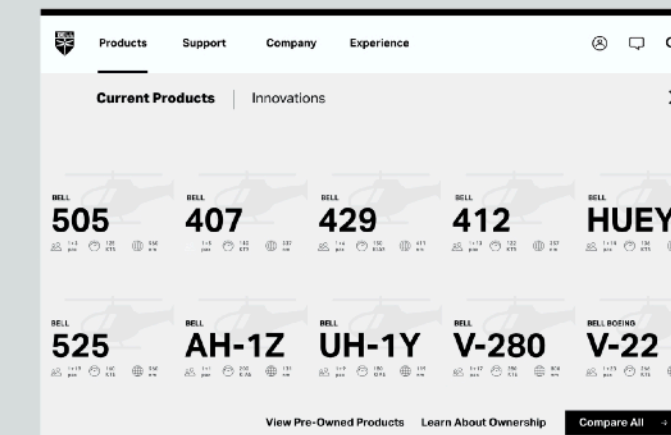The Product Landing Page will serve as the main hub for all Product Detail Pages. The Product Landing Page will provide visitors with the information and the tools they need to compare and select a Bell product to match their direct needs.

Features & Functionality
- Hero with interactive visualization or video content
- In-page filtering and sorting
- Individual product modules
- Product tags and descriptions

Proposed Content Modules
- Related news, innovation article, and events

45

Key Sections
Product Detail

The Product Detail Pages will house all information related to the specific Bell product. The page will be one of the more robust detail pages, in order to communicate and highlight the unique features and significance of the product.

Features & Functionality
- Hero with action shot/video (inspirational or contextual)
- An overview of missions, airframe, and avionics, and interactive gallery with 360° views of products
- Interactive specifications
- Contact form that sends email to IR's and captures lead
- Ability to download related material
- In-page sub-navigation
- Link to CAP Detail Page if applicable
- Related product comparisons

Proposed Content Modules
- Related news, innovation articles, events, and customer testimonials

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64

Key Sections
History Landing

The History Landing Page will serve as the main hub for visitors interested in learning more about Bell's history of innovation. This page will allow visitors to learn about company milestones, aBell's contribution to the industry, and explore archived videos and photos.

Features & Functionality
- Interactive timeline (i.e., hover, animation, motion, photo, video, clickable content, parallax scroll)
- 360° views of products
- Video player
- Interactive in-page sub-navigation
- Links to history articles and video archive index

Proposed Content Modules
- Related history articles and innovation articles
- Interactive history quiz

And capture our strategic areas of focus

We identified three key areas of focus that guided our conversations throughout Discovery and shaped the Design of our site.
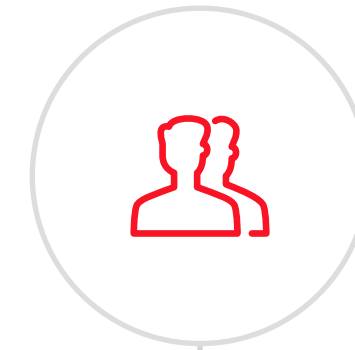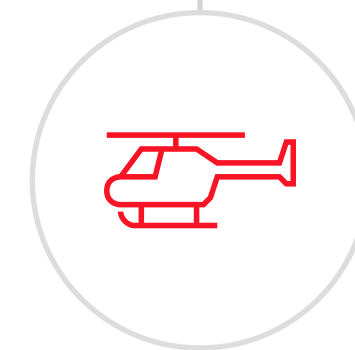
Reach our diverse audience.

We've talked to users and stakeholders throughout our process. Now we determine what will best meet their needs.

Communicate a holistic Bell.

Showcase the Bell lifestyle, what it's like to work there, and what Bell has to offer—ultimately, the experience of Bell as an organization.

Elevate technology & innovation

Elevate your innovative initiatives, while continuing to showcase the incredible technology behind your products.

Our users

**Understanding the wide landscape
of Bell's customers and audience.**

OUR APPROACH

Defining our users

Interviewing our users

We talked to a variety of user types, including customers and operators, sales and service personnel, influencers and journalists, and Bell employees and prospectives.

"Romantic and exciting. Can you hear the enthusiasm in my voice?"

"One of the first things I was expecting to see on their website was technology."

"Different types of missions command different capabilities."

"They want to know everything you're able to do before you make this purchase."

We should be able to speed the line of communication up. It should be more transparent."

Observing key themes

After conducting interviews with our wide audience, we narrowed down our conversations to the following themes, which helped inform our strategic direction, experience foundation, and design vision.

01 **Emphasize a rich innovation experience**

02 **Maintain brand consistency**

03 **Strengthen customer communication**

04 **Promote transparency for status and support**

05 **Plan for customers' mission needs**

Developing archetypes

From our user interviews and observations, we determined key behavioral archetypes for Bell's diverse, multifaceted audience, in order to distill behavioral patterns and map ideal user journeys for our experience.

THE **ENTHUSIAST**

Find innovation news and media

THE **PROSPECTIVE**

Discover careers, the Bell lifestyle

THE **TRAINEE**

Complete training efficiently

THE **BUYER**

Research aircraft for purchase
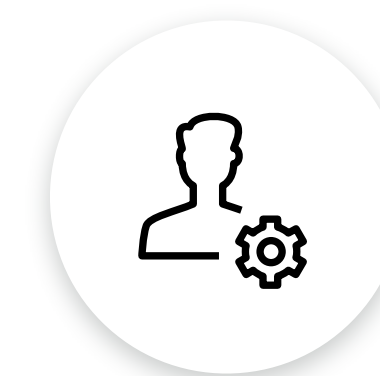
THE **OPERATOR**

Service or support an aircraft

Journey Mapping

With our archetypes in mind, we mapped in-depth user journeys for each behavior.

OUR APPROACH

Satisfying user needs

Convey the experience of flight and richness of the Bell universe

Give **enthusiasts** the ability to easily access news and media from, as well as experience the rich history and innovation of a holistic Bell.

Give them the keys to bring their Bell experience to life

Allow **trainees** to easily find and view training classes and details, making their experience as seamless and transparent as possible.

Enable them to picture their life at Bell

Enable **prospective** Bell employees to be able to see a full range of career offerings, as well as what it's like to work at Bell.

Show them military aircraft and specs in action

Allow **military buyers** and personnel to see Bell products and specs at a glance, find the right product for their mission, and *experience* the aircraft in action.

Promote the benefits, what to expect, and next steps of ownership

Allow **commercial buyers** to be able to similarly research and find the right product for their mission, as well as understand high level ownership, next steps, and what to expect in the purchase process.

Allow them to identify with service that is uniquely Bell

Give **operators** and service personnel the ability to access support quickly and easily, as well as receive additional support content from their community.

Experience

Crafting a foundation to bring our strategy to life.

Establishing our key site sections

From our architecture workshop, we identified four core sections for our site. This exercise simplified Bell's architecture and navigation, while delivering a strong statement that underscores Bell values.
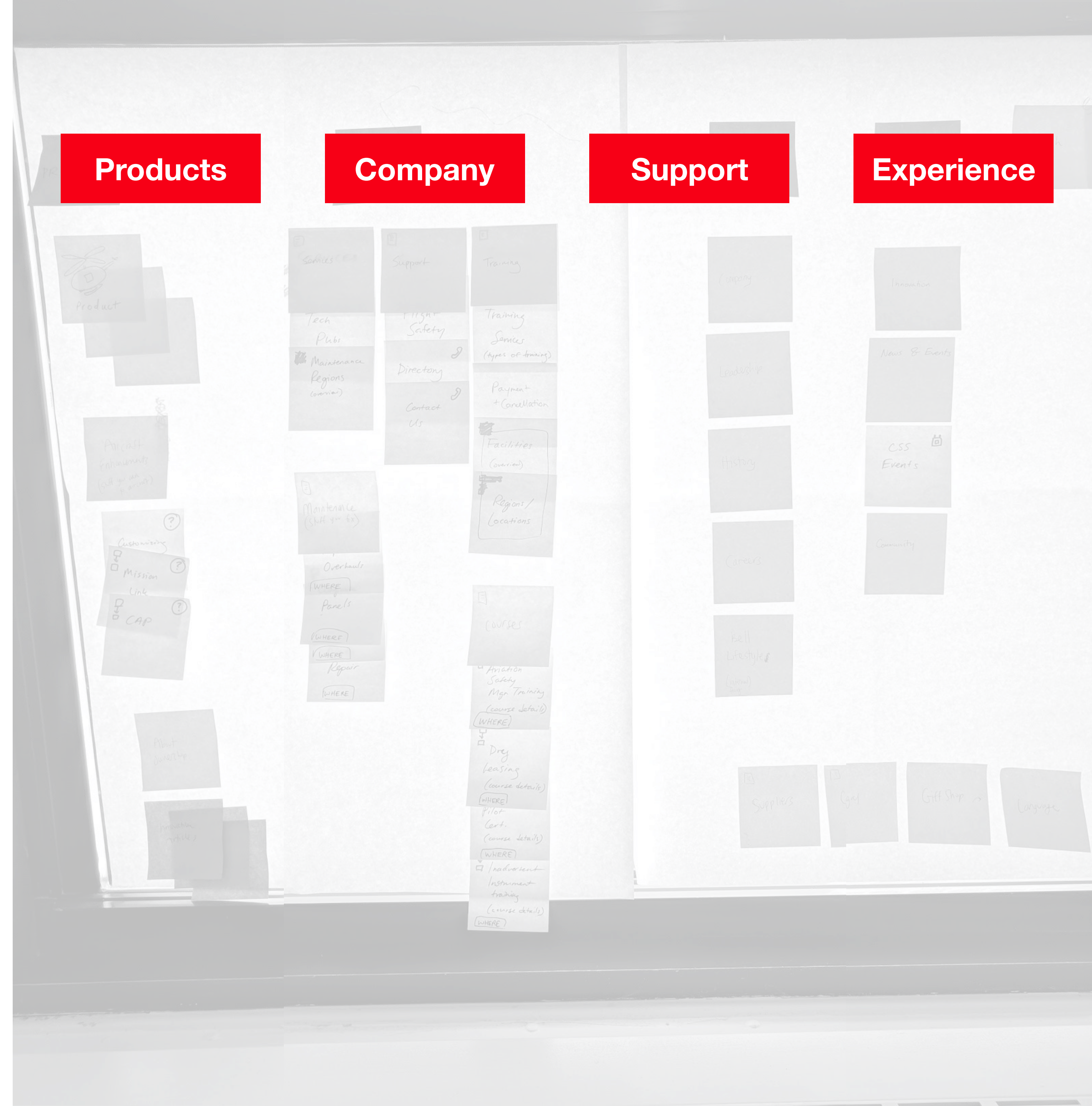
Accounting for each archetype

In addition to organizing Bell's navigation, our core sections accounted for each archetype's needs, establishing a structure that would seamlessly and effectively reach every member of our diverse audience.

Products

Company

Support

Experience

THE **BUYER**

THE **PROSPECTIVE**

THE **TRAINEE**

THE **ENTHUSIAST**

THE **OPERATOR**
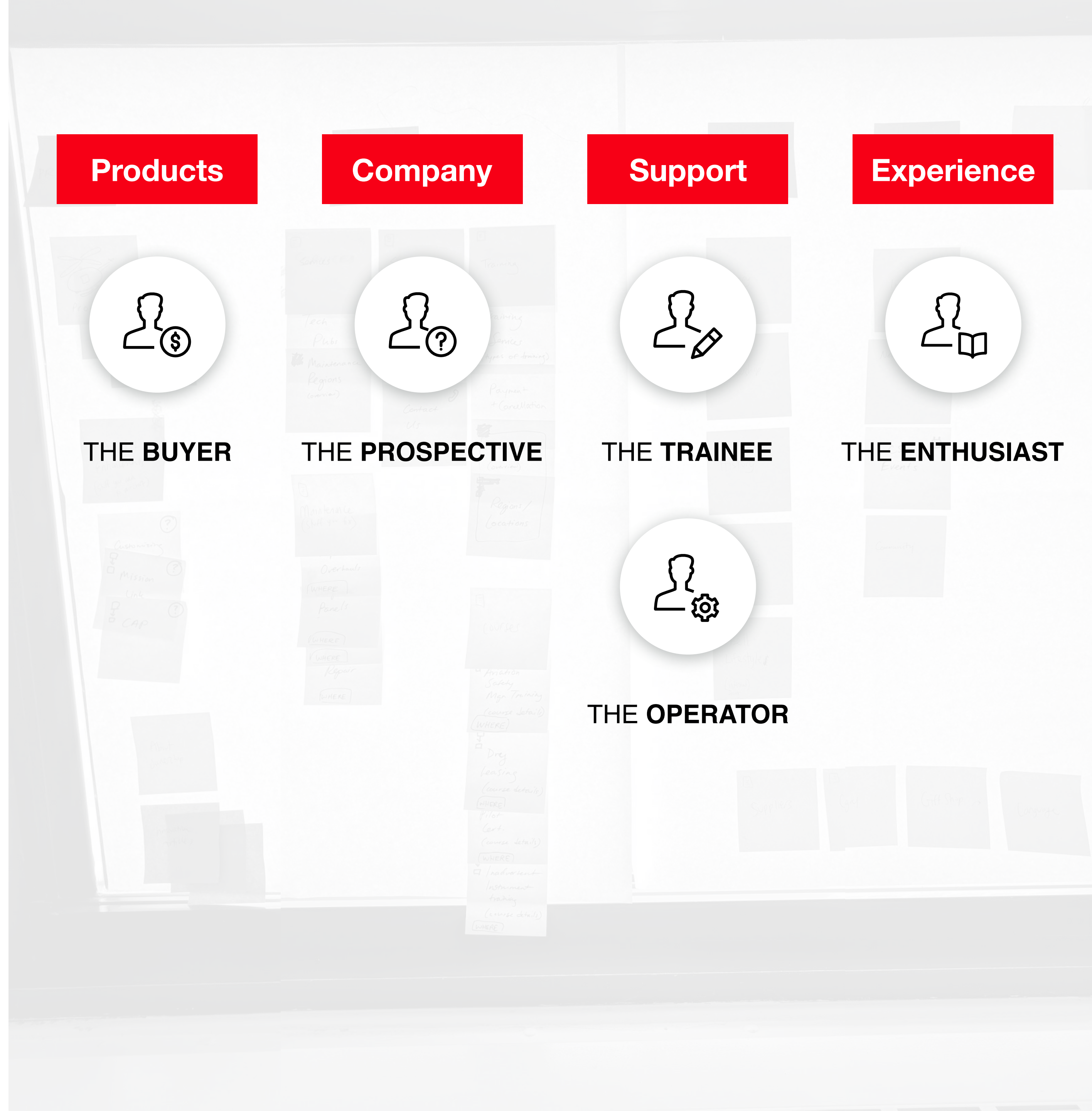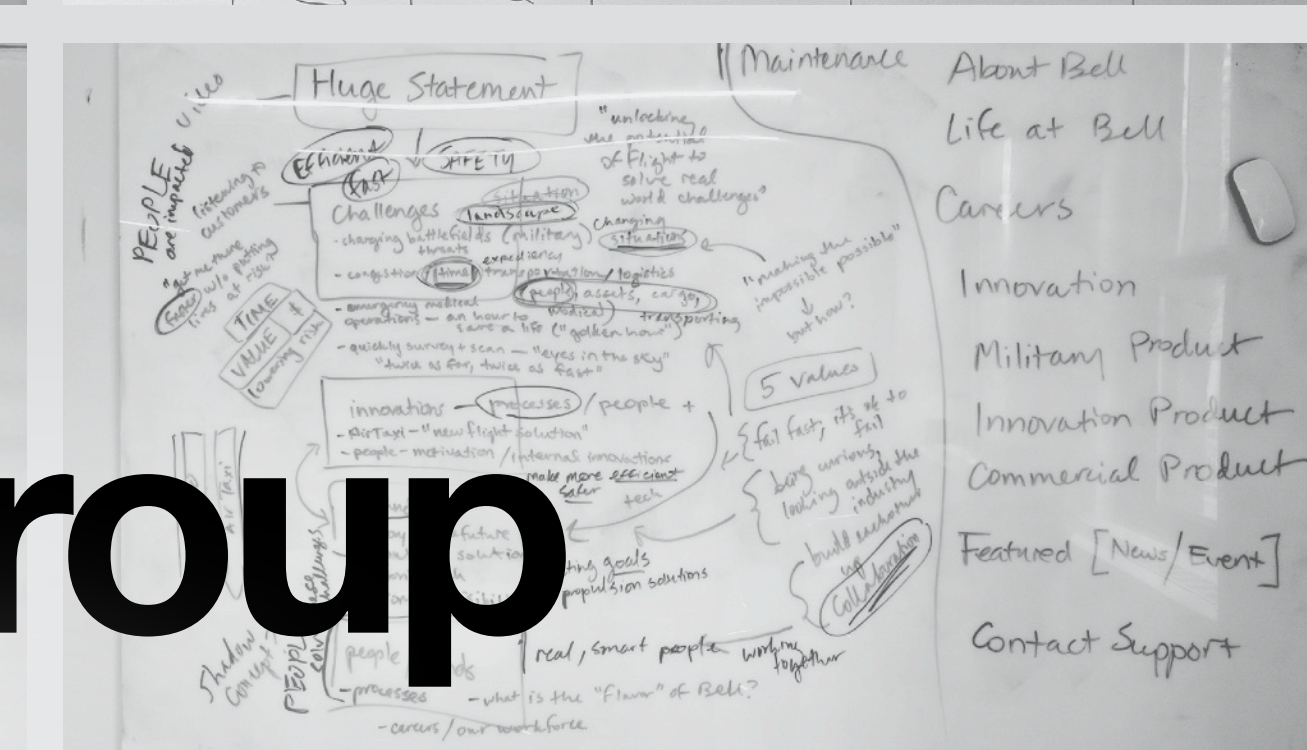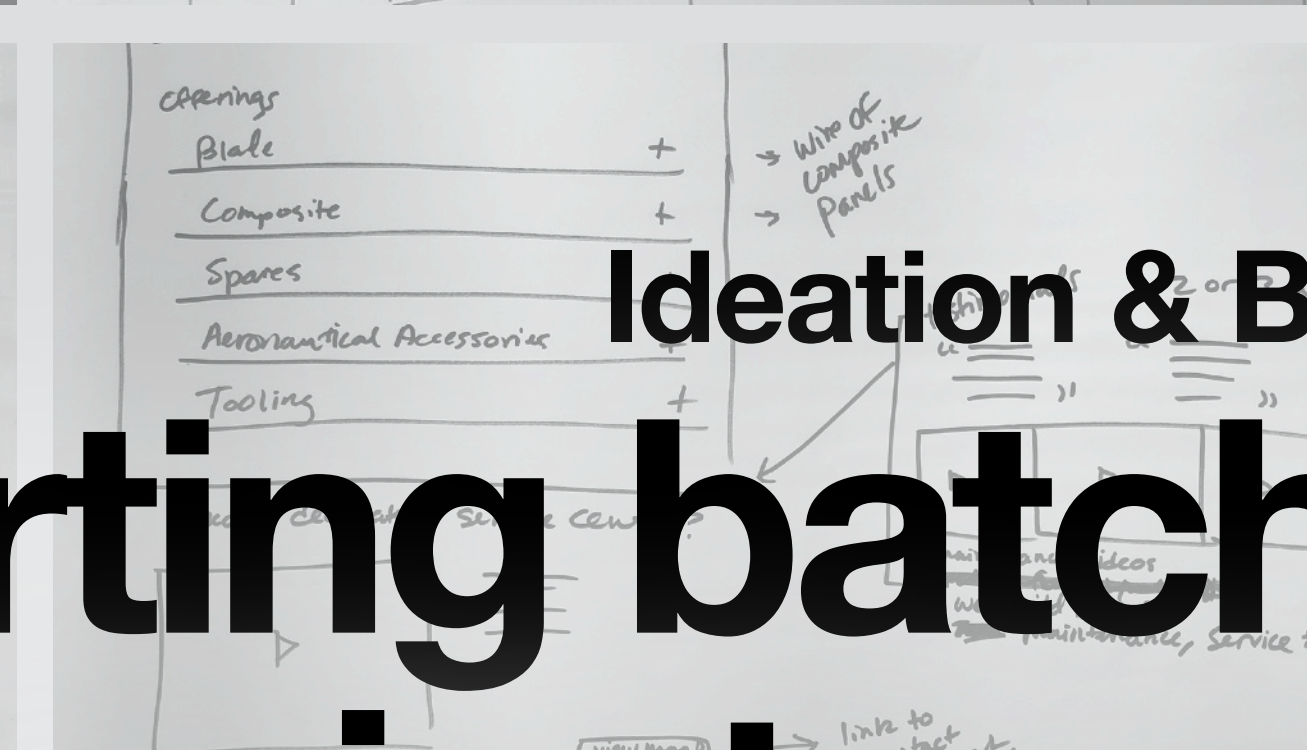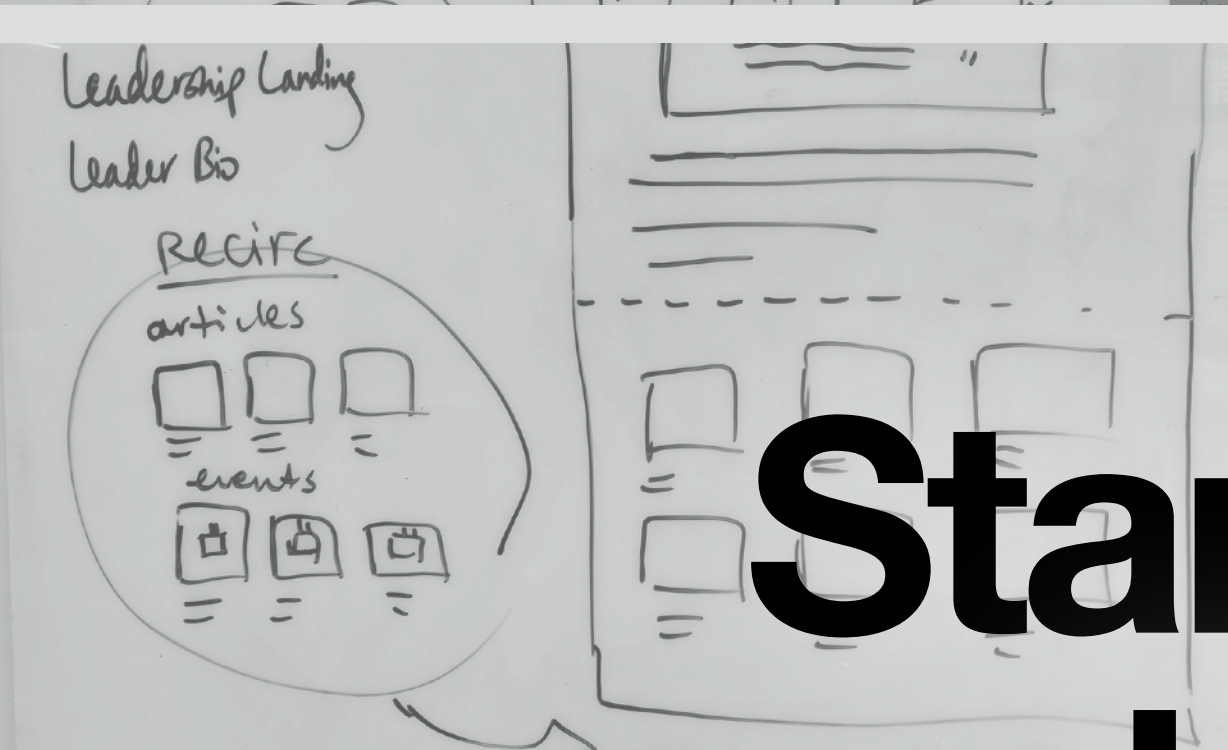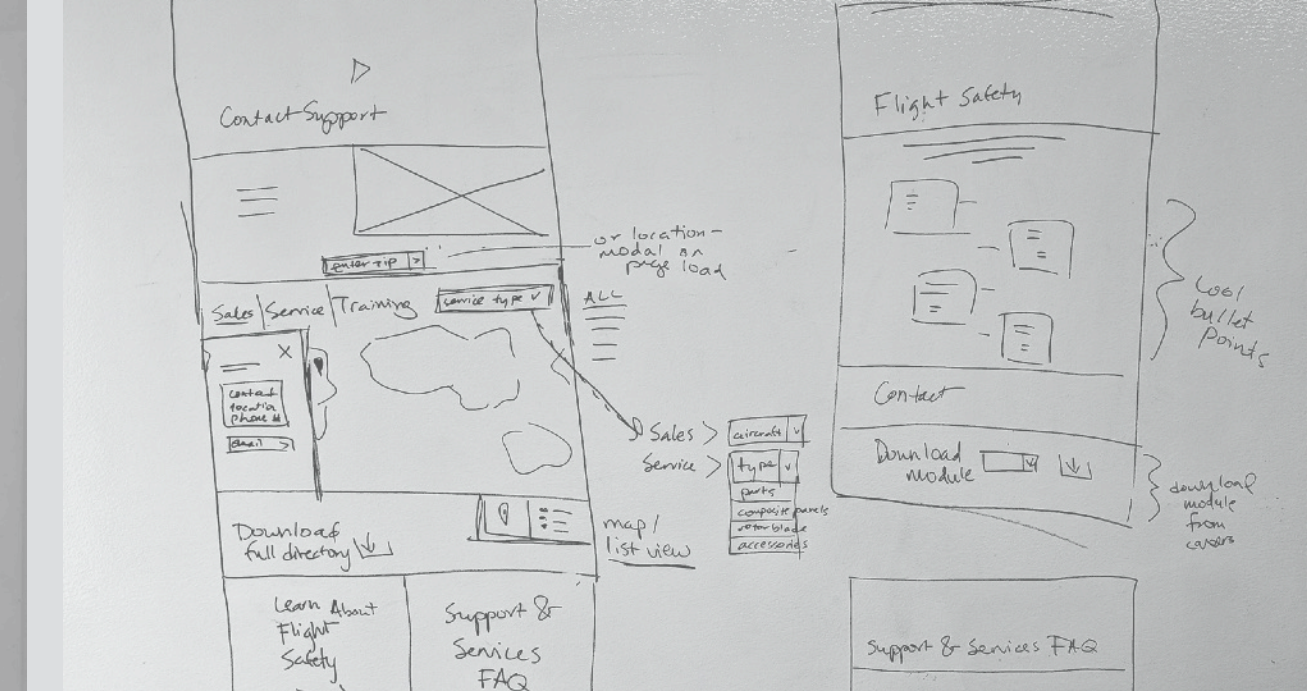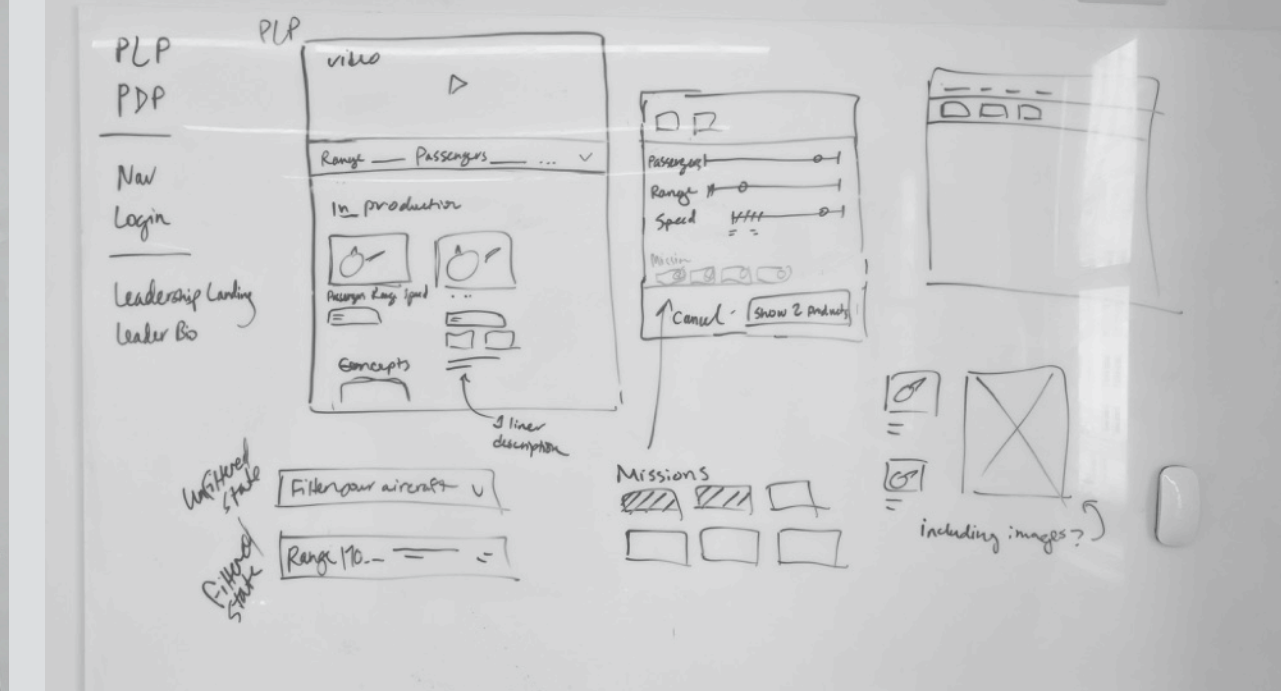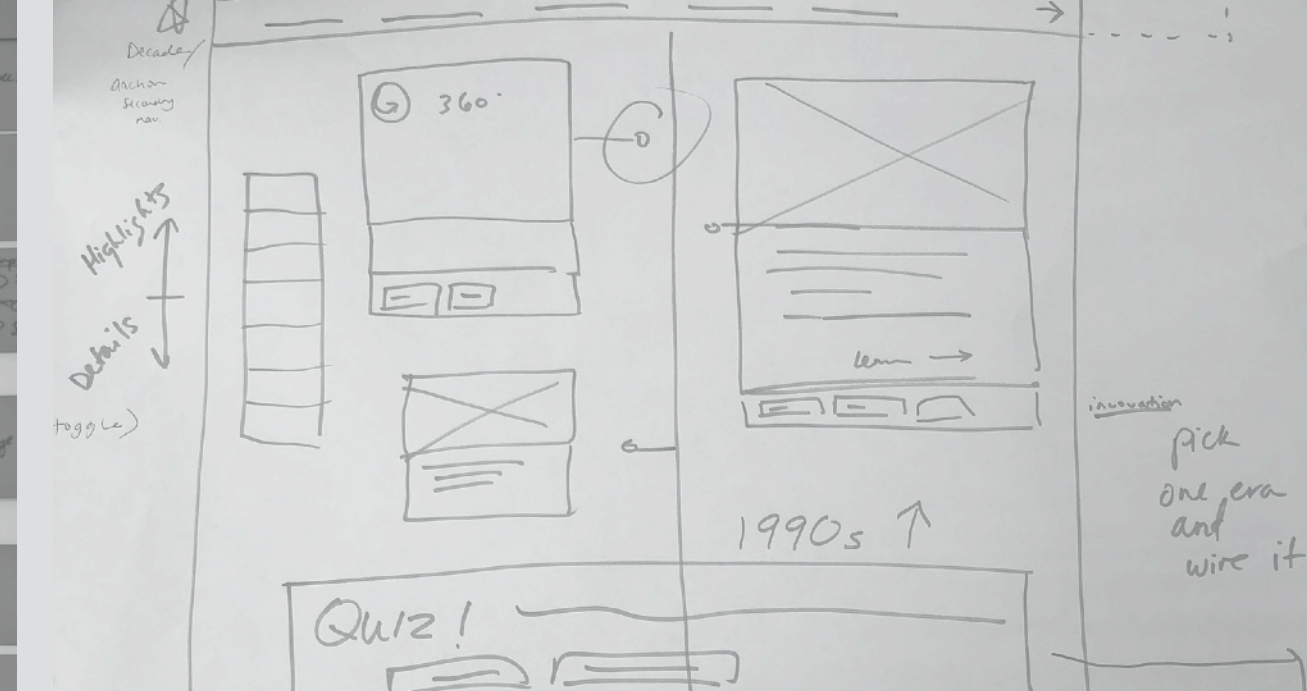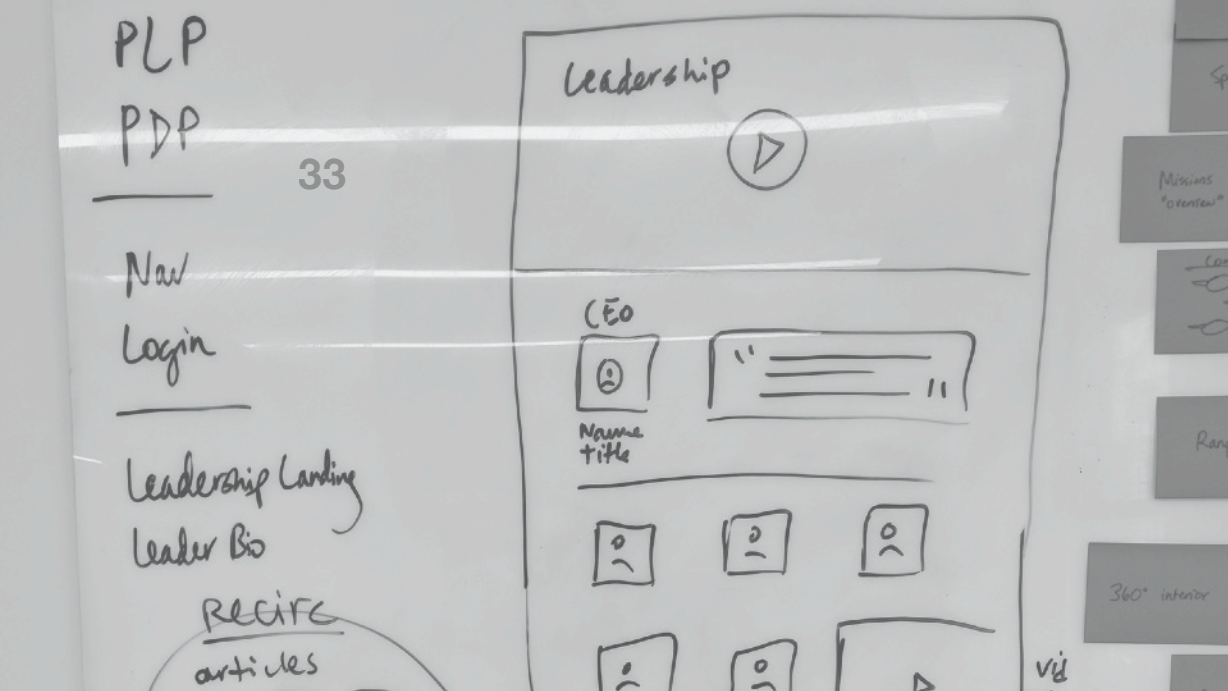
Ideation & Brainstorming

