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THE CHALLENGE

DISCOVERY

OUR USERS

EXPERIENCE

VISUALIZE

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.”

“We’re lacking what it’s like to work there and the good things happening within Bell.”

“It’s all about experience, it can be so customized throughout.”

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

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.



Assessment Criteria

Here are the key areas that we focused on in our heuristic analysis



Navigation & IA

The structure of information on your site and the way it is displayed to users.



Visualization & Storytelling

The ability to contextually tell the right stories with data, content, and media.



Personalization

Supporting the needs of a diverse array of users throughout the experience.



Purchase Flow

The information and context that facilitates each step of the purchasing process.

Observations

1. Personalization for purchase is limited

Users do not have a clear sense of which aircraft might be right for them, and customization does not result in a clear purchase journey.

3. Navigation is only seemingly personalized

The "who are you" funnel's two groups are too specific and not mutually exclusive (eg. I can be a customer and also want to fly a Bell).

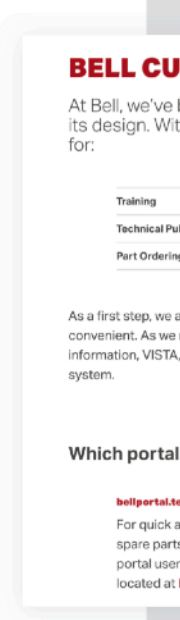


2. Customer portal is separate and confusing

The user must choose between two separate yet similar portals, linking out from the .com, which creates unnecessary confusion.

4. There is no sense of content personalization

Users are not fed or recirculated content, articles, products, or events that are specific to their interests or needs.



Observations

1. Lack of price transparency or calculation

The lack of pricing, cost calculation, or financing information keeps users from fully understanding the extent of their purchase.

3. Tools for communicating with representatives are confusing

Processes for requesting information or communicating with representatives often lead to dead ends or are difficult to navigate.

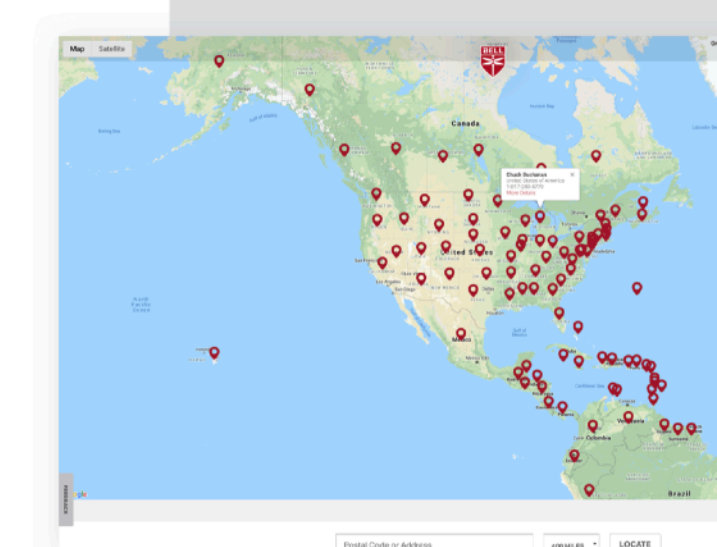


2. Next steps for purchase are not clearly communicated

Users are faced with an inquiry form with no additional instructions or "what to expect" when requesting a quote.

4. Users do not have adequate support post-purchase

After the purchase is made, there is a drop off in communication, and users do not have adequate timing, delivery, or support info.



Observations

1. Personalization for purchase is limited

Users do not have a clear sense of which aircraft might be right for them, and customization does not result in a clear purchase journey.

3. Navigation is only seemingly personalized

The "who are you" funnel's two choices are too narrow for all of your user types, and too specific in the actions they can take.

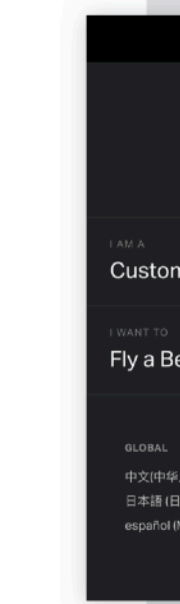


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Observations

1. History and Innovation pages tell rather than show

The user has to dig for history, innovation, and company information, and when they find content, it comes across as static.

3. Statistics are out of context in the product detail page

It is difficult for customers to see how specs come into play because they are displayed statically, outside of the context of the aircraft.

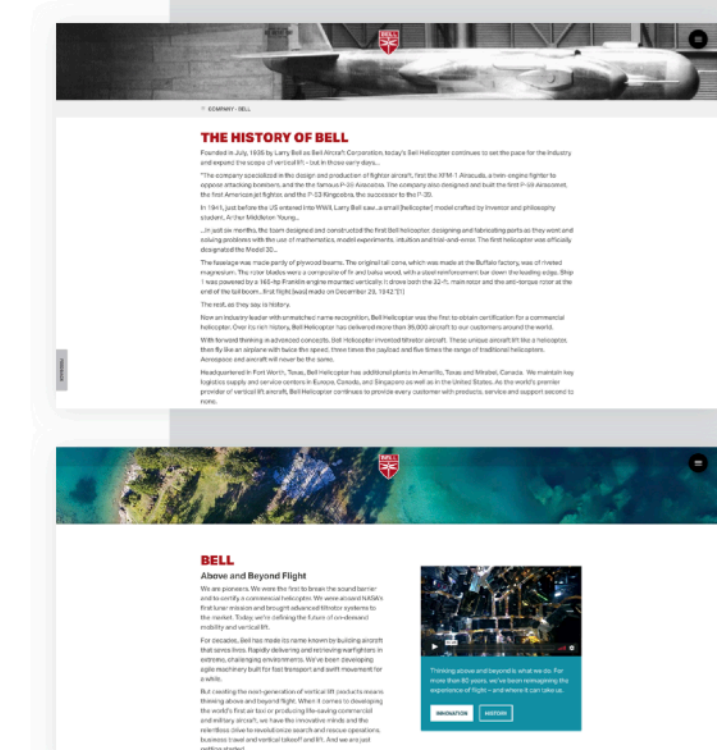


2. News is not integrated with media content

News is separated into stories and media (eg. images, videos, social), and articles do not encourage additional recirculation.