Starting batches with group brainstorms to set the strategy and narrative.
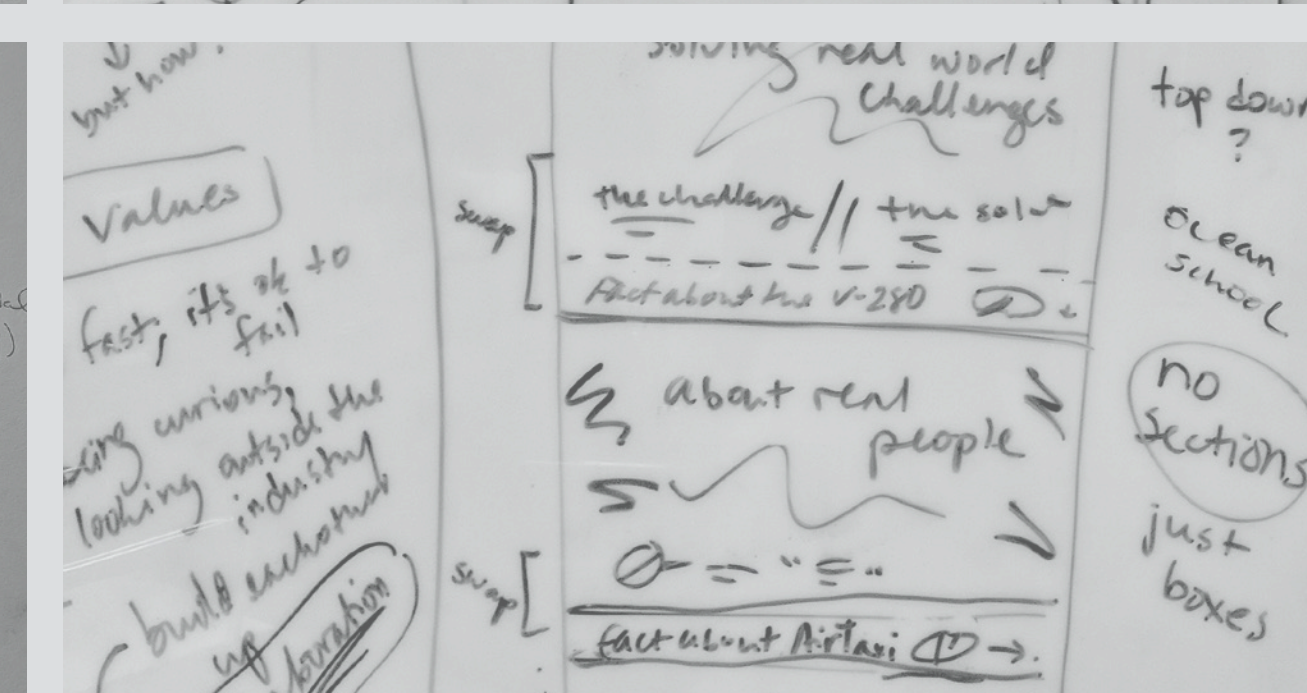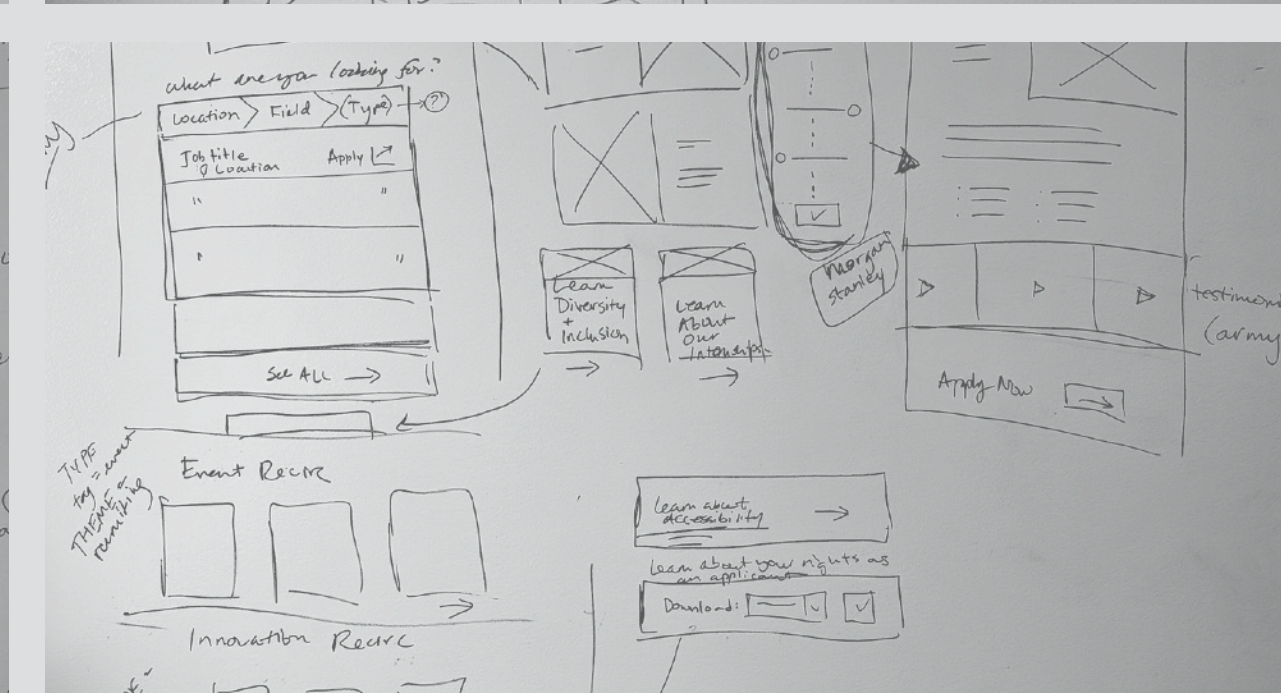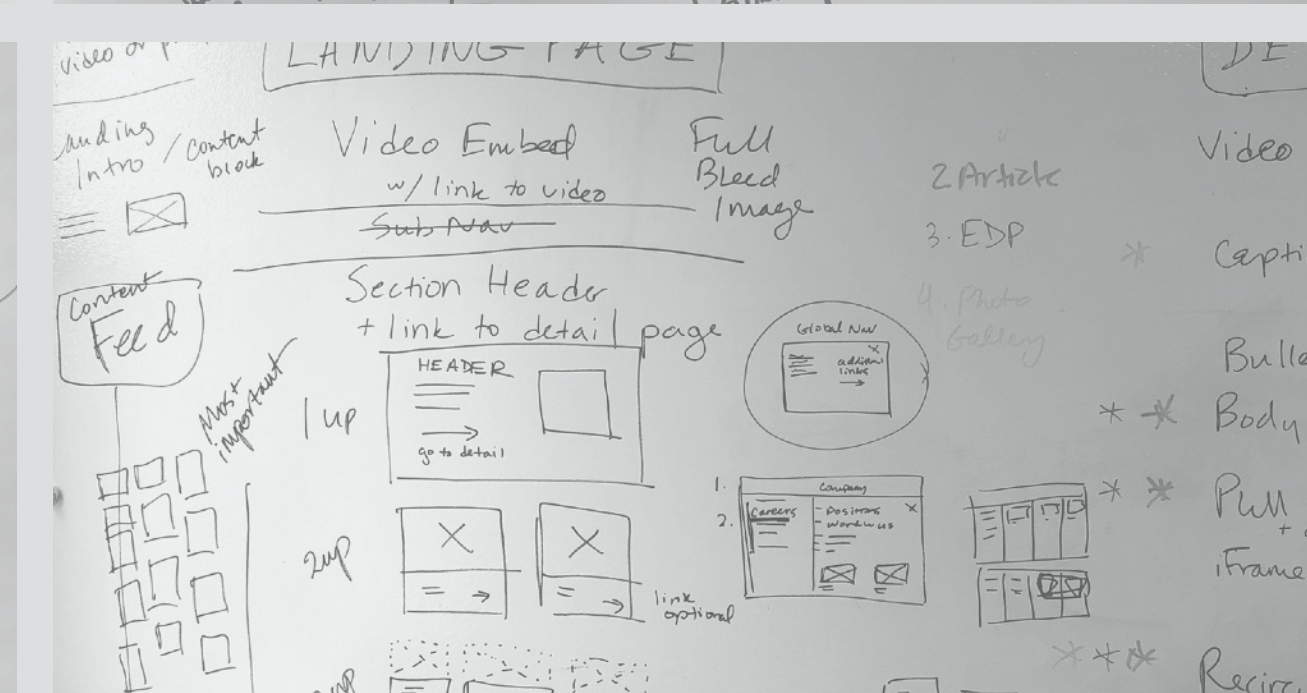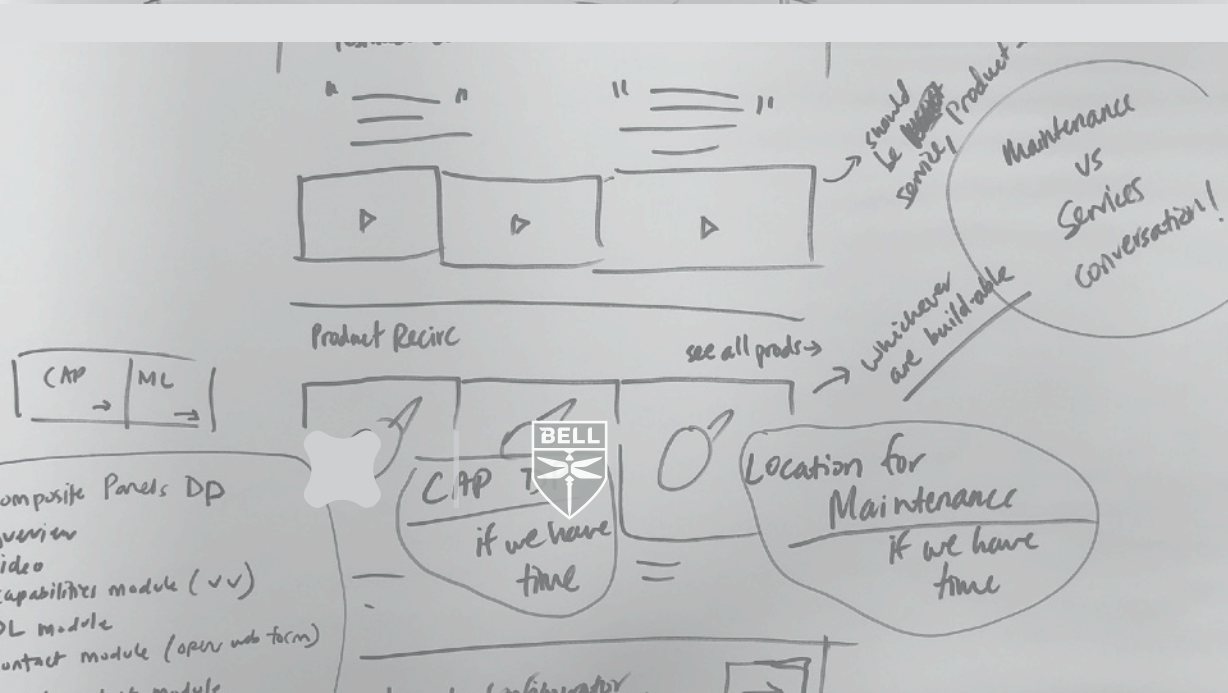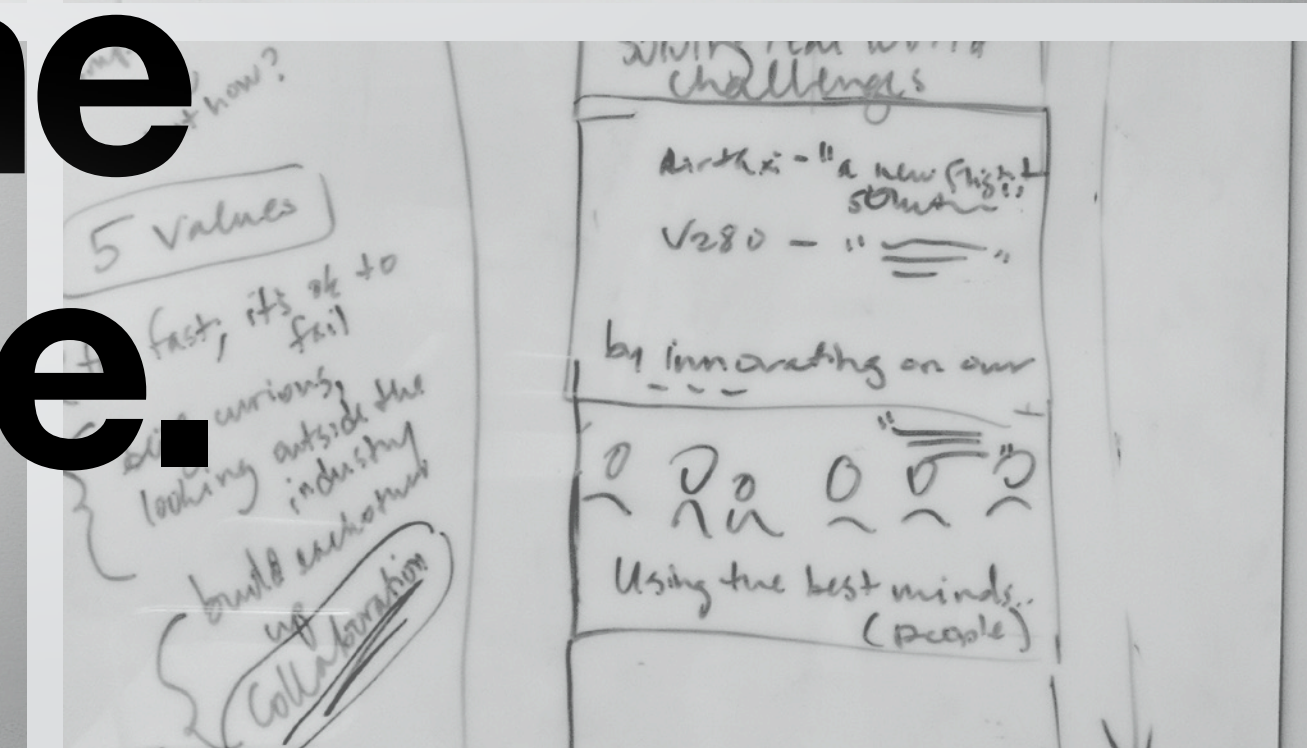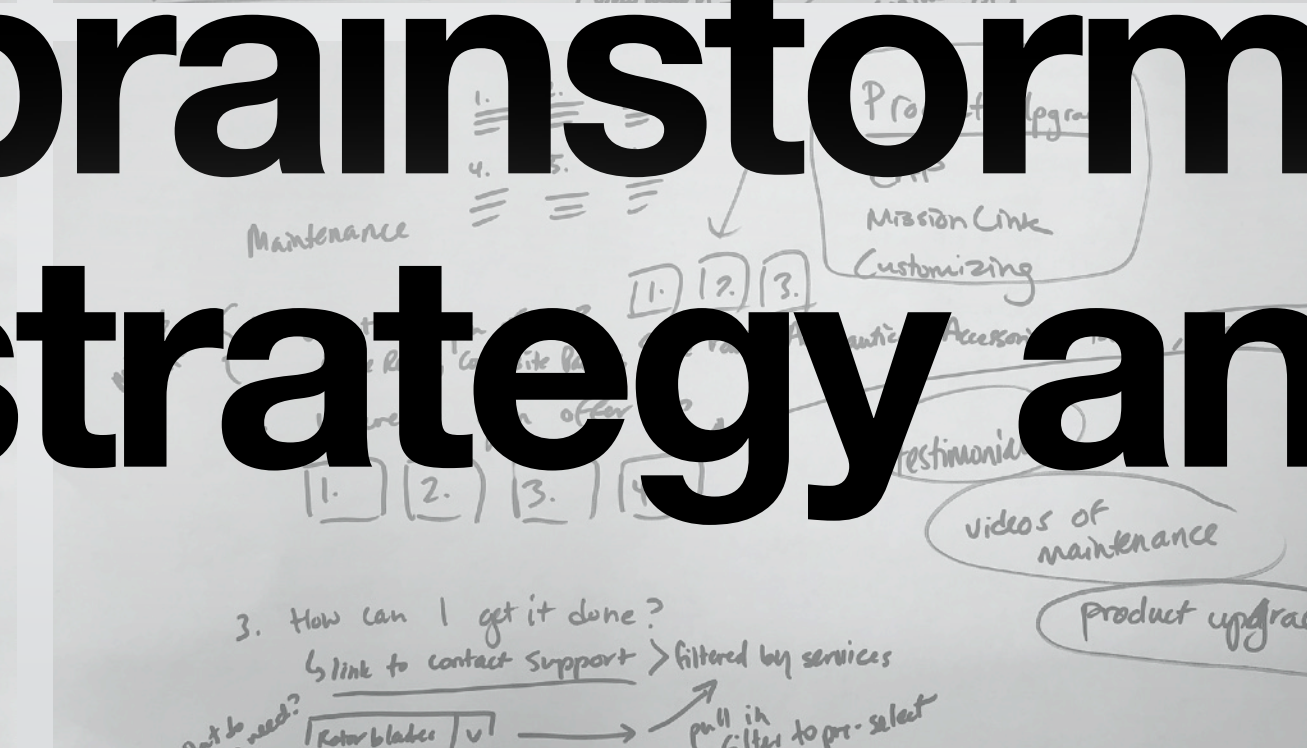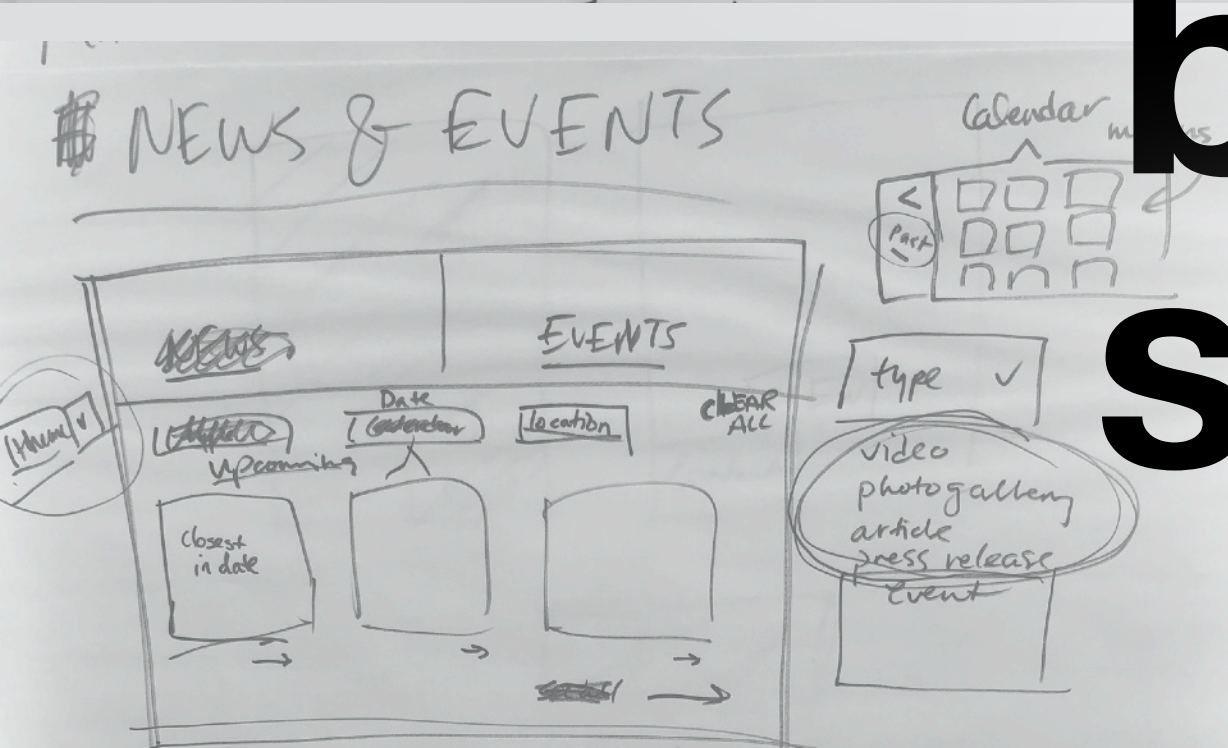
Establishing a module library

Our experience foundation included a detailed module library, with which we were able to atomically structure sections and pages, as well as maintain consistency throughout the site experience.
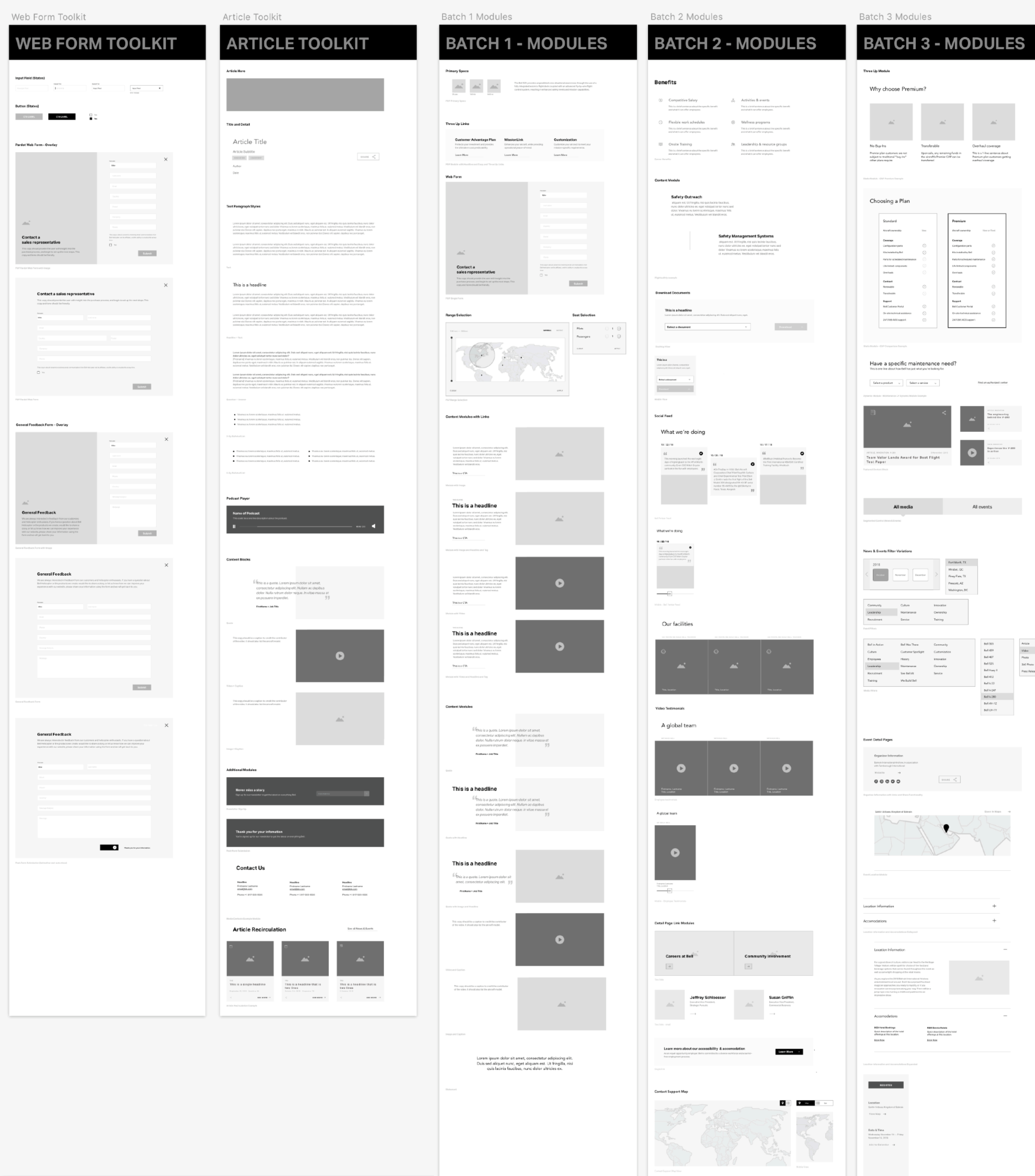
While closely collaborating with our client partners.

lets change that

🤣 1

Mike Mason 2:23 PM
I mean seriously... we have to get our priorities in line here

😄 1

Ryan Daniels 2:23 PM
seriously
Posted using /giphy (1 MB) ▾

Lisa Collins 2:35 PM
@Mike its coming very shortly!

Lisa Collins 2:47 PM
@Mike sent!

Mike Mason 2:56 PM
Thanks @Lisa Collins! That looks perfect

Mike Mason 4:55 PM
Everyone was happy with the breakdown. We added our own travel allotment for Bell go
next week.

💥 2   🤸 3   🙌 2   😅 1

➕   Message #bell-hero-fantasy

OUR APPROACH

Products

Organizing the product landing

Bell's experience started out with a separation between military, commercial, and innovation products. We sought to break down that bifurcation by consolidating Bell's product taxonomy and allowing visitors to see the entirety of Bell's fleet in one accessible location.
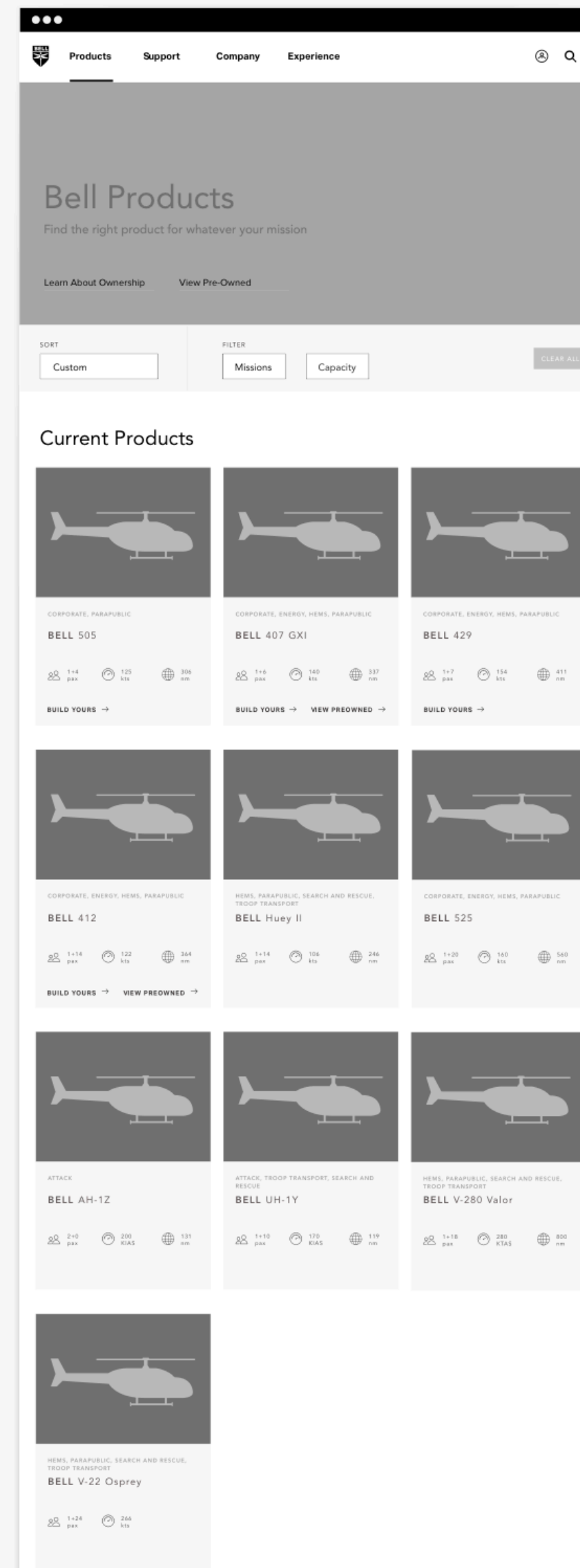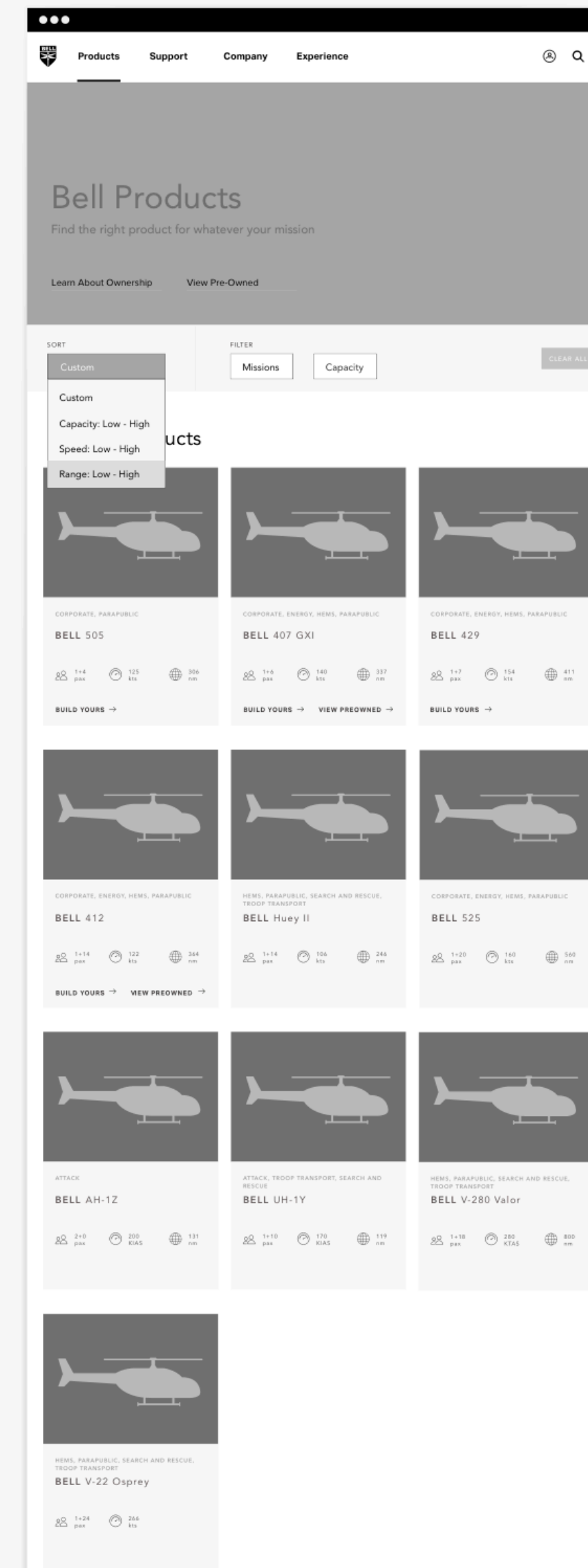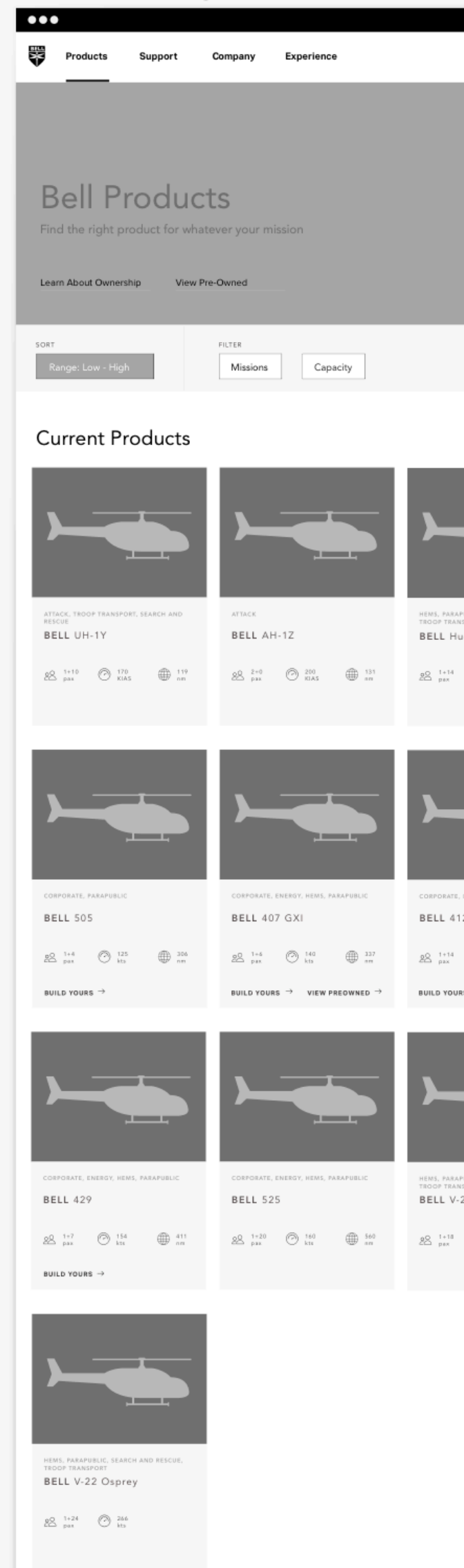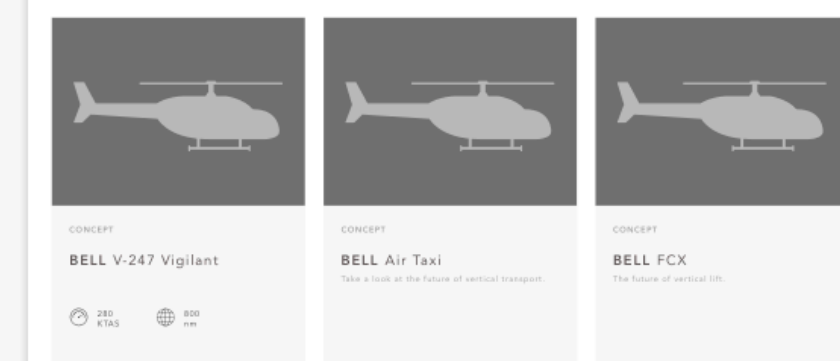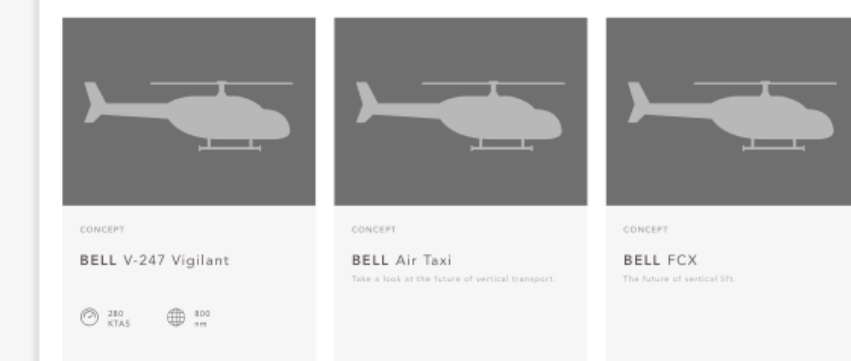
Making it immersive

With custom 3D assets, and an expansive layout, the PLP gives each product room to stand out, while showcasing all of Bell's iconic fleet in one accessible place.
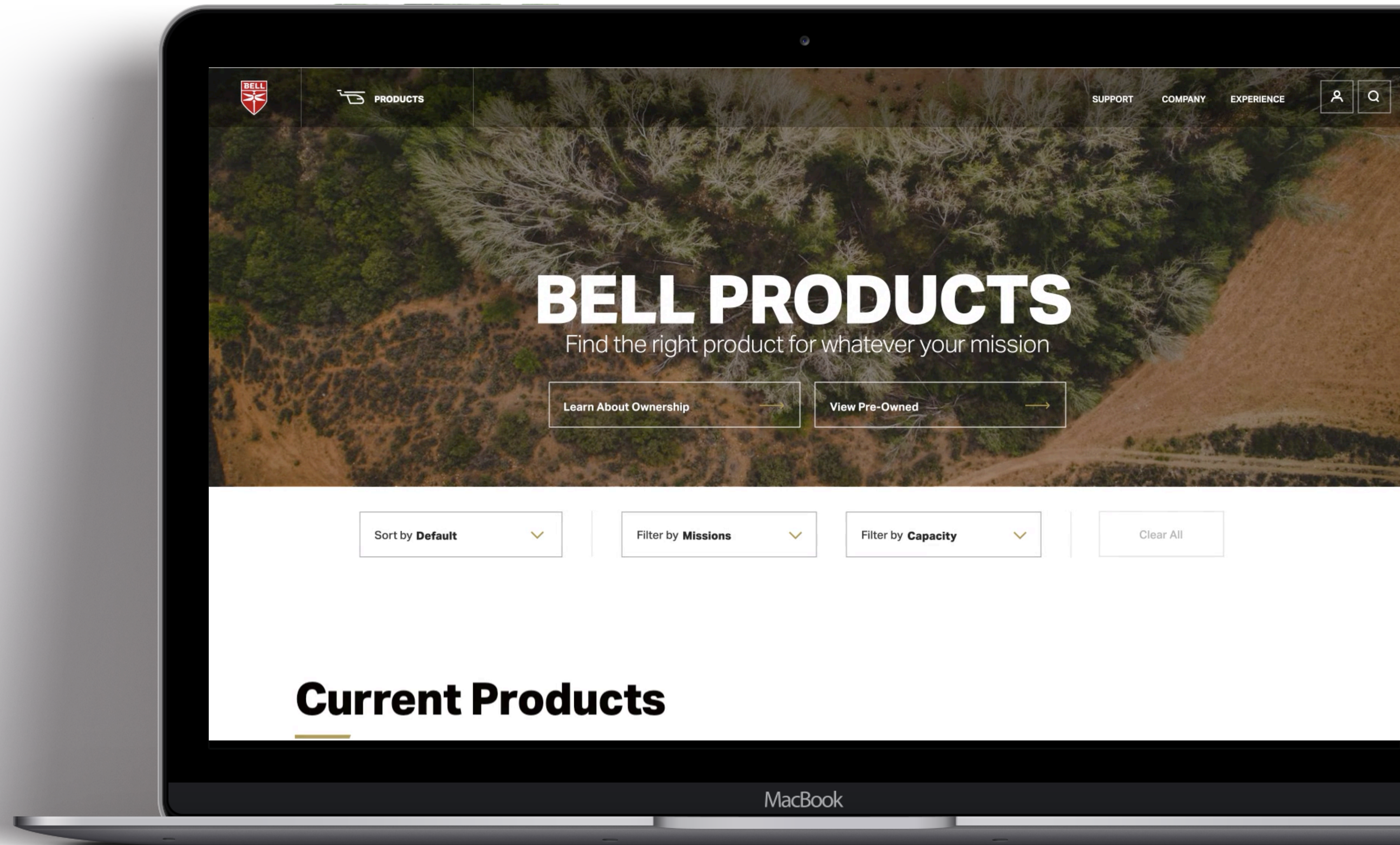
Crafting a product focused navigation

As with the product landing page, our goal with navigation was to draw out Bell products, consolidating military, commercial, and innovation, and allowing detail pages to be globally accessible.

ProductNav_Expanded

SupportNav_Expanded_

ProductNav_OnHover_

CompanyNav_Expanded_

ProductNav_FutureInnovations_

ExperienceNav_Expanded_

ProductNav_FutureInnovations_OnHover_

SearchNav_Expanded_
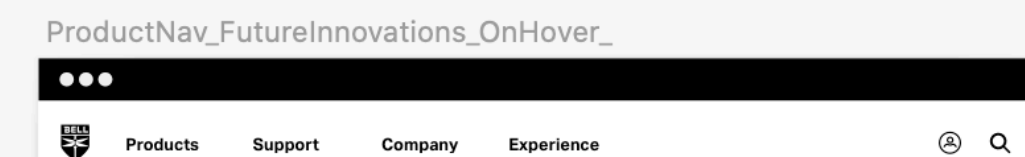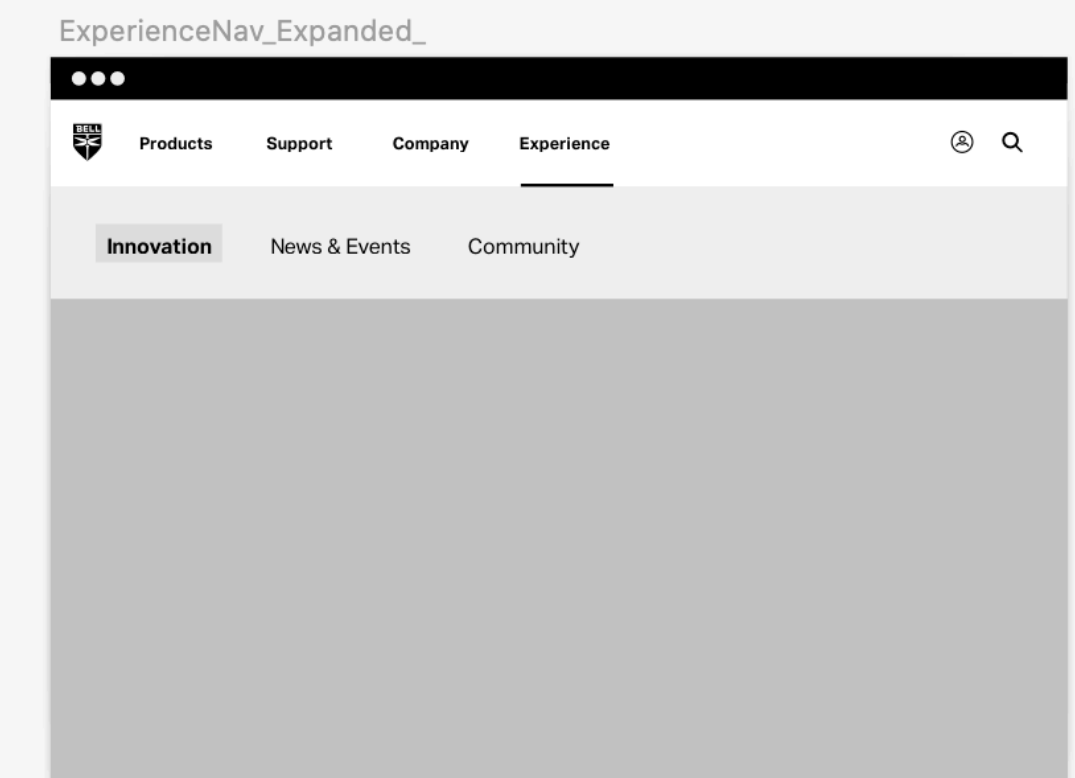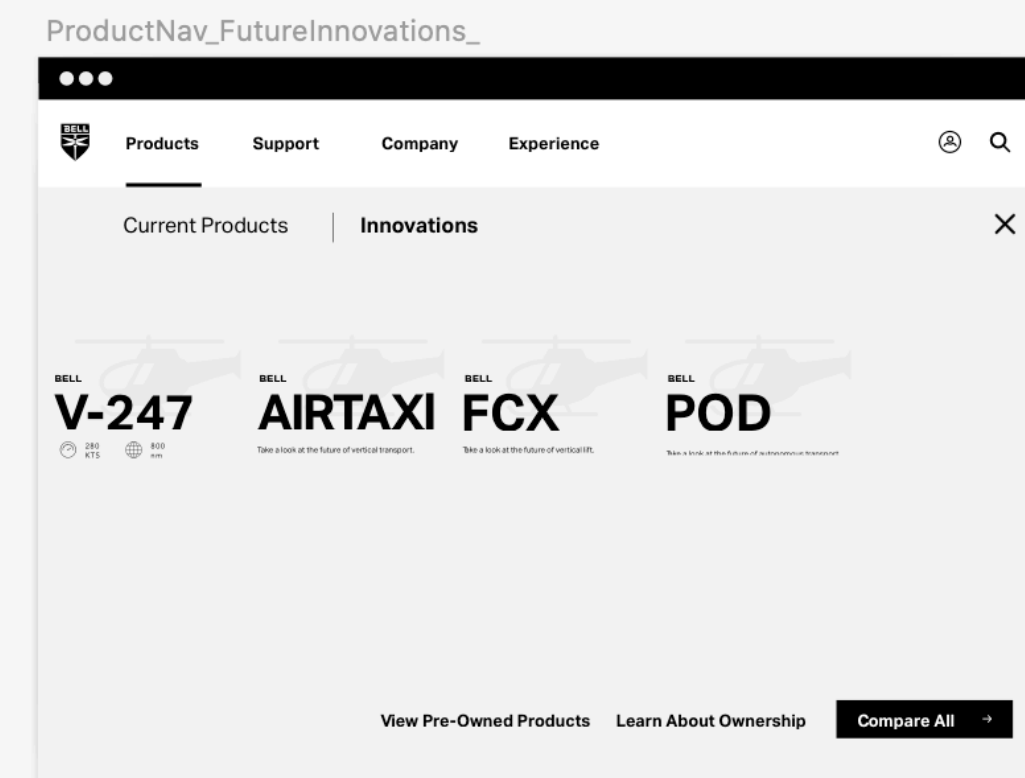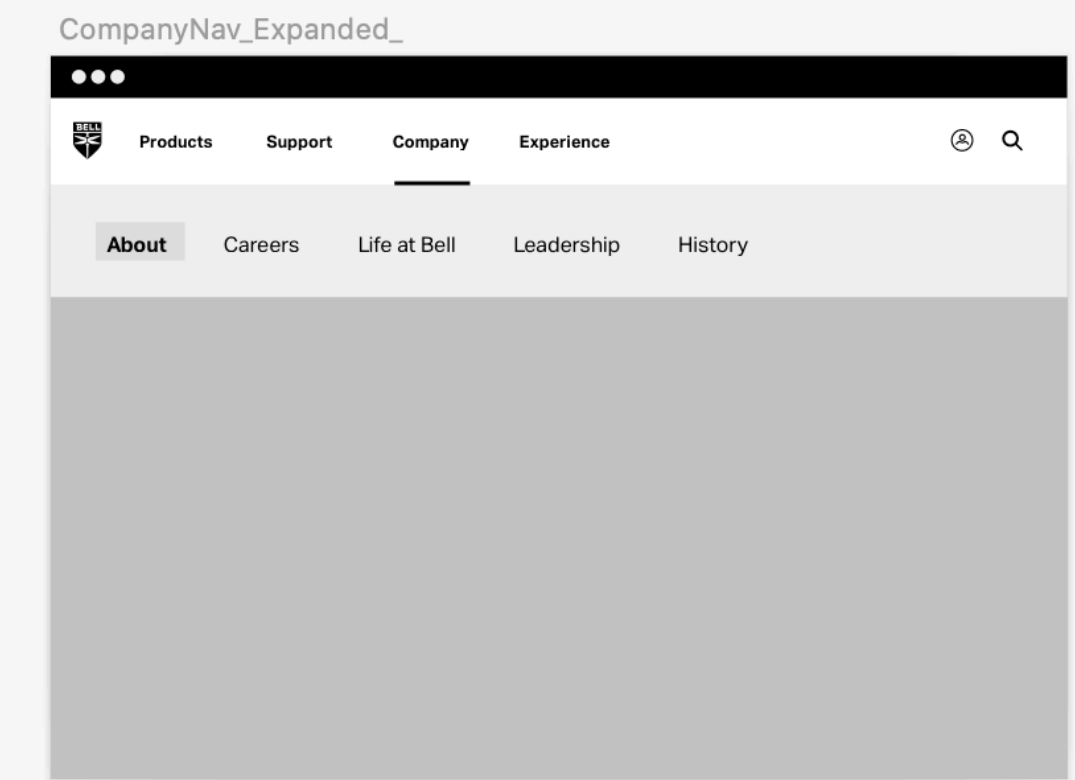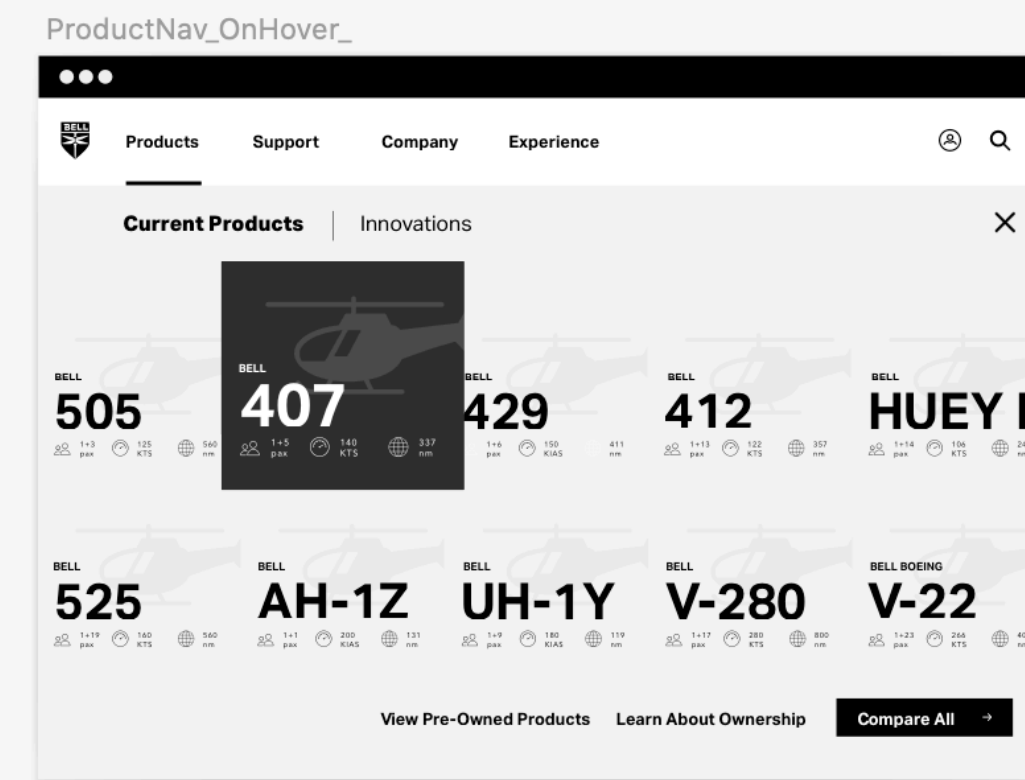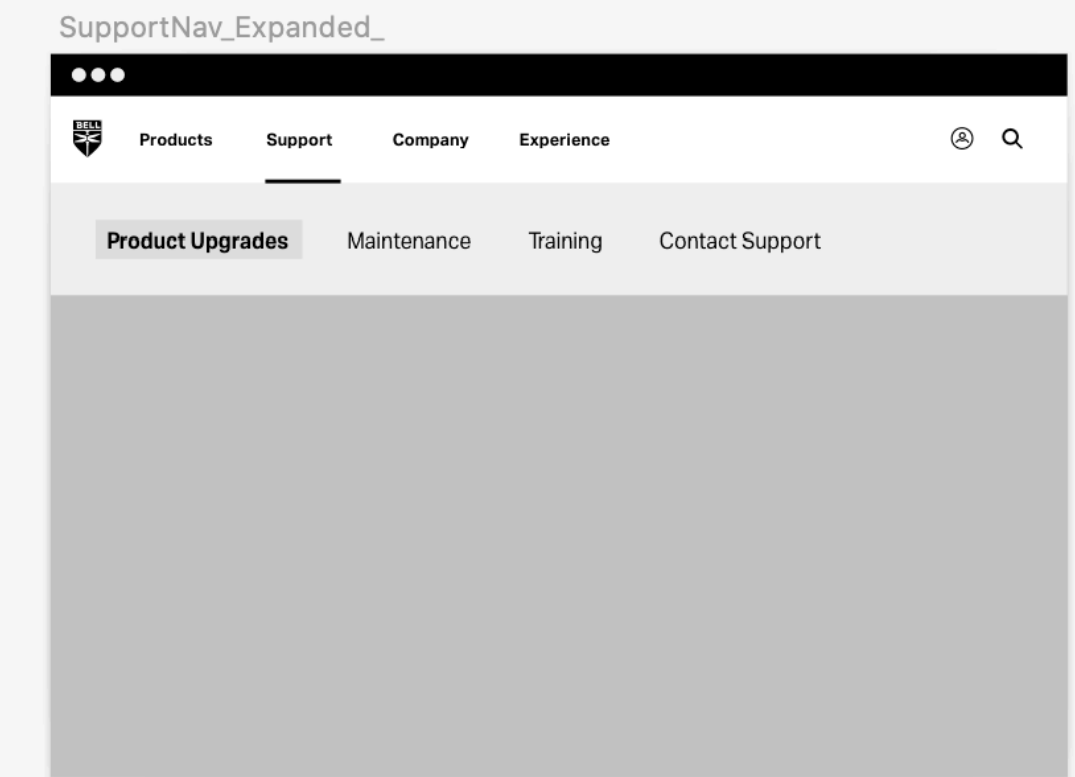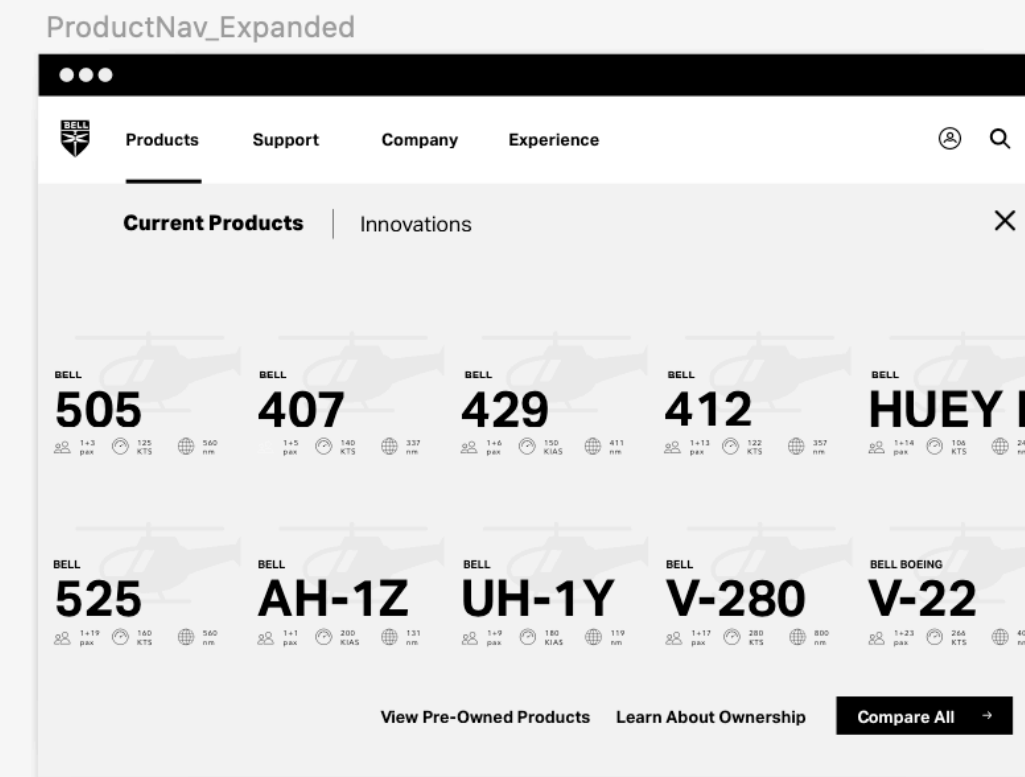
Bringing it to life

In design, we refined our navigation, pulling out capacity as a key stat, applying a vertical layout, and illustrating products with 3D and motion to increase findability and organization.
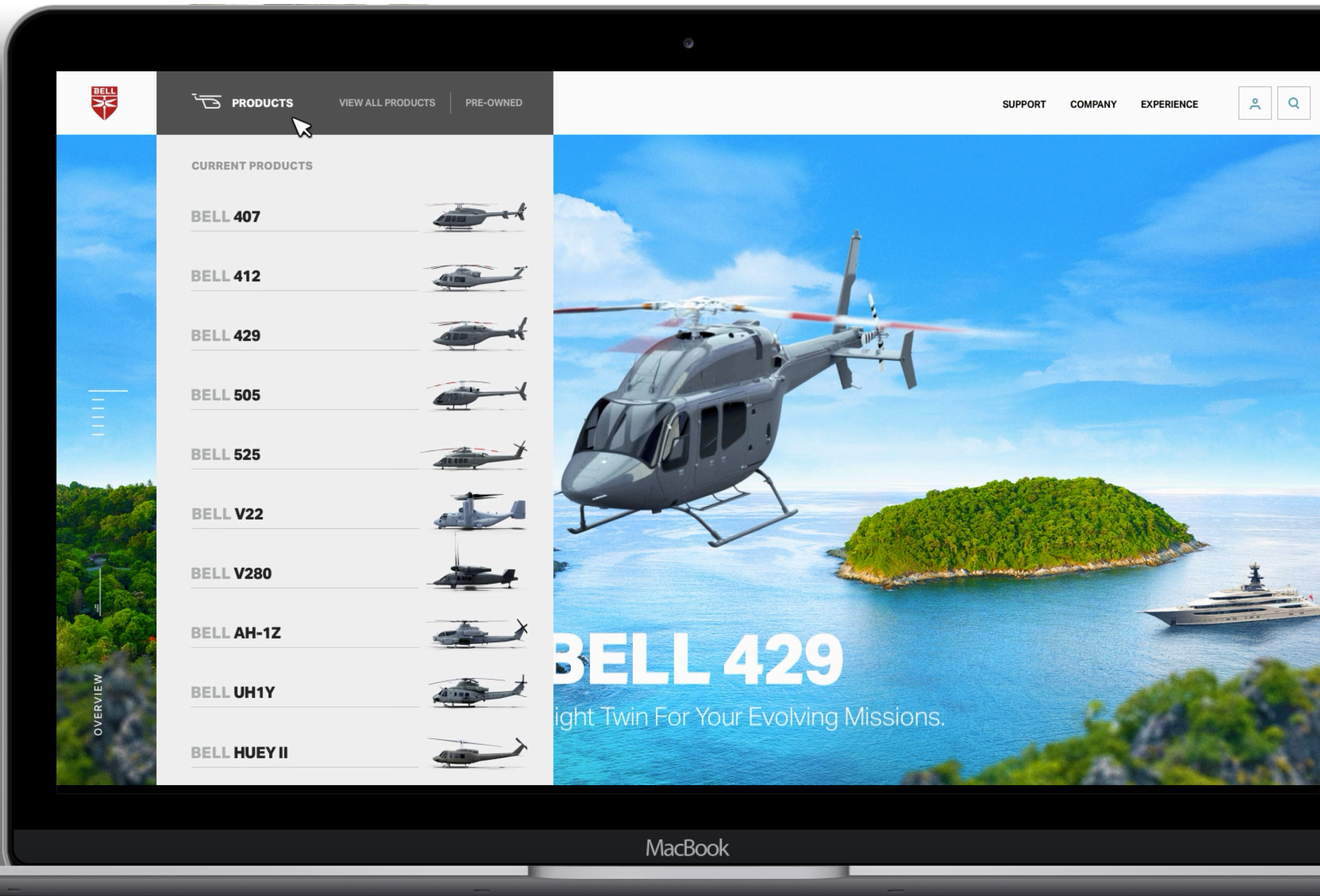
Planning for specs and missions

Key components of the Bell product page are its mission capabilities, along with its technical specifications. Customers must be able to decide if the aircraft will be suitable for their mission, and if its technical details will meet their needs in a critical situation.
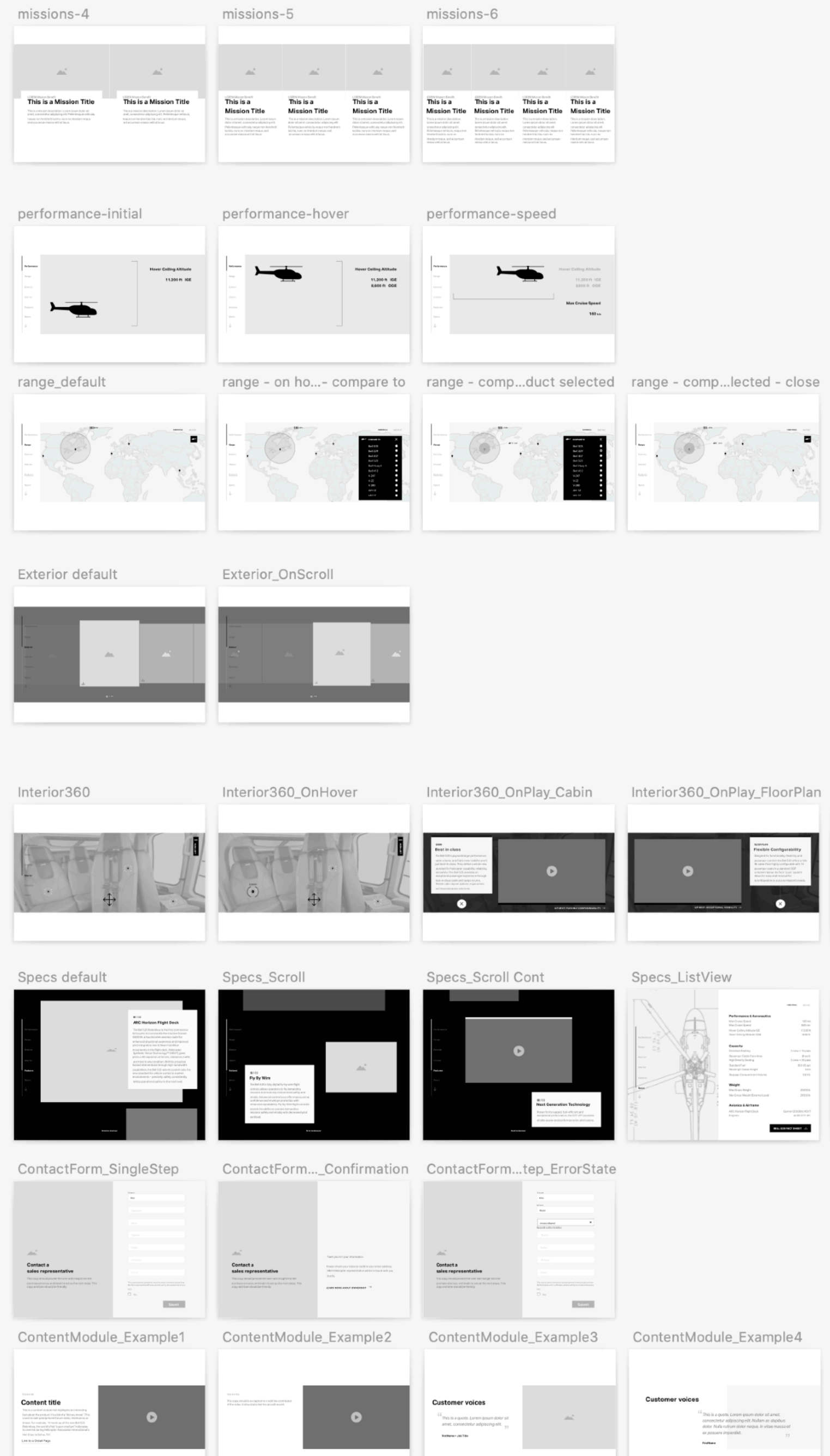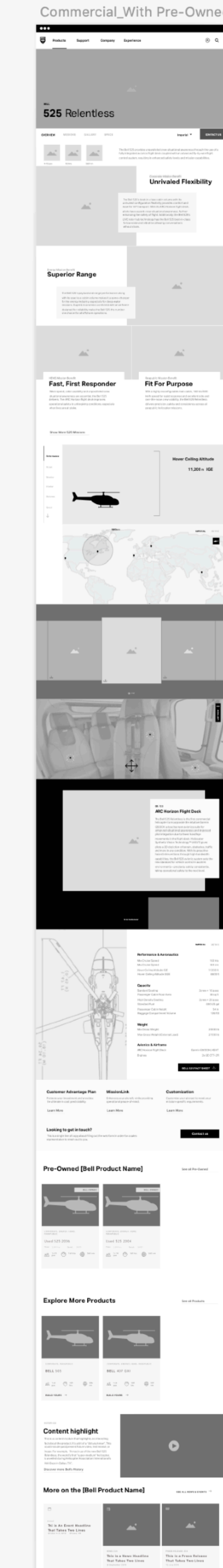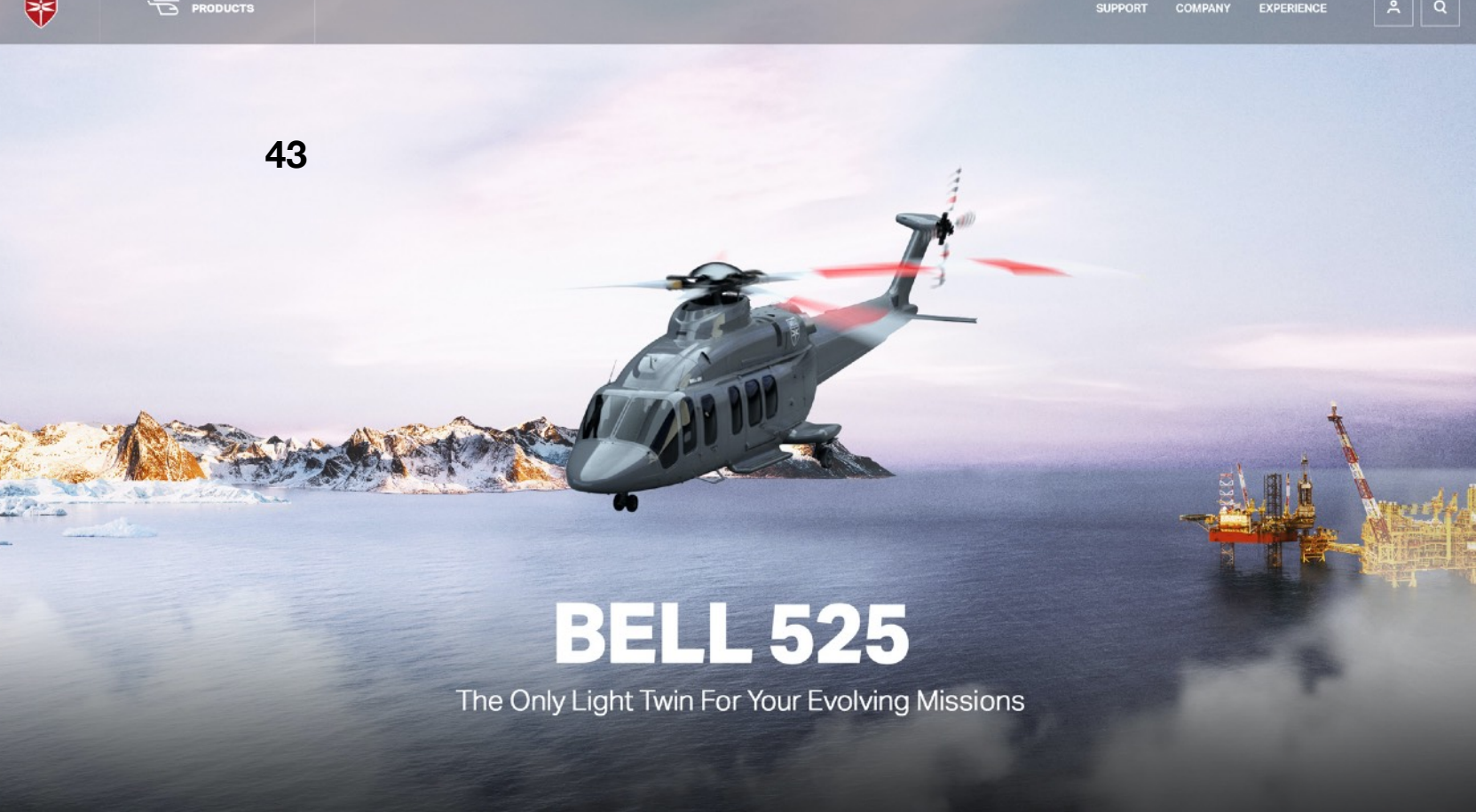
Elevating the story

While specs and missions are key, we took it several steps further. We brought features to life by crafting a narrative around each product, showcasing the excitement and romanticism of the world of flight.

For every aircraft.

BELL 525
The Only Light Twin For Your Evolving Missions

BELL 505
The Only Light Twin For Your Evolving Missions
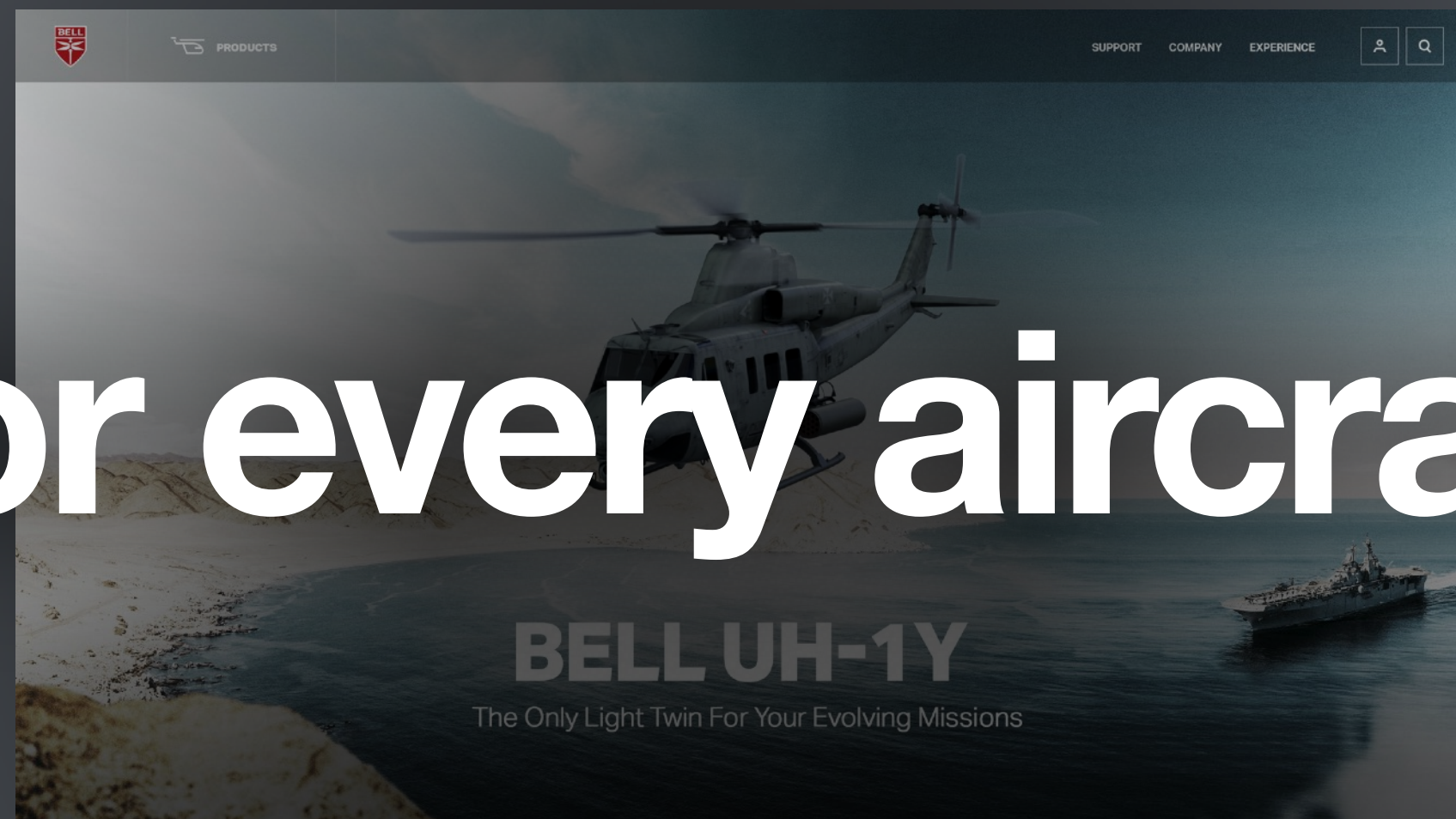
BELL 407
The Only Light Twin For Your Evolving Missions

BELL V-22
The Only Light Twin For Your Evolving Missions

BELL UH-1Y
The Only Light Twin For Your Evolving Missions
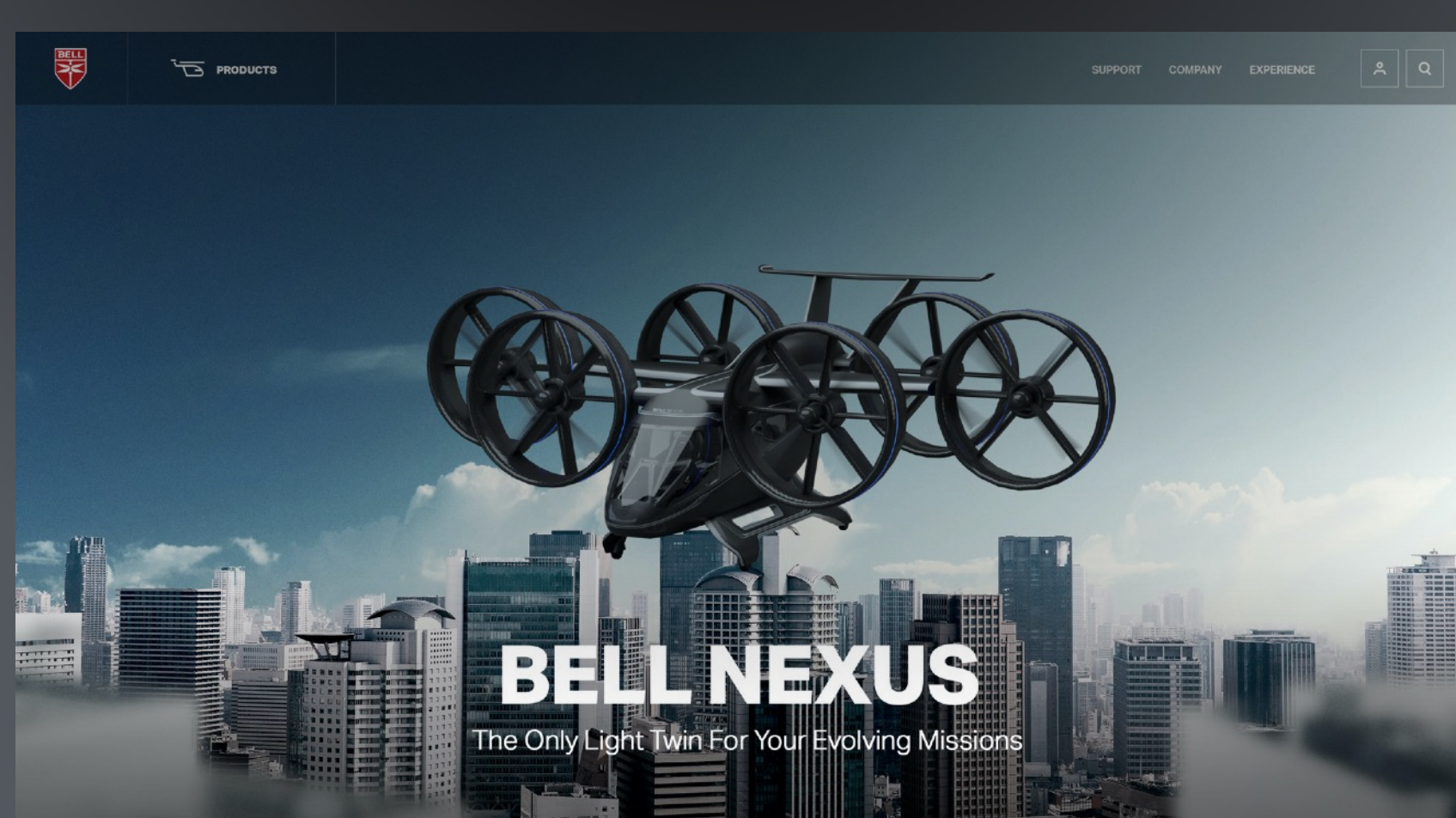
BELL V-280
The Only Light Twin For Your Evolving Missions
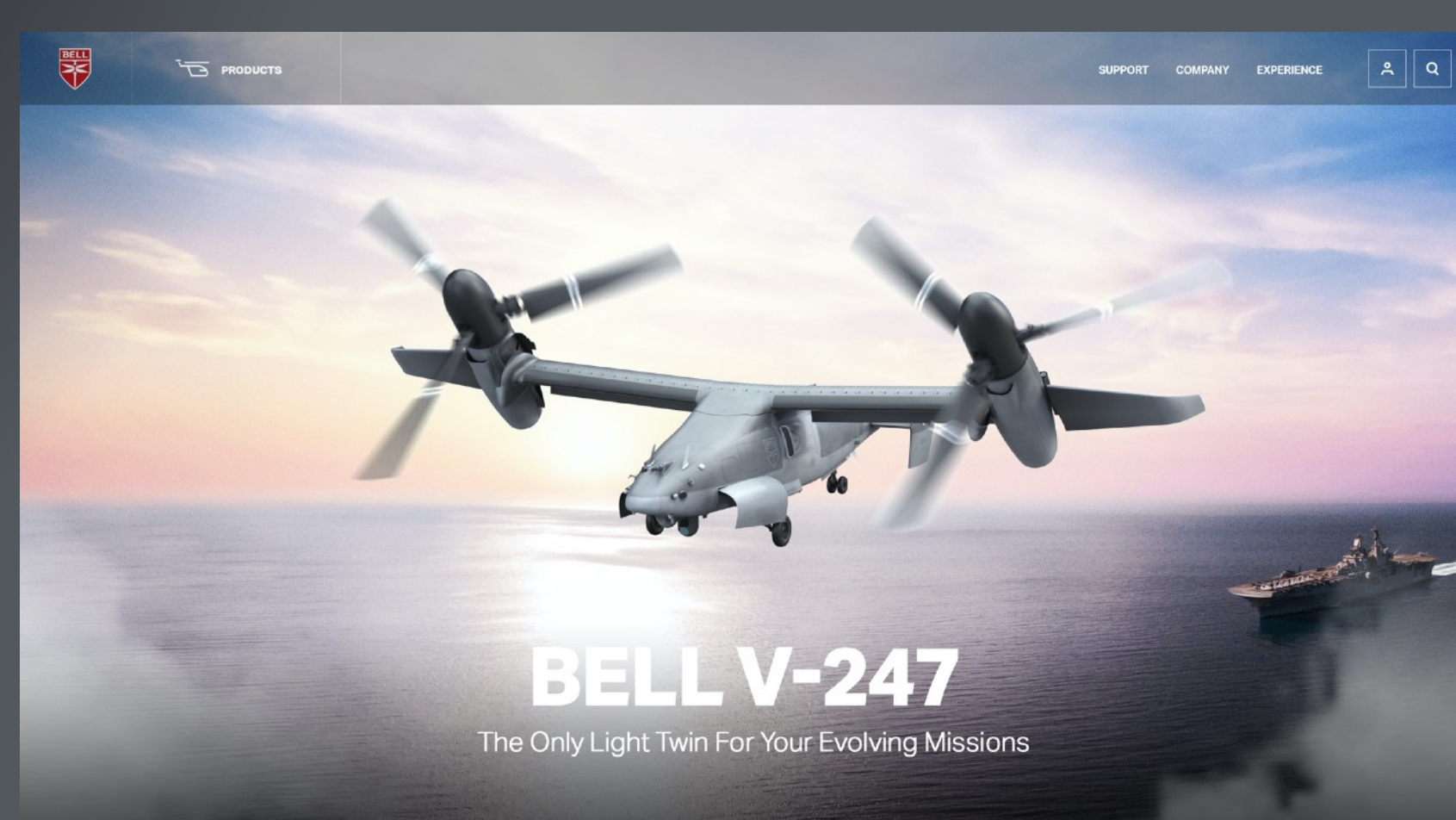
BELL FCX-001
The Only Light Twin For Your Evolving Missions

BELL NEXUS
The Only Light Twin For Your Evolving Missions

BELL V-247
The Only Light Twin For Your Evolving Missions

Down to every detail.

OUR APPROACH

Company

Crafting the Bell origin story

Bell is a pioneering force, with a long, rich history of firsts, dating back nearly a century. We wanted to create a captivating timeline experience to feature Bell's extensive library of historical artifacts, as well as achievements throughout each decade.
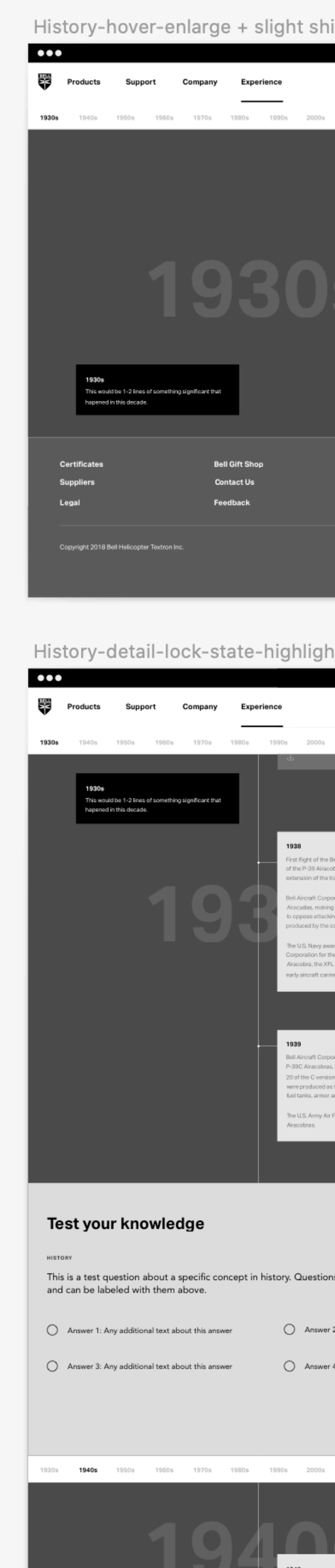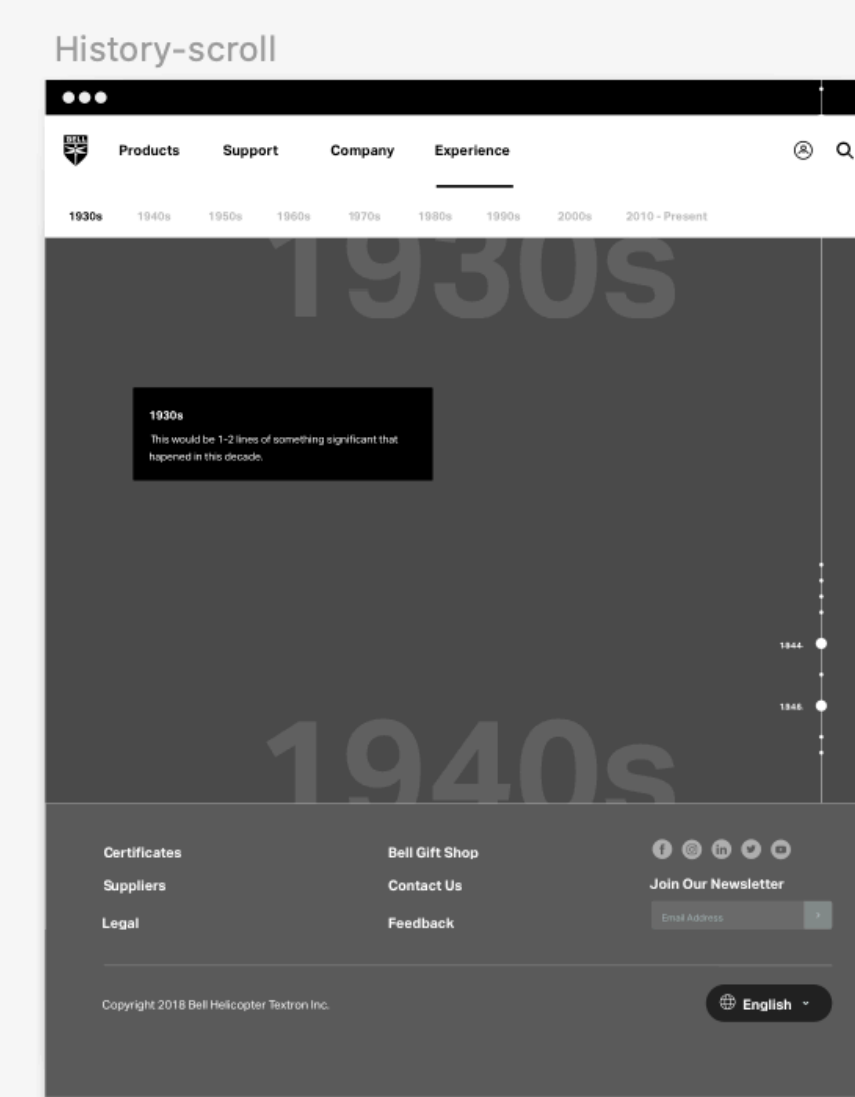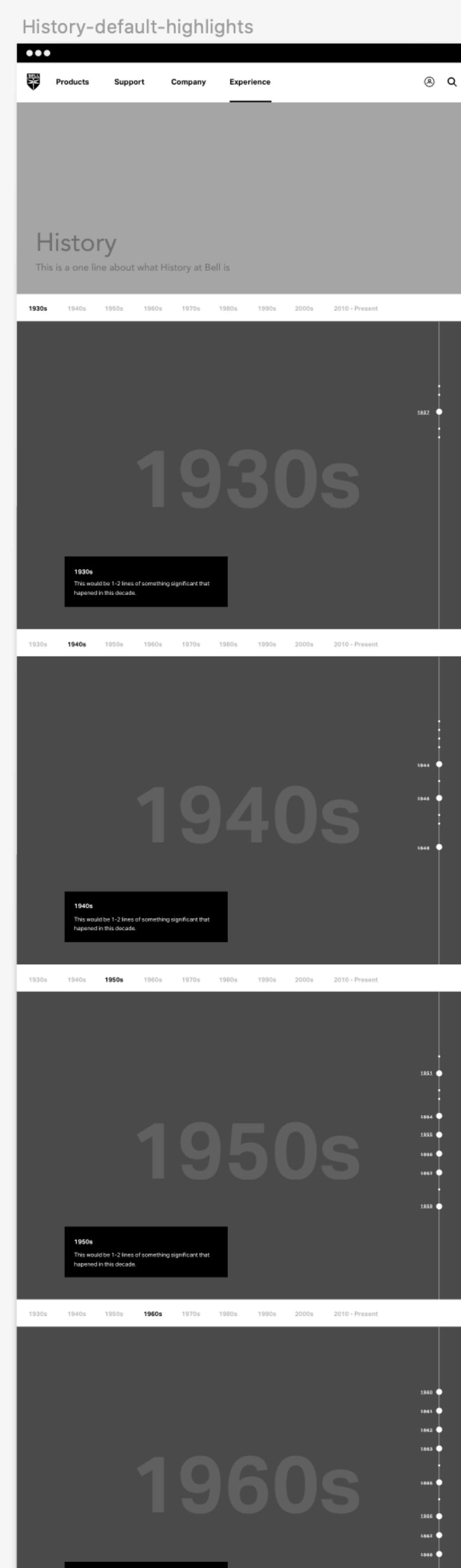
Restoring the history

For our timeline, we used many of Bell's historical assets, as well as an exploratory navigation, adding motion to bring many pivotal moments to life.

PRODUCTS

SUPPORT   COMPANY   EXPERIENCE

HISTORY

Explore Bell's most meaningful moments throughout the decades.

Explore

48
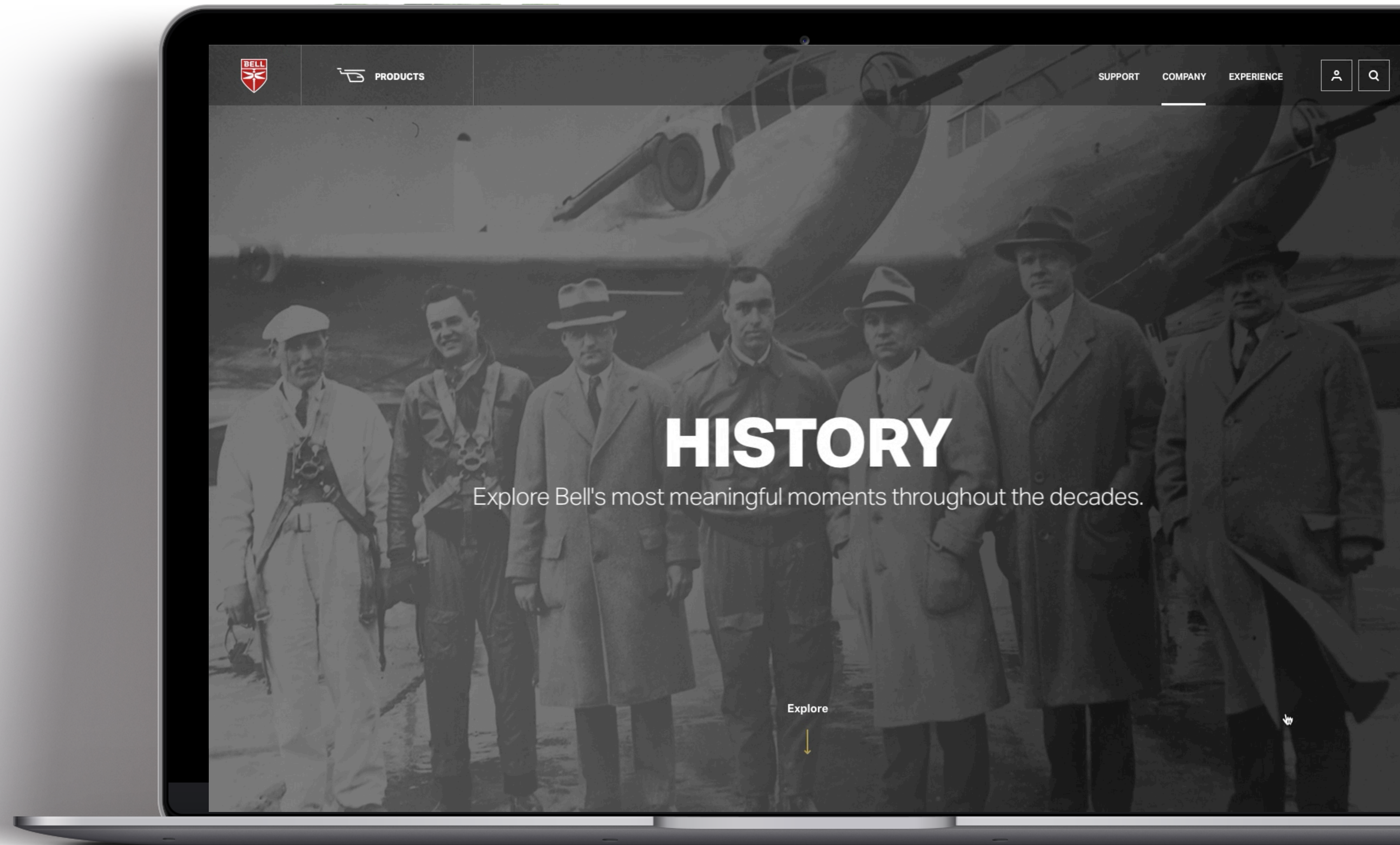
Workshopping our landing strategy

We met to workshop the vision and strategy for our homepage, presenting an array of benchmarks and structures for consideration. We landed on a narratively focused direction that would feature key site sections more prominently, with options to include products and news at opportune moments.

Constructing the storyline

After workshopping, we ideated around the story of the page, writing out a script and thematic arc. In order to capture our strategic pillars, we featured innovation and technology, mission content to satisfy our diverse user types, and content about life at Bell, as well as opportunities for customizing each of these components.
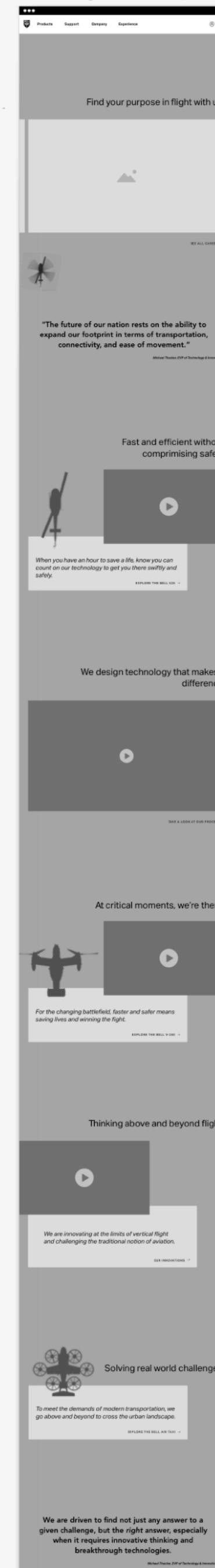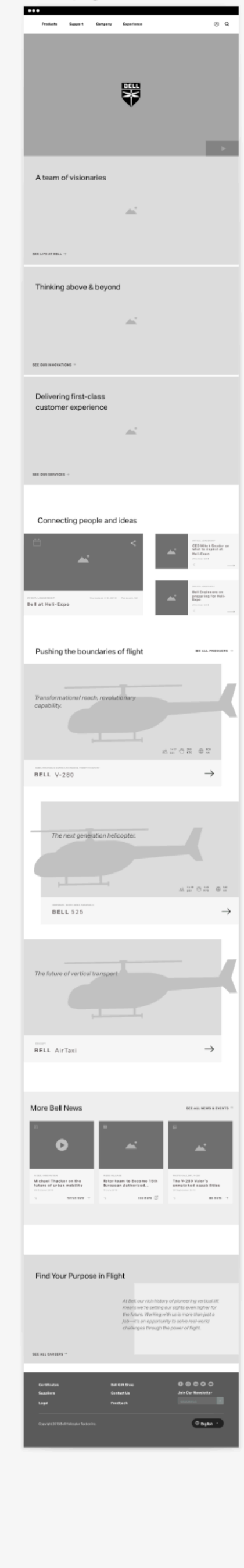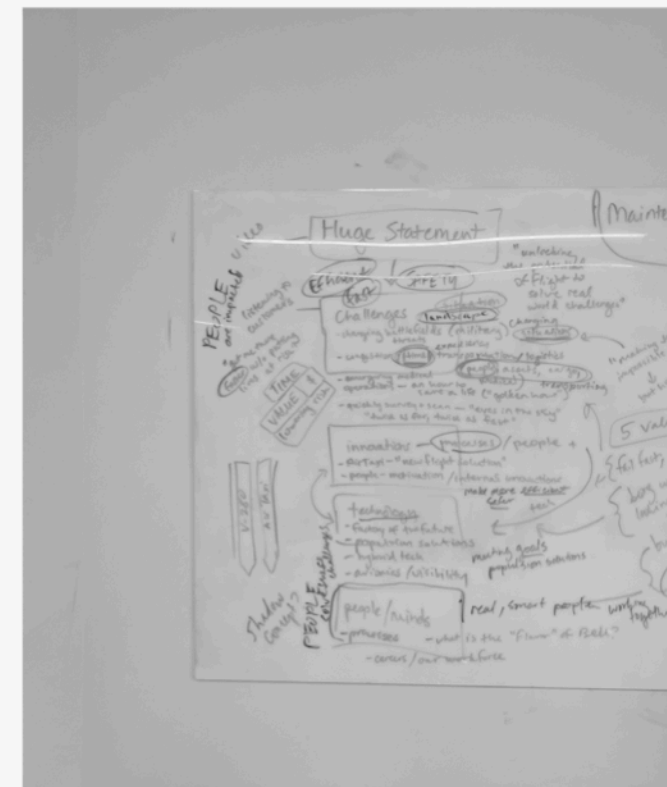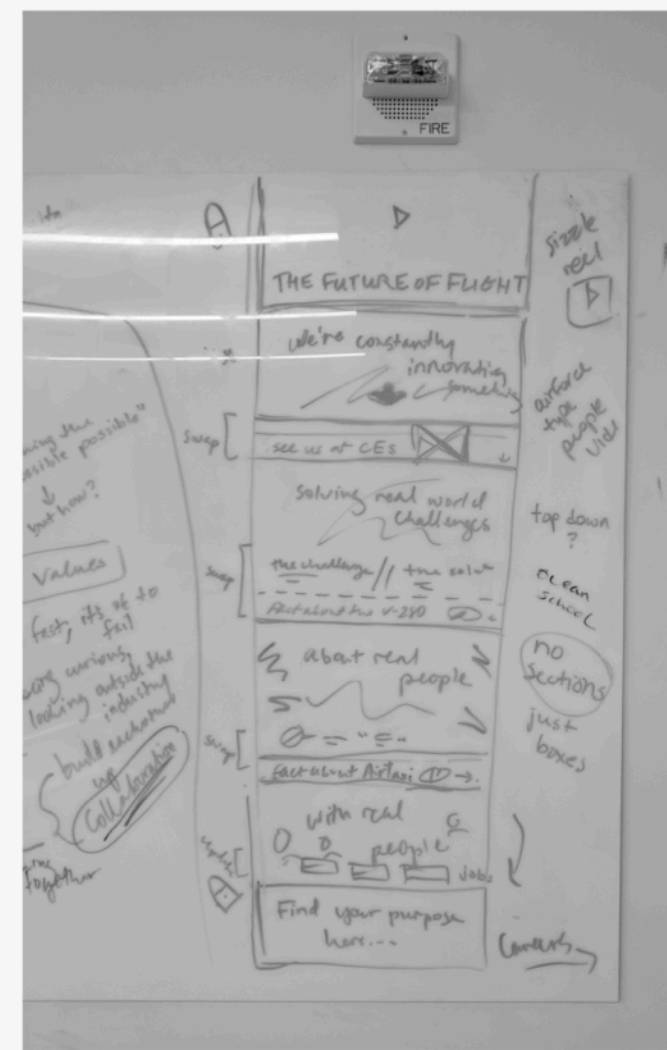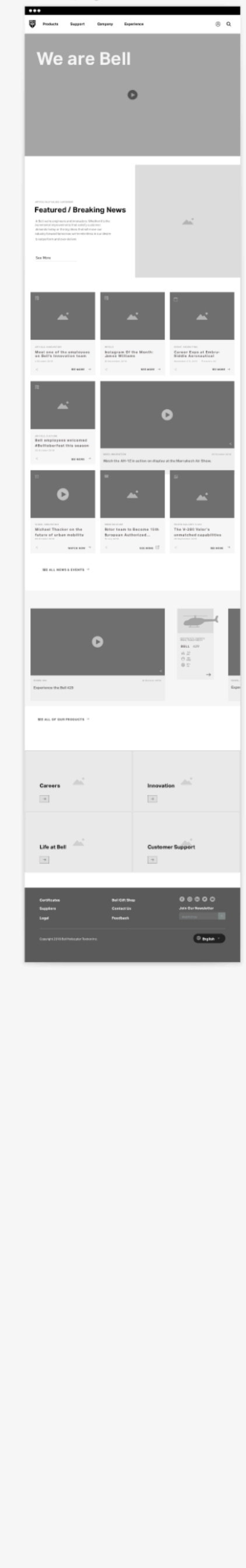
Presenting our mission

In visual design we created a fully modular design, with customizable gradients, backgrounds, assets, and components, complete with reverse scroll navigation to communicate a sense of vertical lift.

OUR APPROACH

Support

Organizing support structures

A key goal of the support section design was to reorganize the contact support map, establishing proper channels through which to reach Bell's global team. We worked closely with our partners at Bell to develop a support taxonomy and align with backend efforts in restructuring modes of communication.
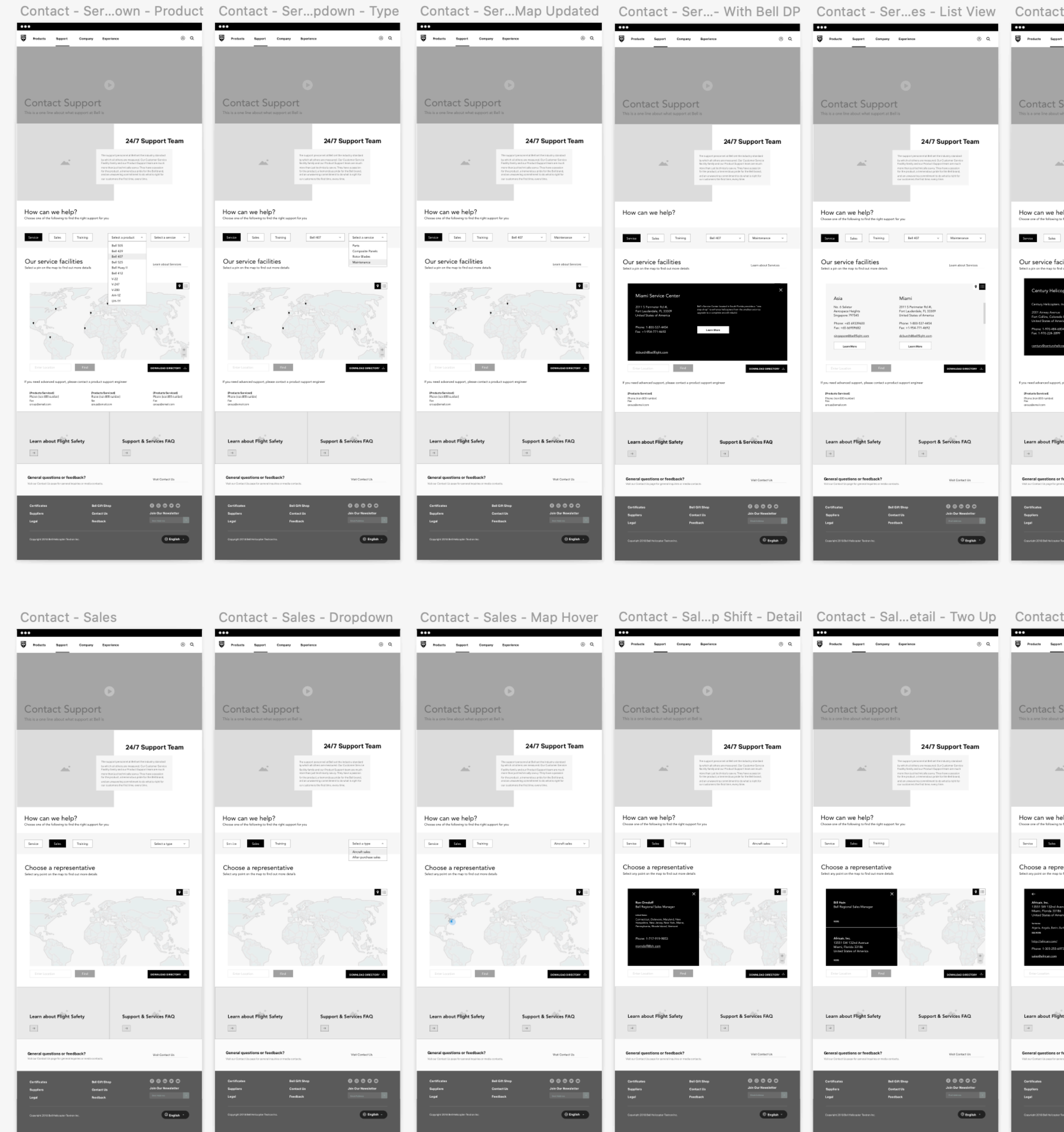
Fostering transparency

Working with Bell's backend team, we established a clear methodology for the organization of support contacts and created design patterns that prioritized usability and informational clarity.
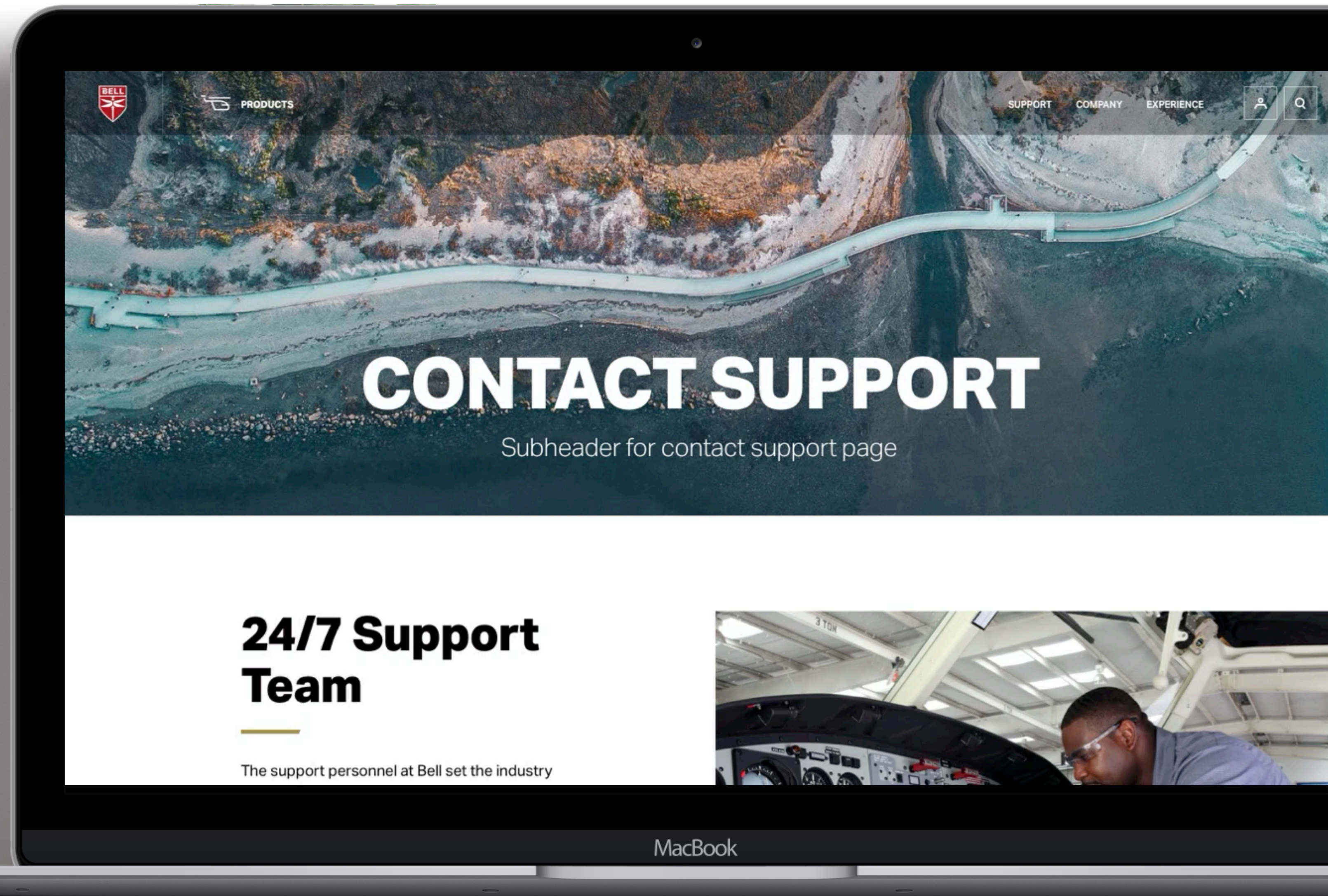
OUR APPROACH

Experience

Featuring new innovations

As part of our strategic initiative to elevate technology at Bell, we developed content categories specific to innovation, as well as dedicated, immersive detail pages for new innovation products.
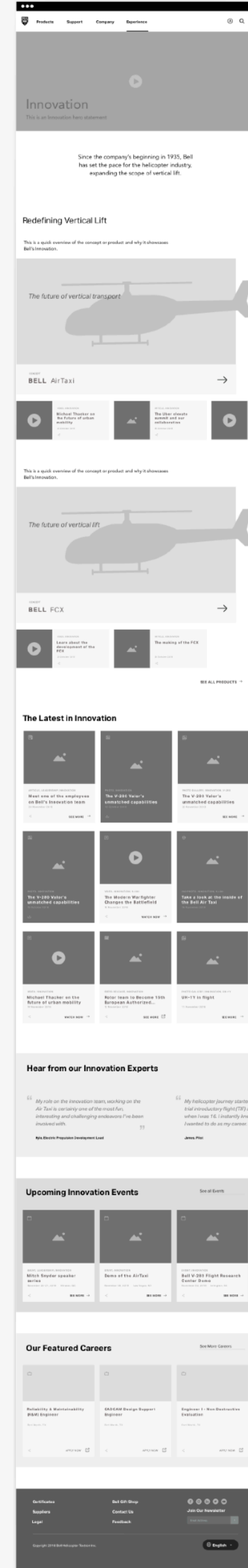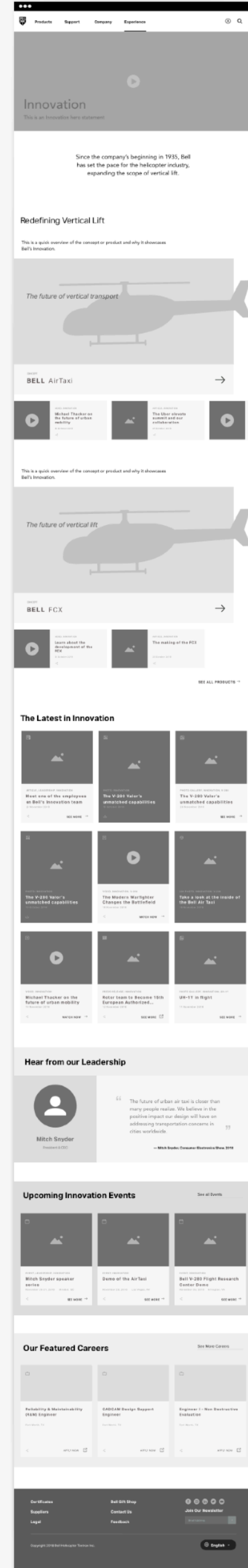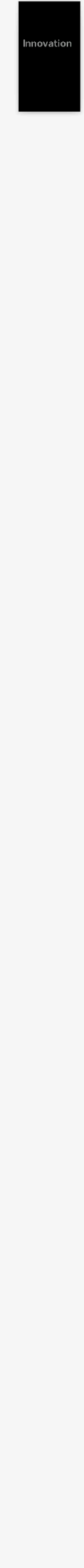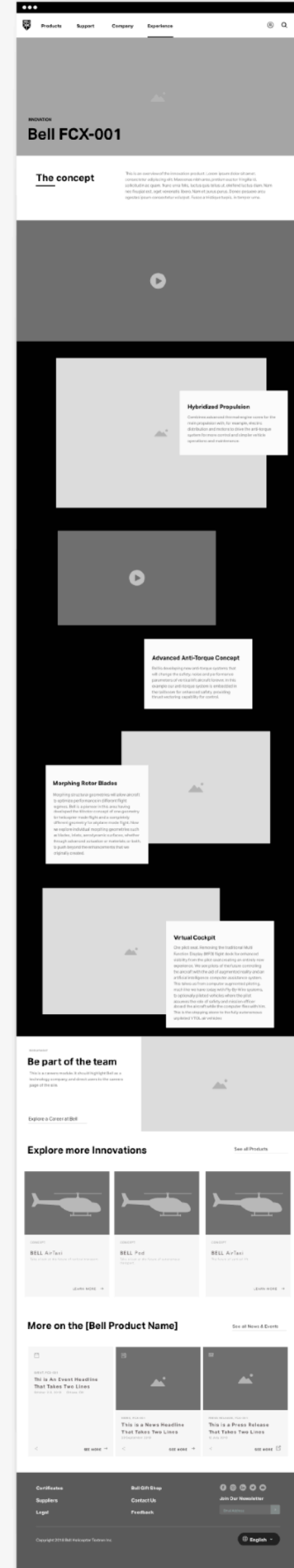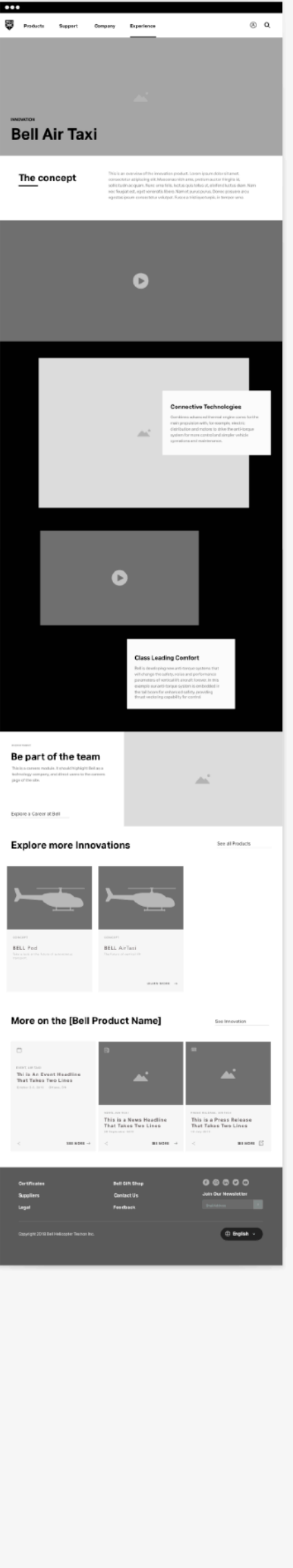
Promoting Bell's cutting edge tech

For innovation detail pages, we focused on telling the story of the product, using captivating imagery and movement to illustrate features and technical details.

Reaching above and beyond

Our engagement with the Bell experience continued with our CES showcase and companion landing page for urban mobility. Here, the user is led through an immersive journey within a future city, shaped and enhanced by Bell's innovations.

Visualize

An immersive approach for a pioneering brand.

OUR APPROACH

Design Principles

DESIGN PRINCIPLES

Focused
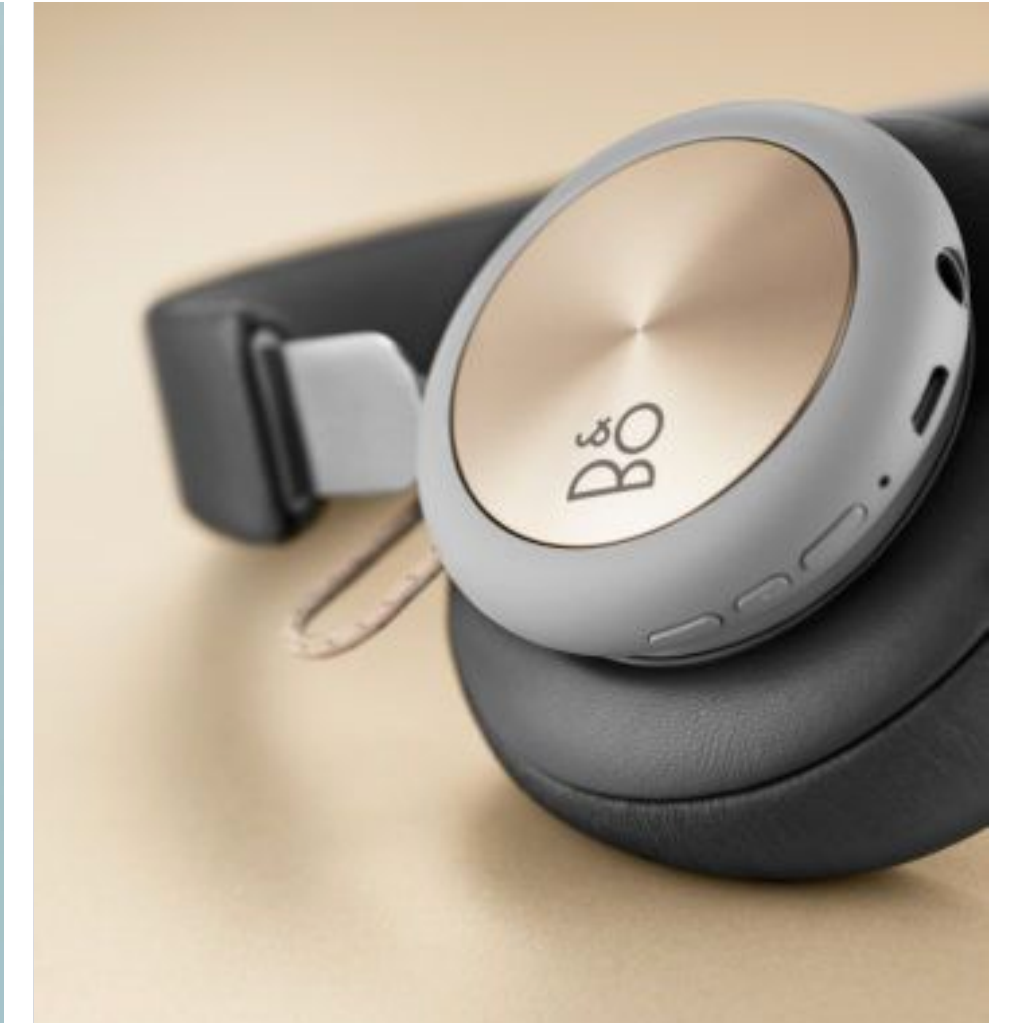
DESIGN PRINCIPLES

Intuitive
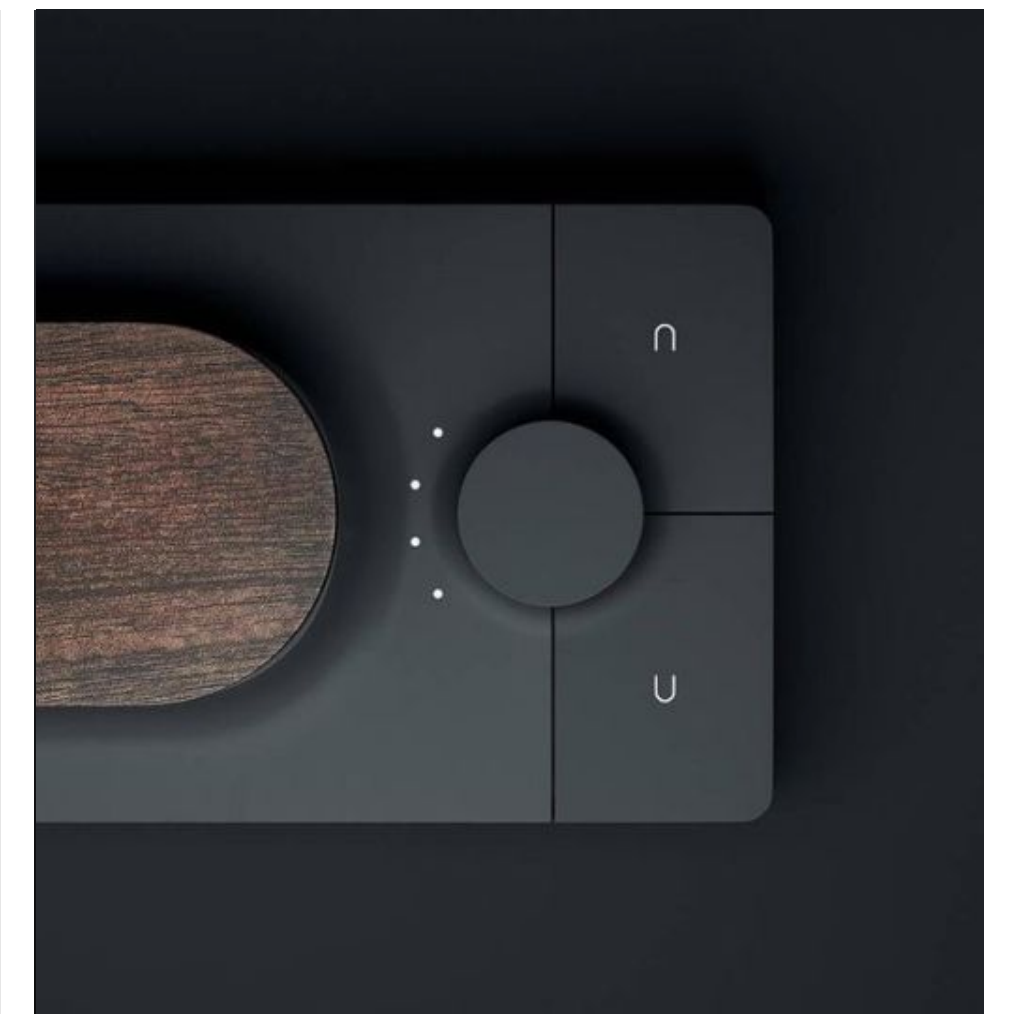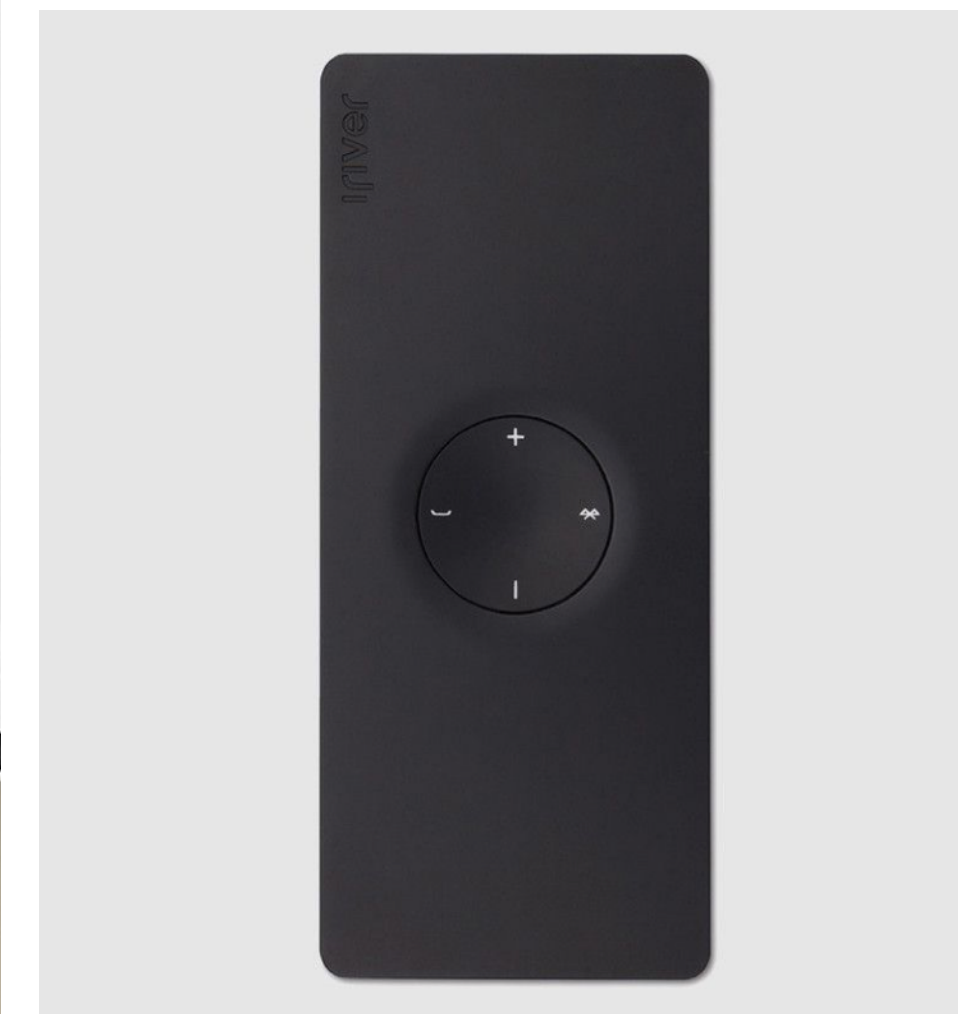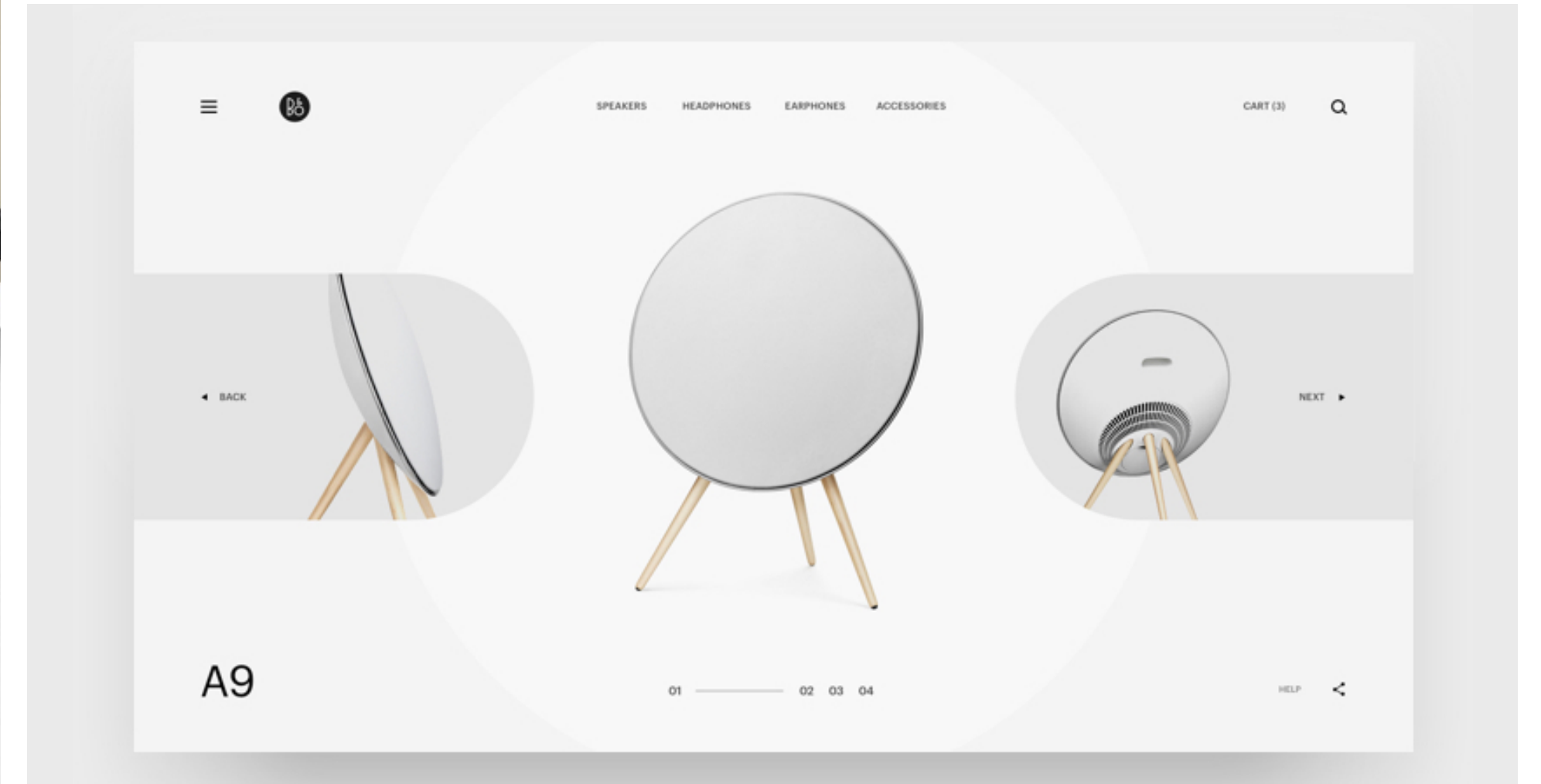
DESIGN PRINCIPLES

Engaging
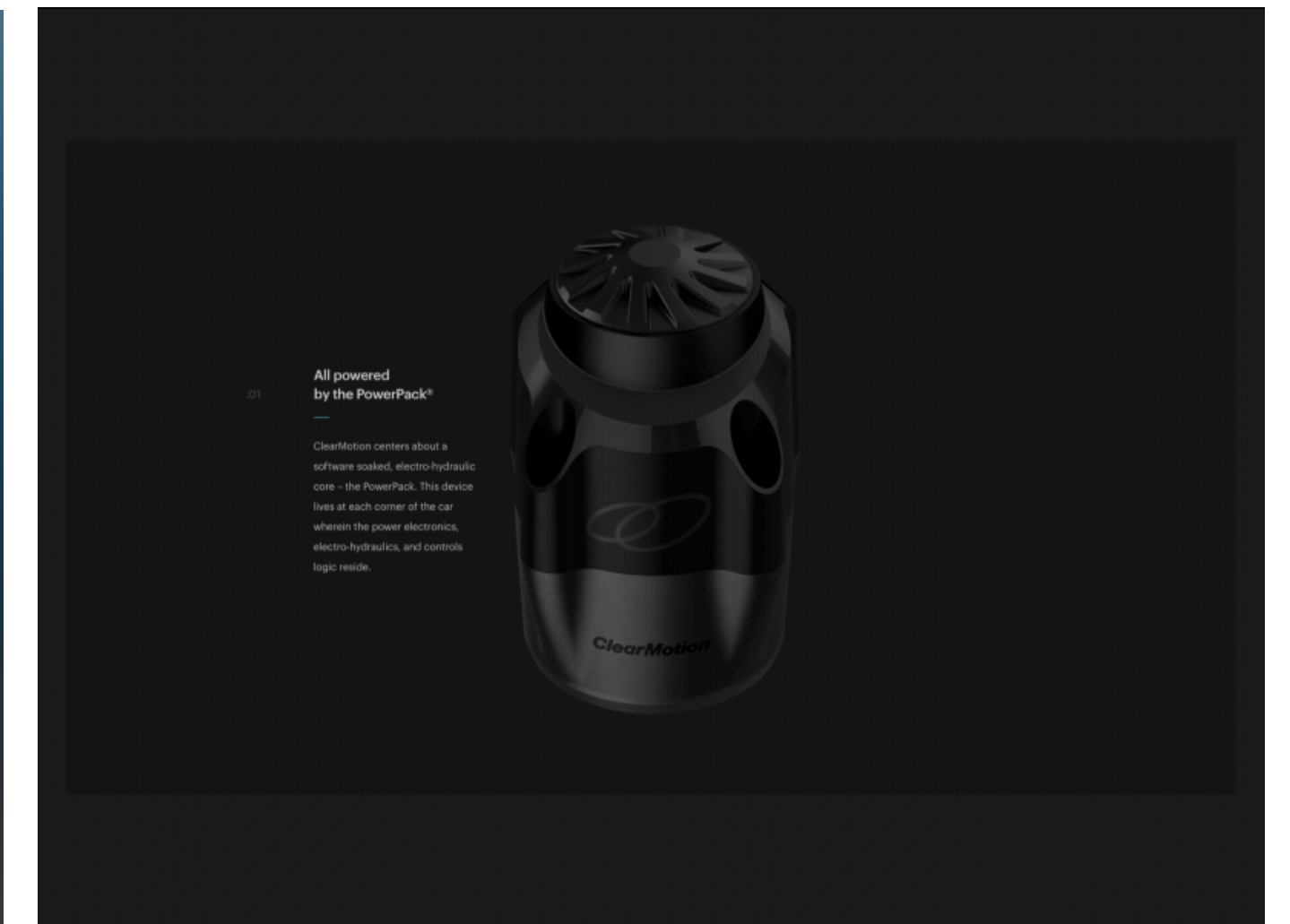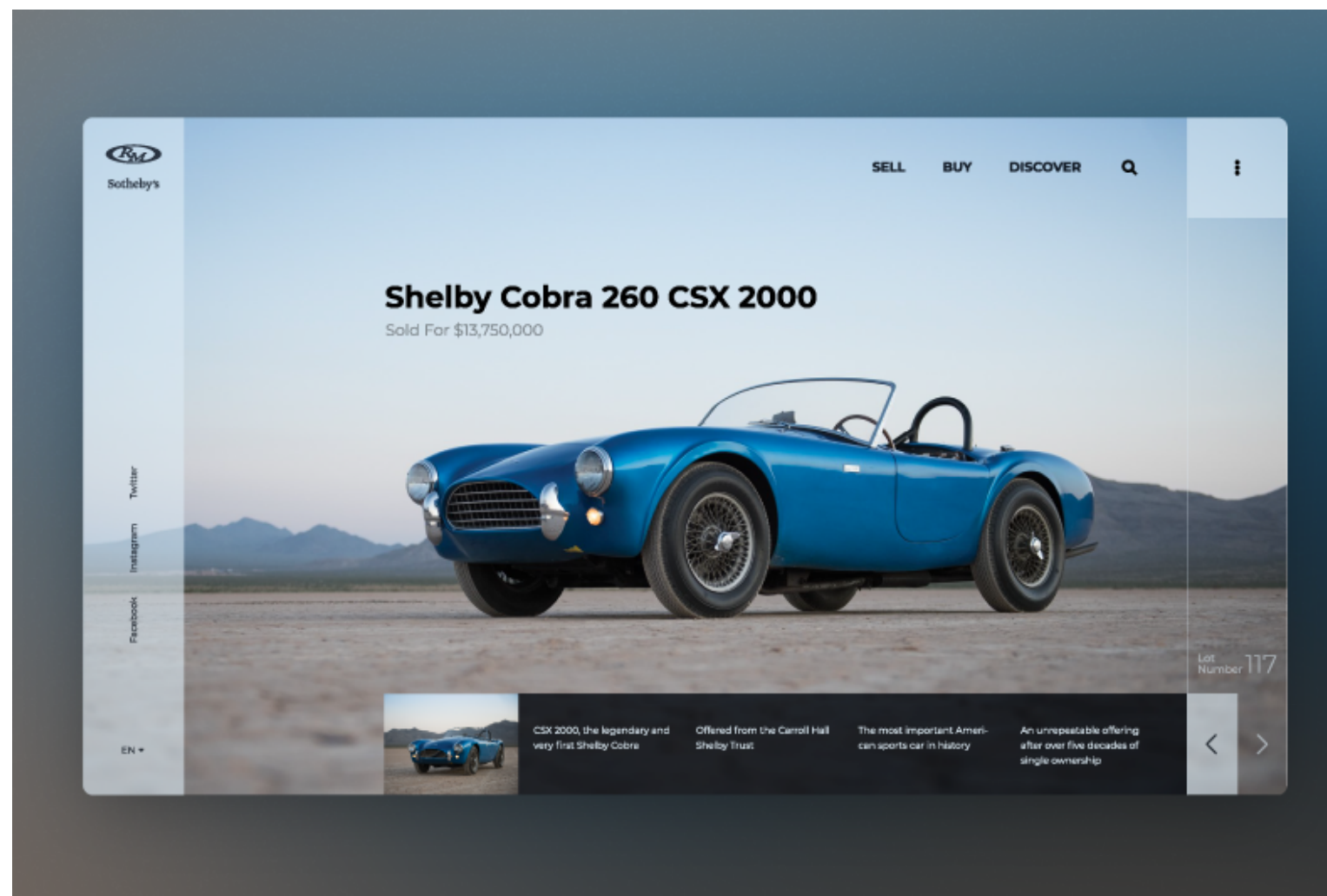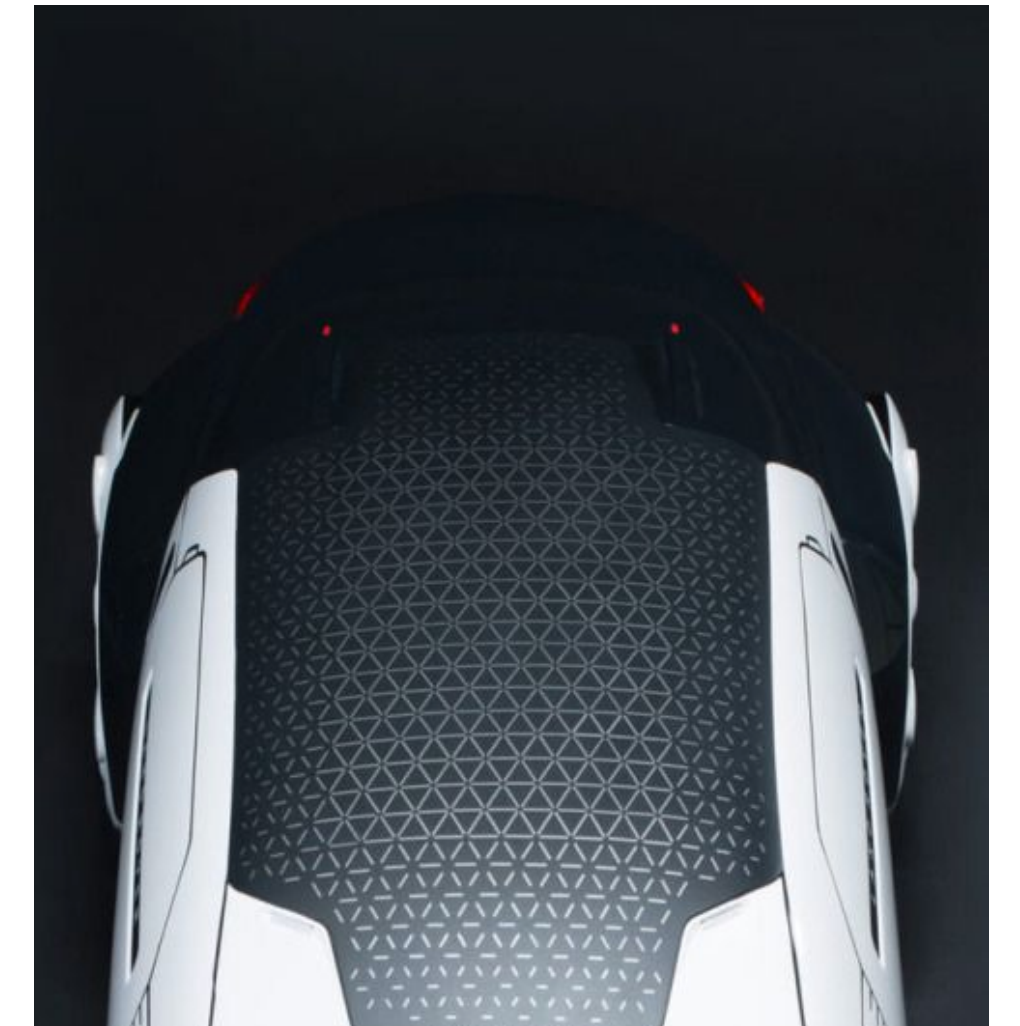
OUR APPROACH

Design System

DESIGN SYSTEM

Imagery

PHOTOGRAPHY

Product
Heroes

PHOTOGRAPHY

Products in action

ILLUSTRATION

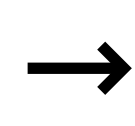# Technical Drawings
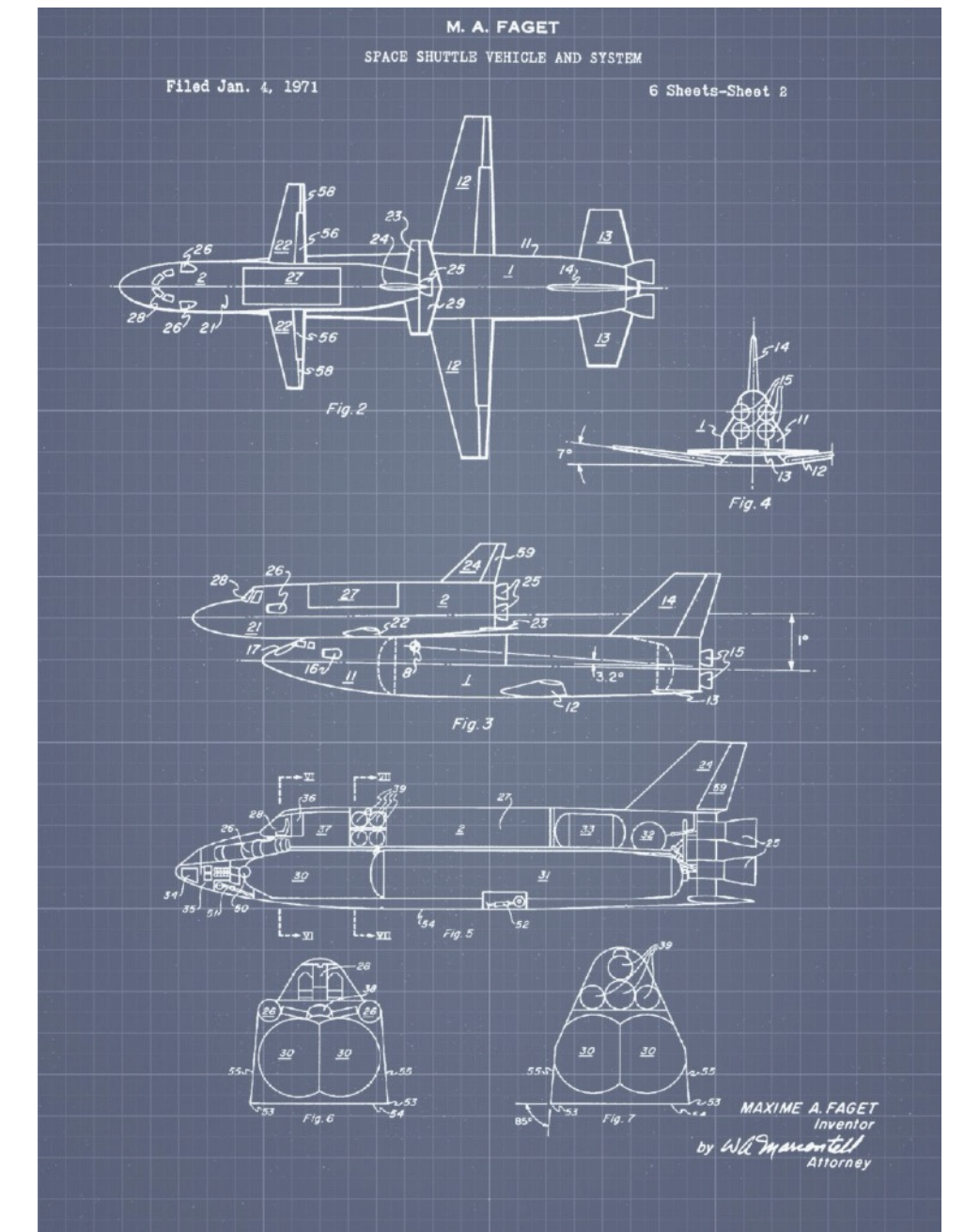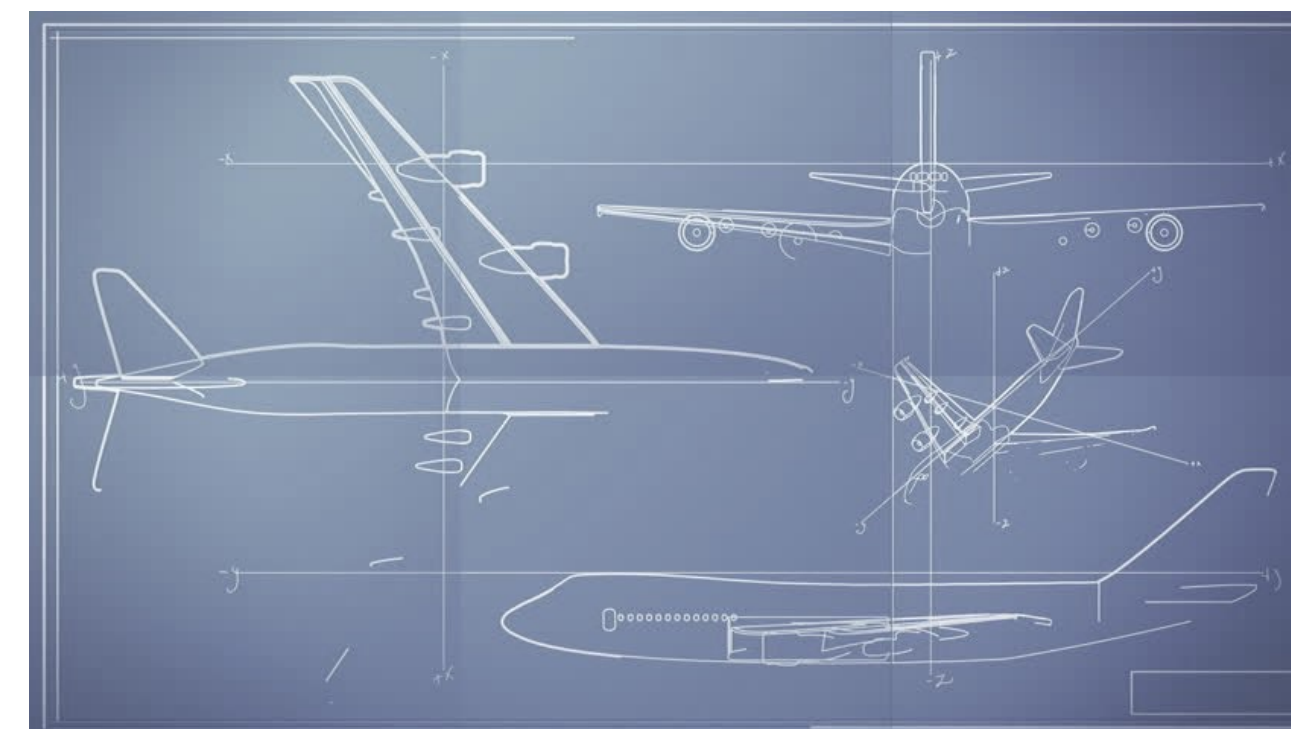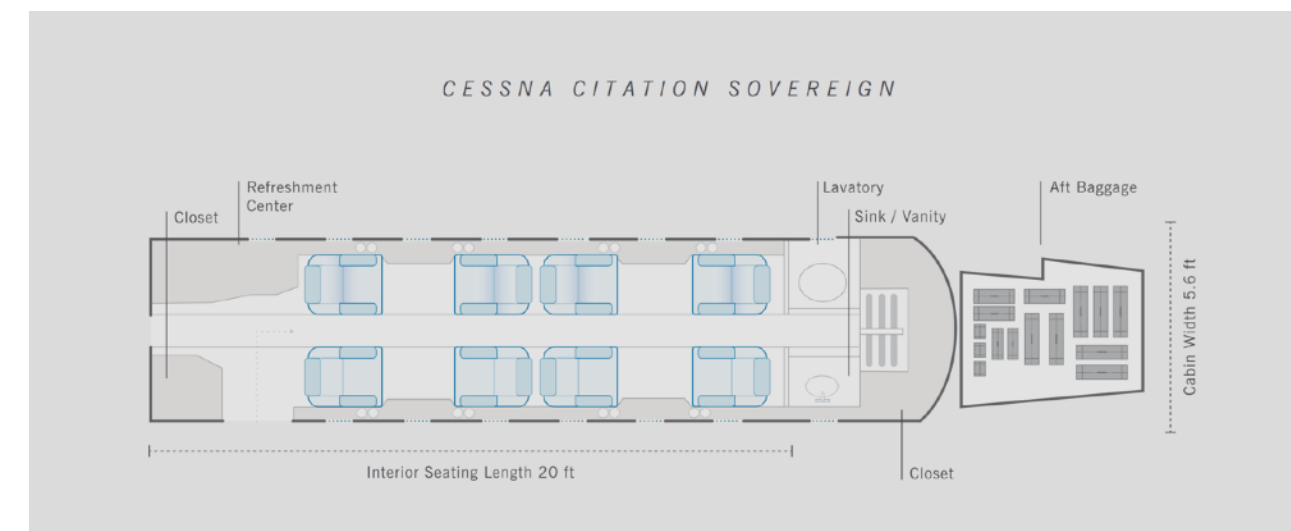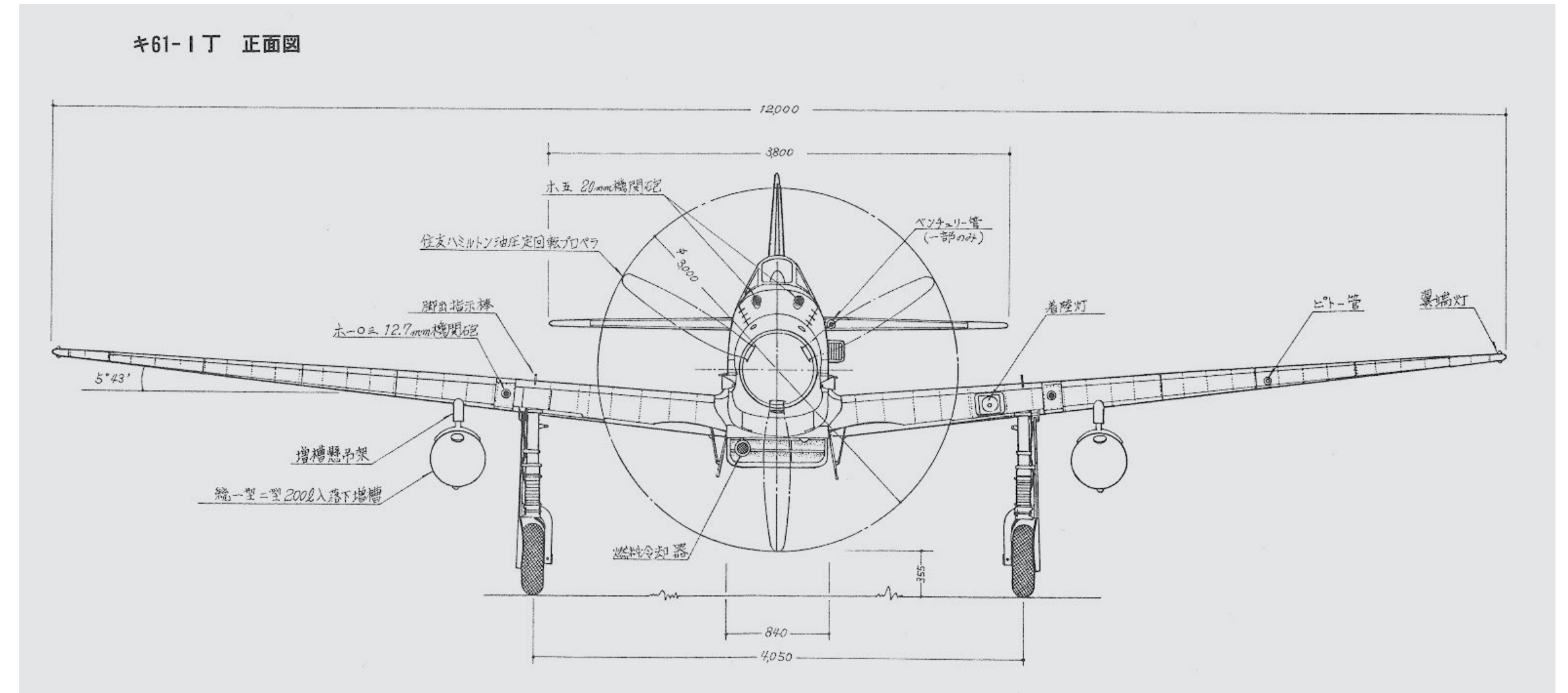
ILLUSTRATION

Topographic Maps
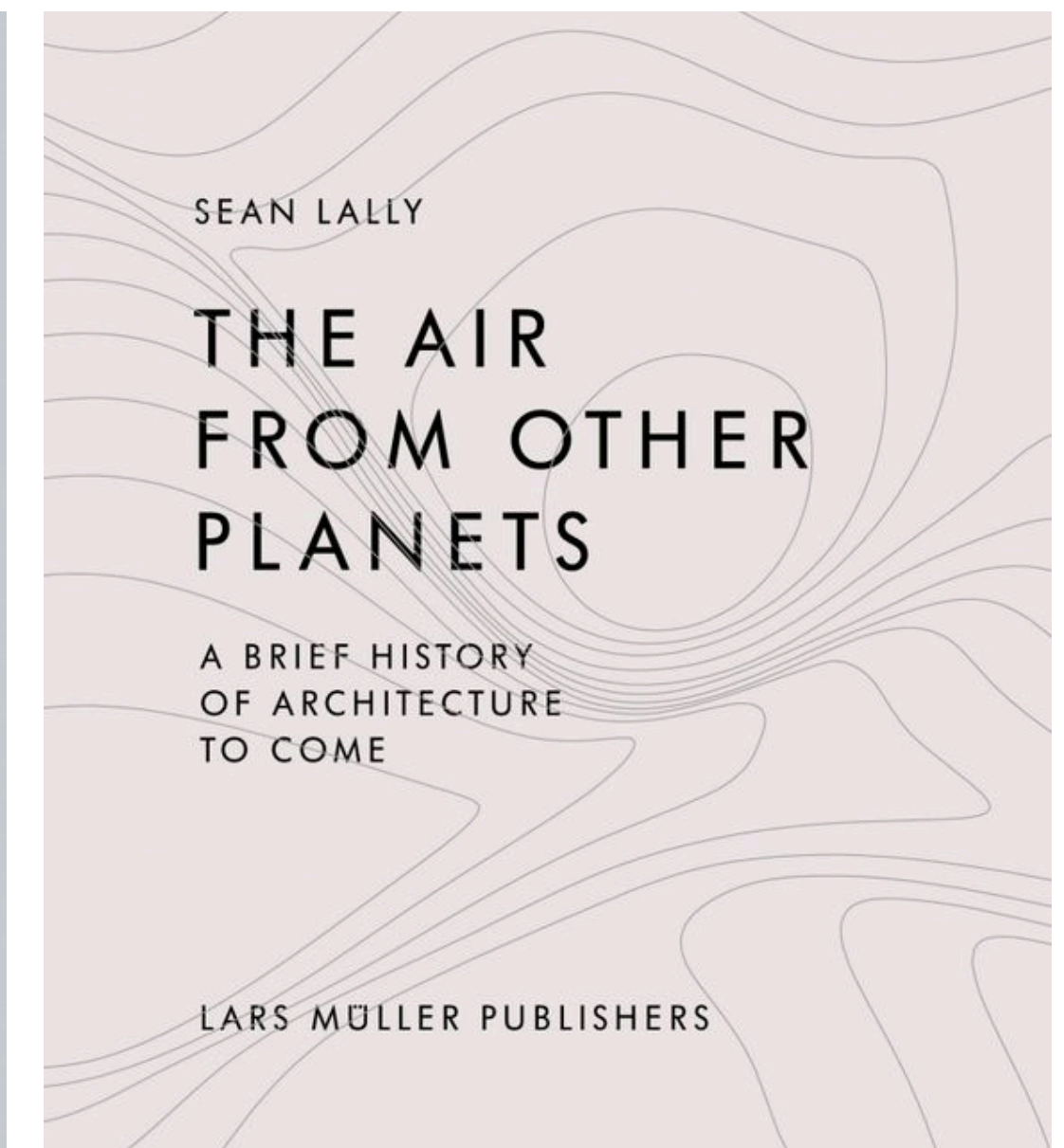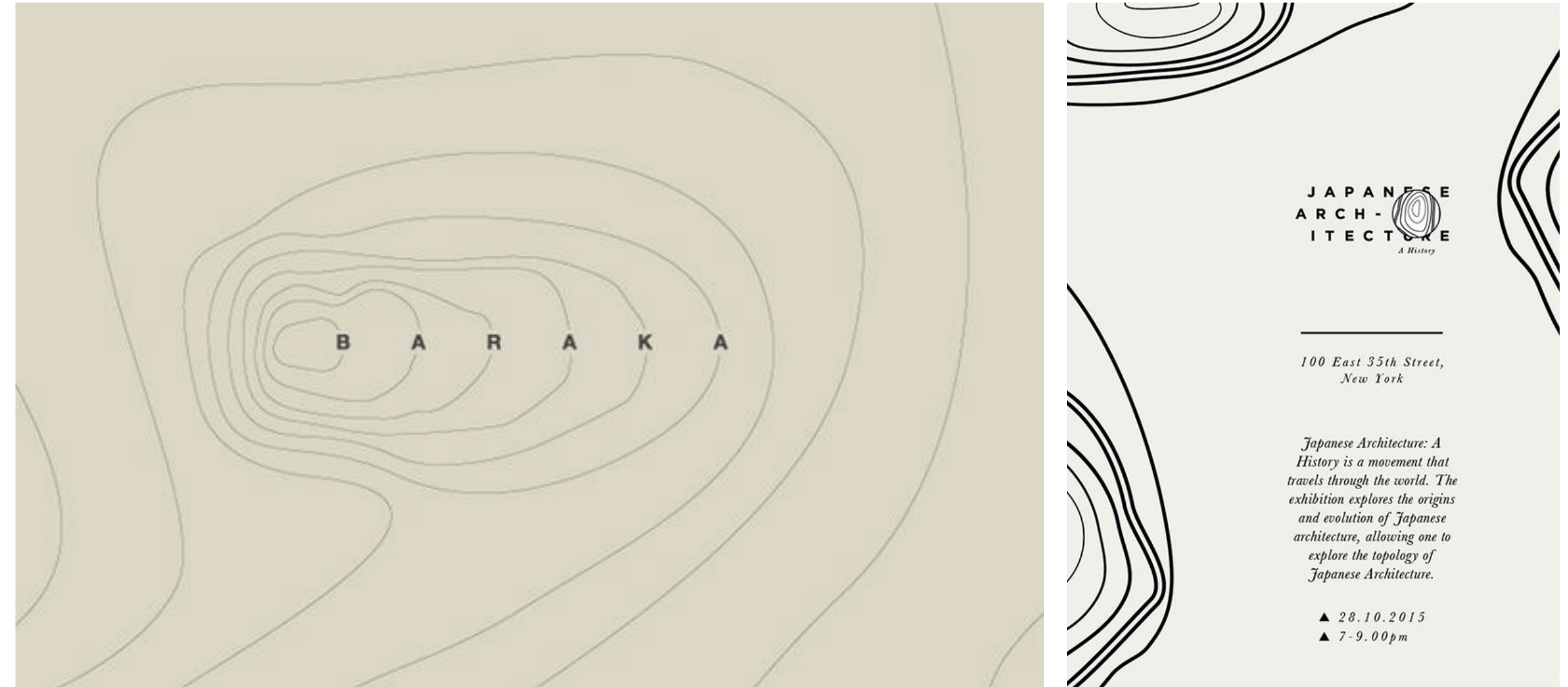
OUR APPROACH

Iconography

ICONOGRAPHY

Inspired by technical language

Electric Circuit Symbol Element Set
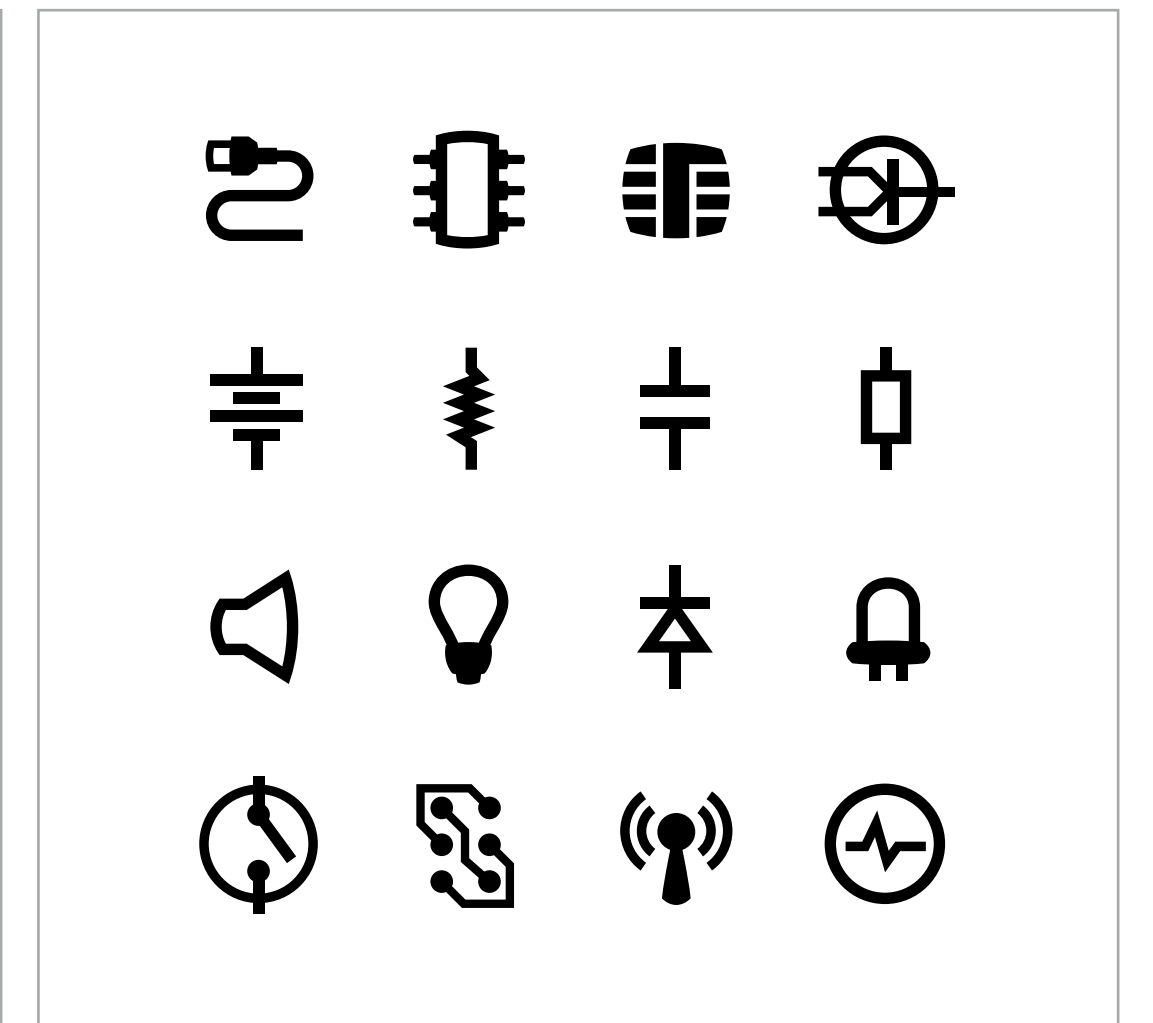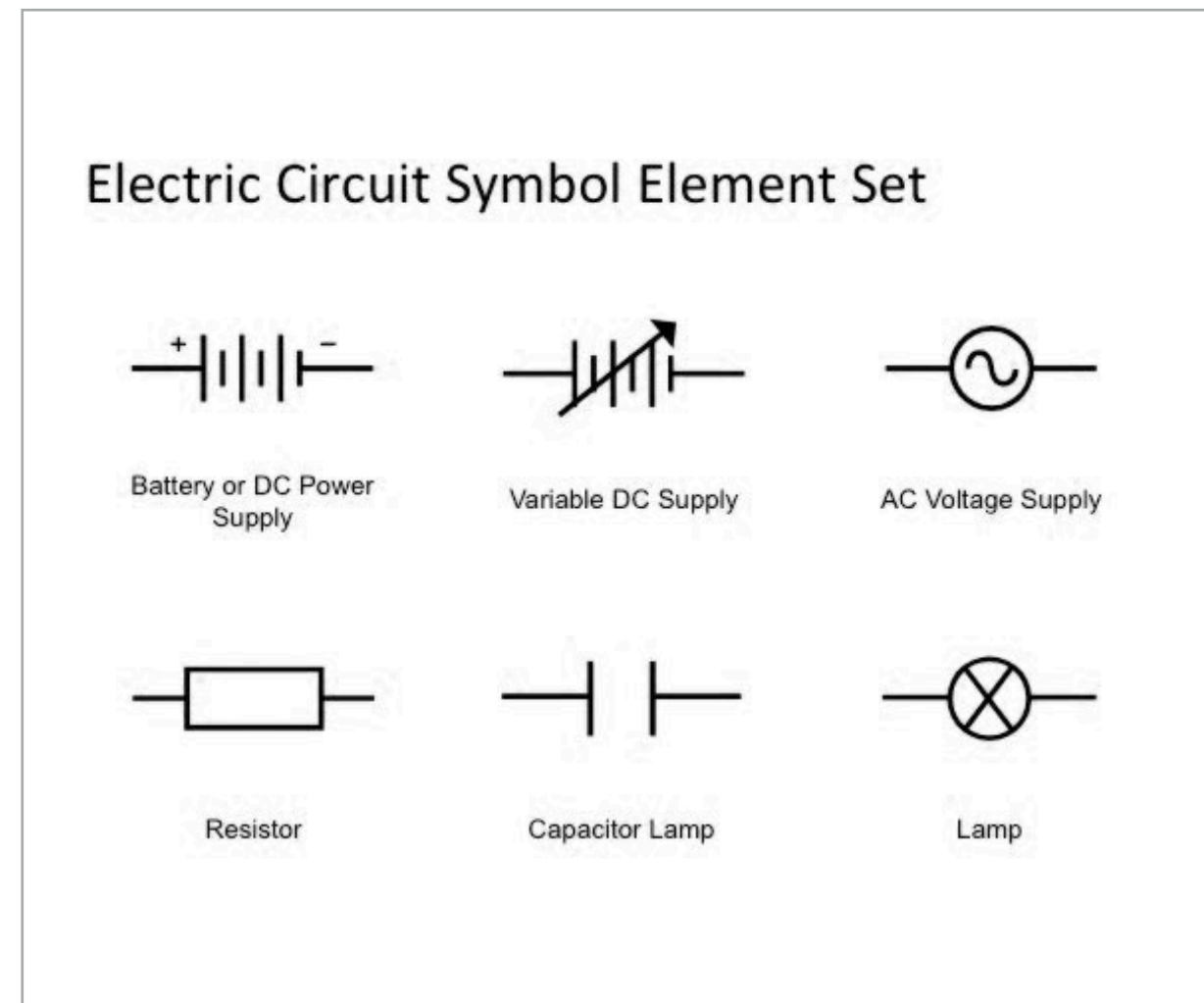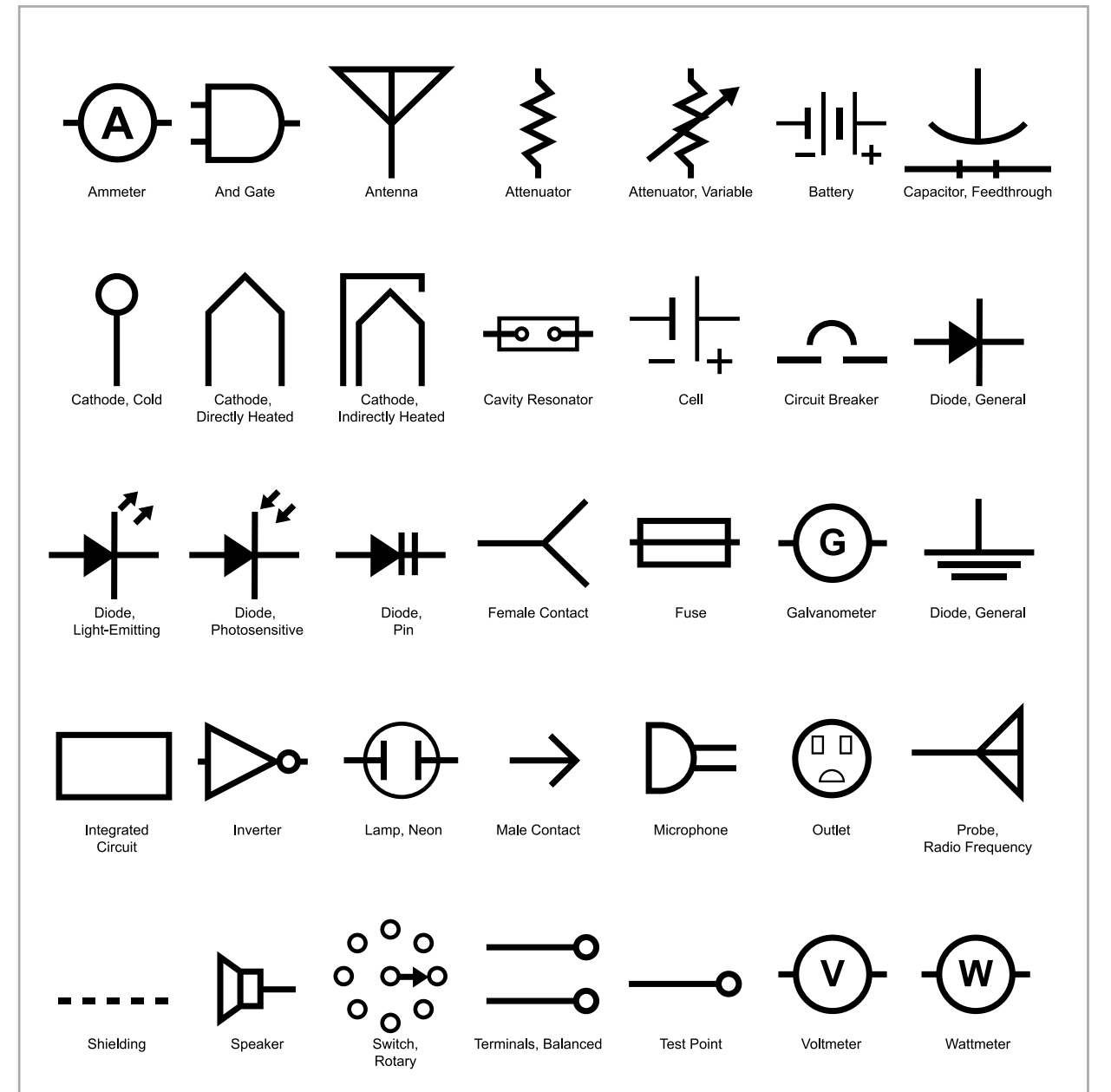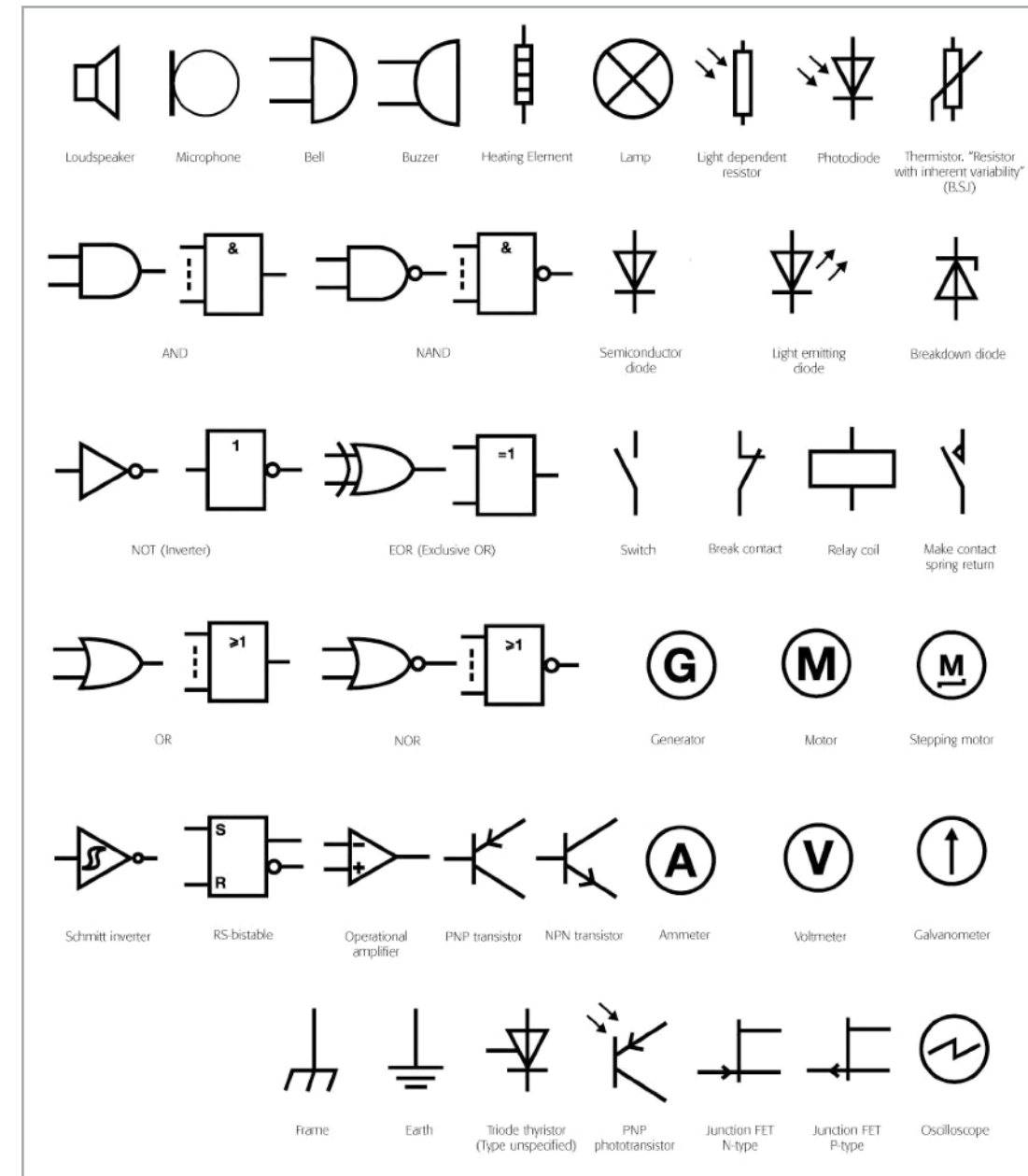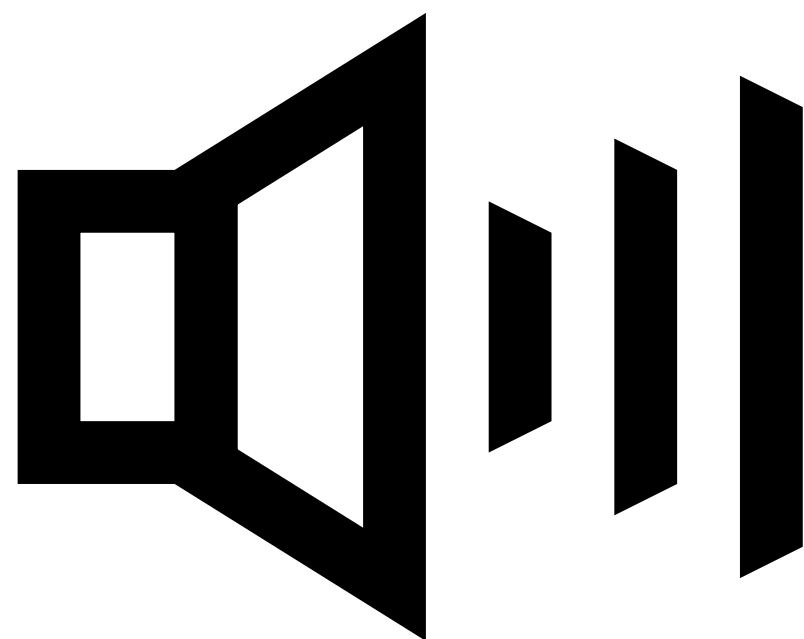
ICONOGRAPHY

Modeled after the Bell brand
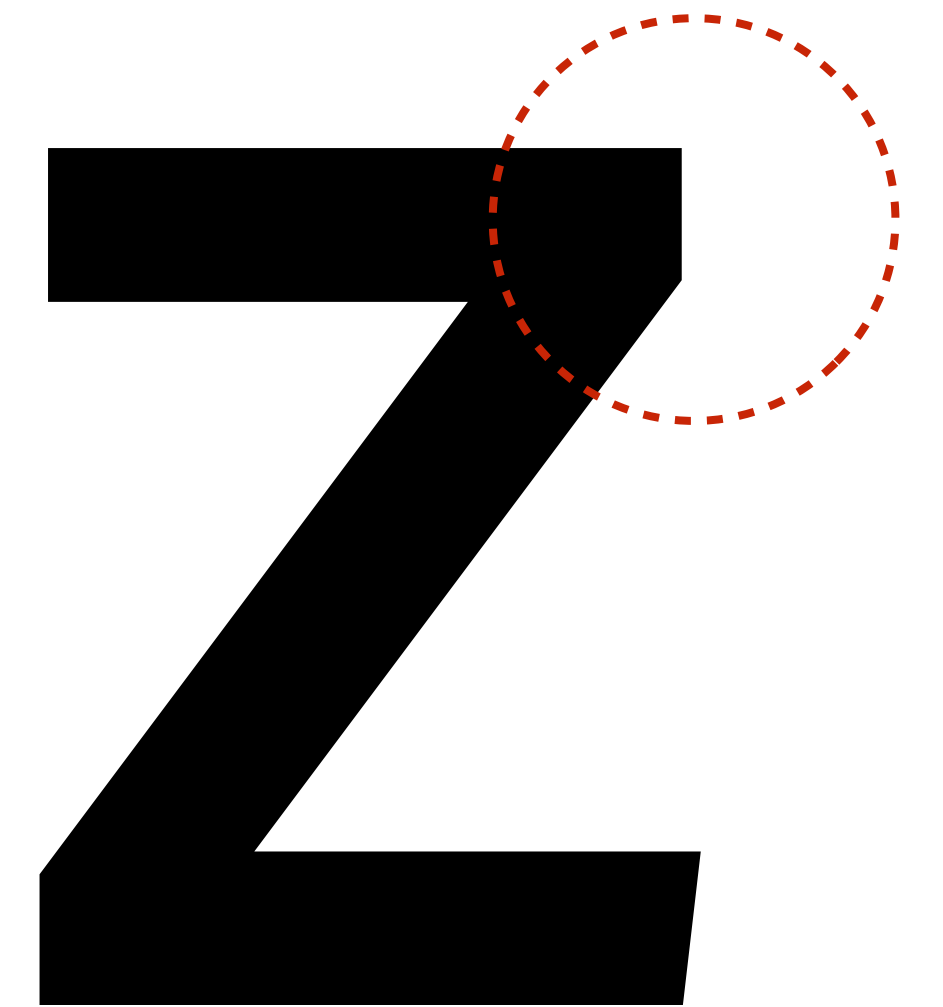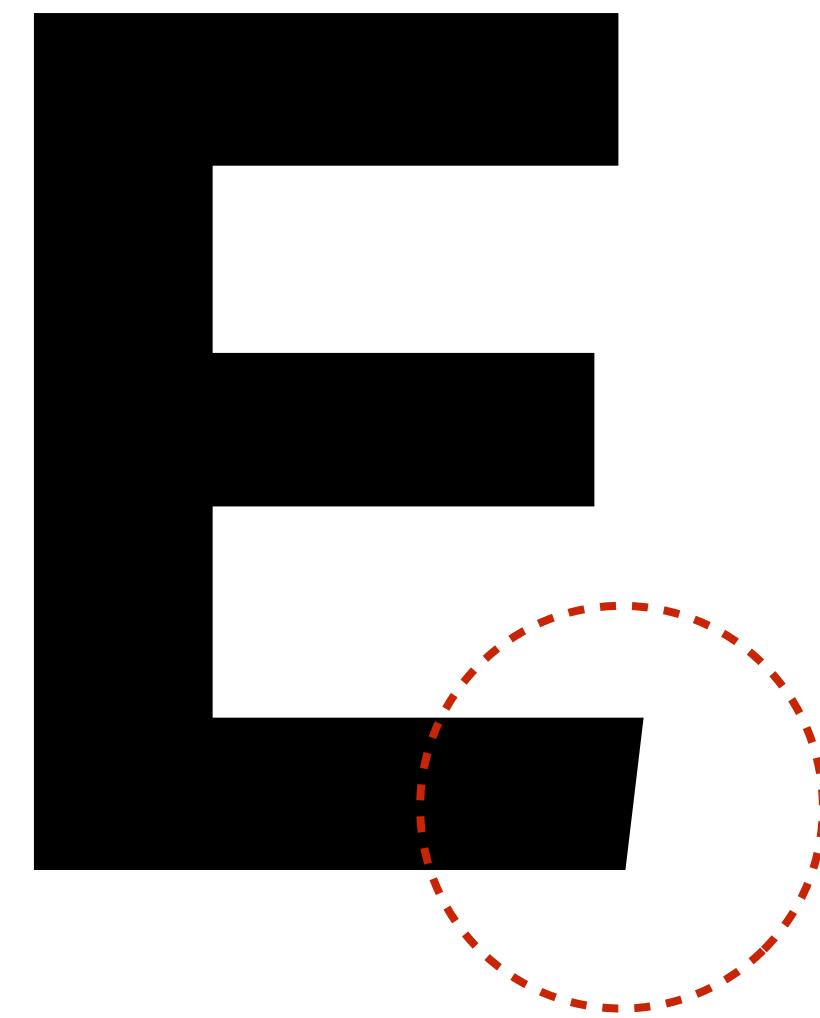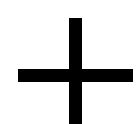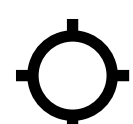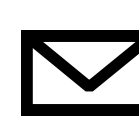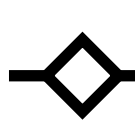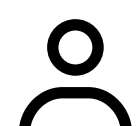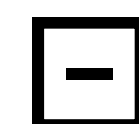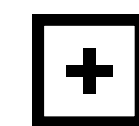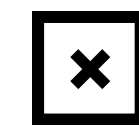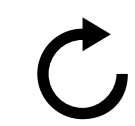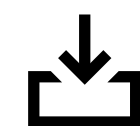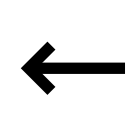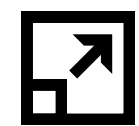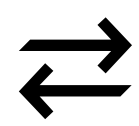
OUR APPROACH

Design Library

DESIGN LIBRARY

A flexible system

BELL

Module Header
Left Aligned - Title

A SENTENCE THAT WILL TAKE THREE LINES MAX

Module Header
Right Aligned - Title

A SENTENCE THAT WILL TAKE THREE LINES MAX

Highlight module
Left Aligned - Description, cta, product image

When you have an hour to save a life, know that you can count on our technology to get you there quickly and safely.

CTA name goes here

Highlight module
Right Aligned - Description, cta, product image

When you have an hour to save a life, know that you can count on our technology to get you there quickly and safely.

CTA name goes here

When you have an hour to save a life, know that you can count on our technology to get you there quickly and safely.

CTA name goes here

▲ 01

Gallery
5 col, 8 col

▲ 01

Full Screen Video
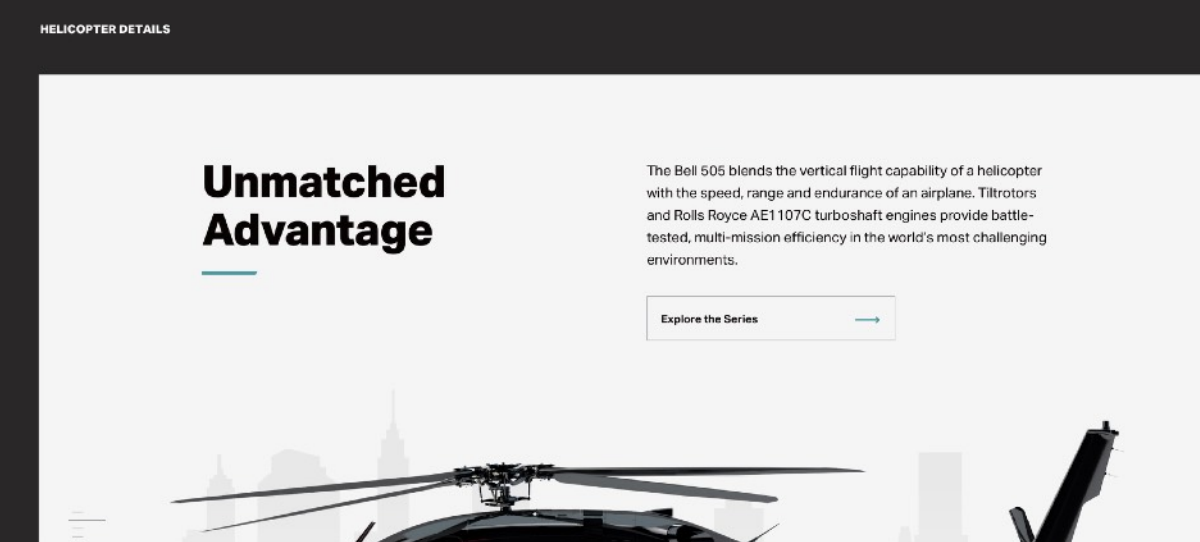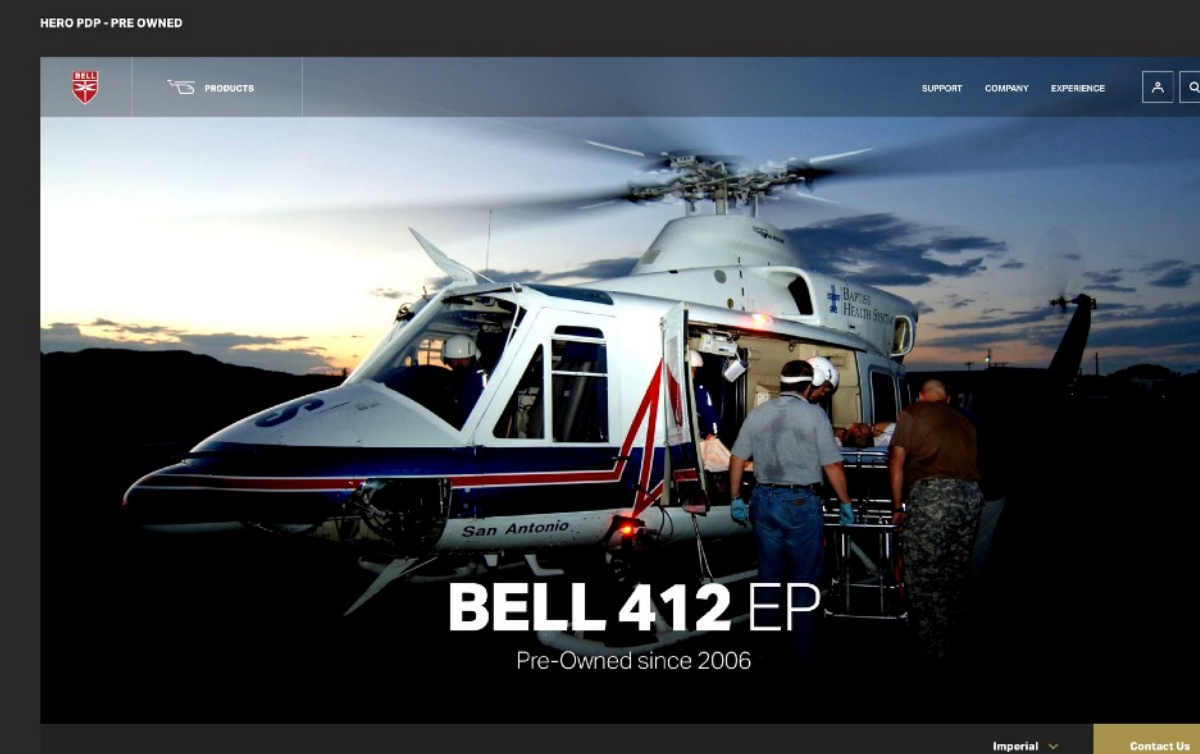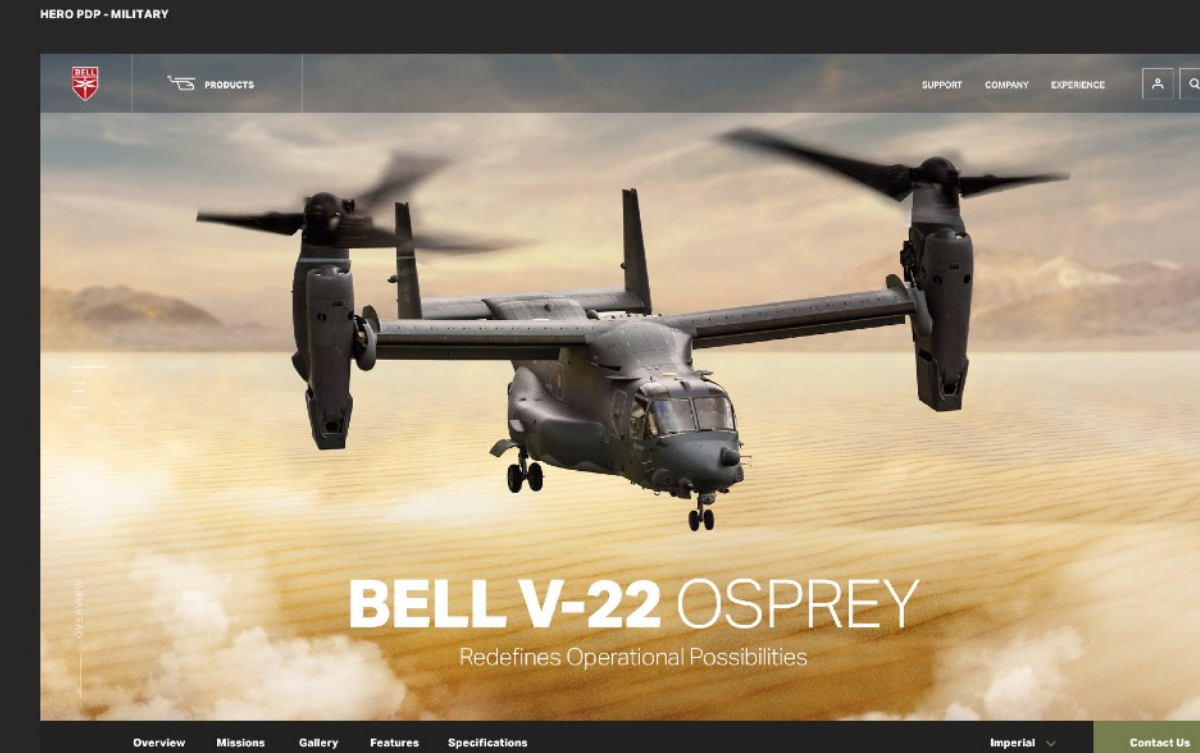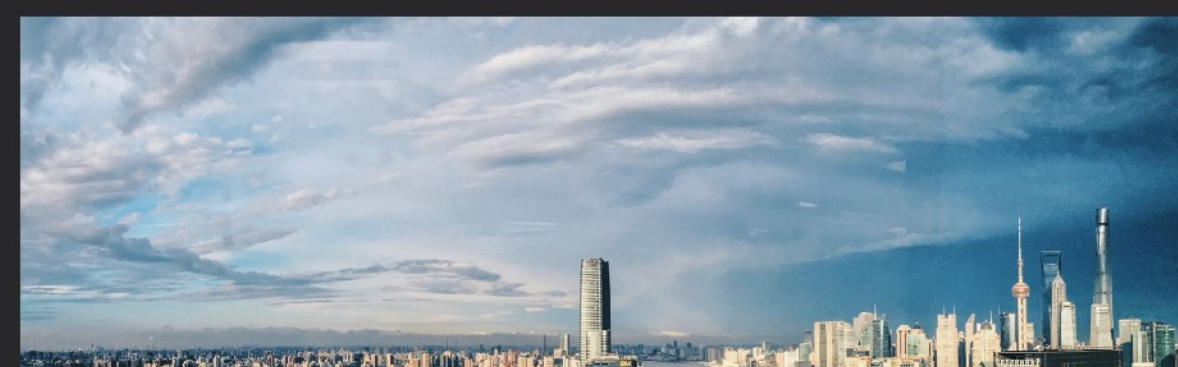Autoplay

▲ 01

Quote
Quote, Name and Lastname, Role

We are driven to find not just any answer to a given challenge, but the right answer, especially when it

DESIGN LIBRARY

With tailored assets

OUR APPROACH

Final Designs

Capturing the Bell magnetism.
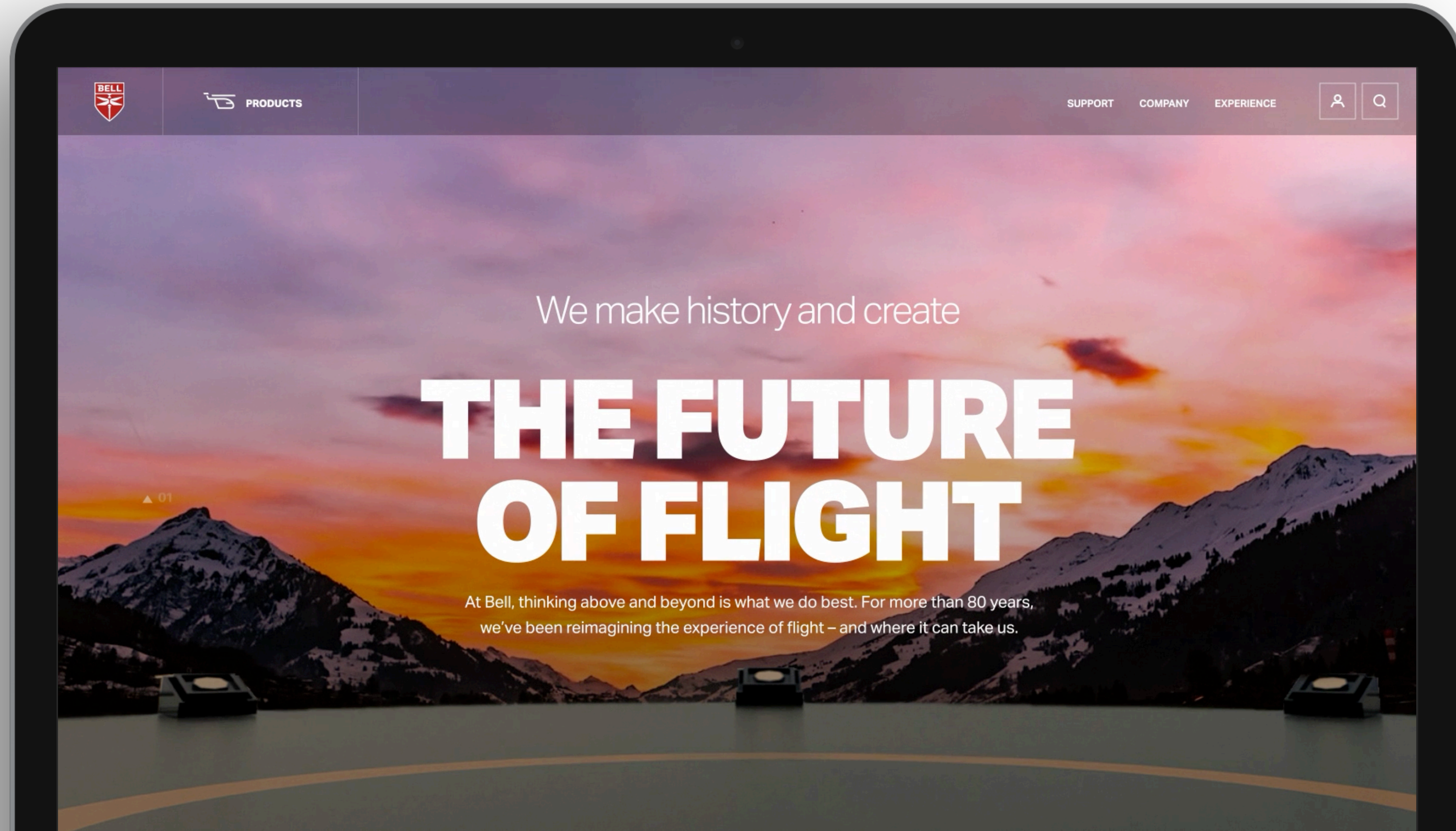
Elevating innovation in flight.

SUPPORT   COMPANY   EXPERIENCE

BELL 429

The Only Light Twin For Your Evolving Missions.

OVERVIEW
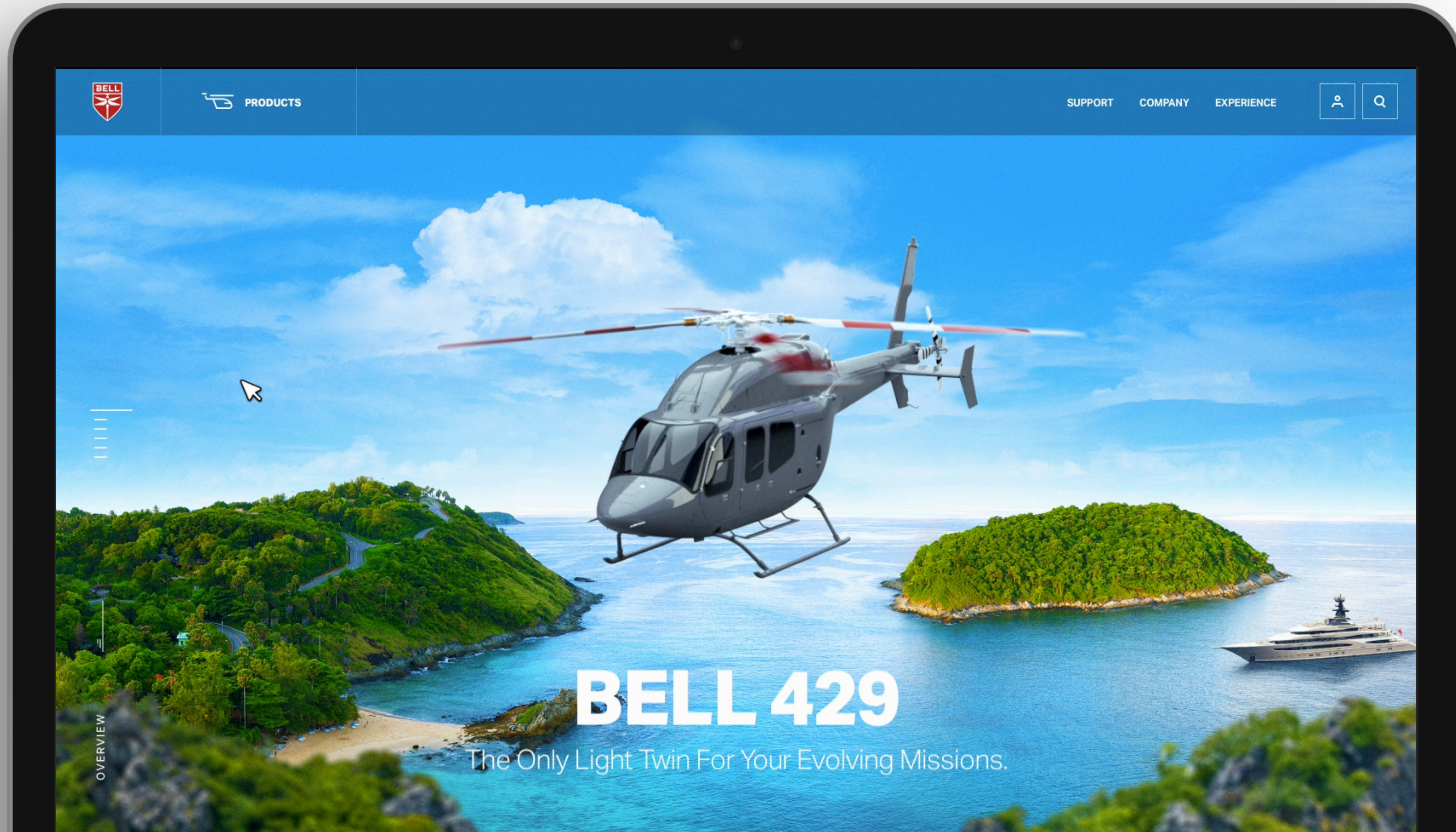
Embodying the future of vertical lift.