4. Details, data, and product media are static

A purchase is an emotional decision, and users need to feel inspired by dynamic media that showcases the product experience.



Observations

1. Navigation types are inconsistent

Multiple types of navigation used in the site reveal duplications and inconsistencies, which can be confusing to users.

3. Information categories are not all treated equally

Commercial and Military are over-emphasized at the expense of other categories that could benefit additional user groups.

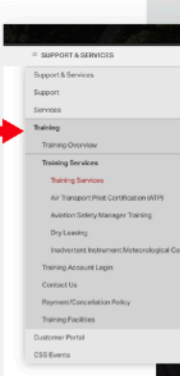


2. Navigation does not differentiate between products

The only product distinction made is between commercial and military, and there is a lack of supplemental data offered for products.

4. "Who are you" creates unnecessary redundancies

The funnel replicates the module on the homepage and existing navigational items, burdening users with additional choices.



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.



x

We reviewed platforms from a number of industries.

	Y.CO	NETJETS	EMBRAER
amazon	StreetEasy	Zillow	BOMBARDIER
turbotax	DASSAULT AVIATION	KHANACADEMY	MOTOR HARLEY-DAVIDSON CYCLES
U.S. AIR FORCE	Galactic	Smithsonian	Eventbrite

x

Personalized Portal

Innovation & History

News & Learning

"Big Ticket" Purchasing

x

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

x

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

x

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

x

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

Sitemap workshop

**We aligned on research and
workshopped our sitemap
and navigation**



Sitemap workshop

Together, we co-authored

our navigation and

architecture principles

A Few Days Ago

We workshoped an approach to how information could be reorganized on the Bell site.

The Outcome

We came up with 3 groupings to guide us in organizing and structuring information.

- The Aircraft
- The Company
- The Service

The Outcome

These groupings act as a framework, with entry points that suggest each of our activities.

- THE BELL
- THE FRESHBASKET
- THE TRAINER
- THE PROSPECTIVE
- THE OPERATOR

The Aircraft

Allows customers to find the right products.

A streamlined approach to products will guide customers who are looking to research aircraft for a purchase.

The Company

Tells media, potential applicants and existing employees about Bell.

Accounts for the people who are looking to learn about the company, and not just about the products. Whether that is careers, the employee benefits, Bell innovation, news, or media.

The Service

Elevates and emphasizes Bell's exceptional service.

Helping communicate that Bell's service is not only accessible as a person, but digitally as well. For users who are looking to receive service and parts for their aircraft, or register for and complete specific training efficiently and easily.

What Does This Do?

01 A simplified navigation won't overwhelm users with too many options.

Cuts down on "Analysis Paralysis"

Proposed Site Map

Primary Navigation

Proposed Site Map

Header and Footer Navigation

The Aircraft

Let's Discuss

What we heard from user interviews was that the distinction between Commercial and Military wasn't so black and white.

The Aircraft

Let's Discuss

What we heard from user interviews was that the distinction between Commercial and Military wasn't so black and white.

- Why does the split exist?

The Aircraft

Let's Discuss

What we heard from user interviews was that the distinction between Commercial and Military wasn't so black and white.

- Why does the split exist?
- Is there a different way to categorize the products? (Ex: a "best for")

The Company

Let's Discuss

What we heard from user interviews was that many people come to the site looking to learn about the company, and not just about the products. There is a need to focus on the employee side, and keep prospective employees engaged.

The Company

Let's Discuss

What we heard from user interviews was that many people come to the site looking to learn about the company, and not just about the products. There is a need to focus on the employee side, and keep prospective employees engaged.

"Please you know how to search for news, you know what it's a pain point for communication if you don't search for it. We want a better feature for people to search for it."

The Company

Let's Discuss

What we heard from user interviews was that many people come to the site looking to learn about the company, and not just about the products. There is a need to focus on the employee side, and keep prospective employees engaged.

- Do we want to go down the avenue of combining news and events?

The Service

Let's Discuss

What we heard from stakeholder interviews was that customers and partners find it difficult to find the right person to contact.

The Service

Let's Discuss

What we heard from stakeholder interviews was that customers and partners find it difficult to find the right person to contact.

"It's frustrating - if you want to communicate with the right person, you have to go through a lot of steps. There's a lot of things that are hard to find. It's frustrating."

The Service

Let's Discuss

What we heard from stakeholder interviews was that customers and partners find it difficult to find the right person to contact.

- Elevate support to a global level?

The Service

Let's Discuss

What we heard from user interviews was that customers and partners find it difficult to find the right person to contact.

- Elevate support to a global level?
- Live Chat in Support (vs. evergreen)?

Proposed Site Map

Primary Navigation

Proposed Site Map

Primary Navigation

Existing Site Map

Primary Navigation

Proposed Site Map

Primary Navigation

Mike's Group

Mike's Group

Chuck's Group

Chuck's Group

Chuck's Group

Chuck's Group

David's Group

David's Group

David's Group

David's Group

David's Group

David's Group

Partially Hidden

Partially Hidden

Pros: Users familiar with the Bell site expect the hamburger. This navigation exposes key information, while the expand provides the real estate for a full takeover experience.

Cons: Navigation options hidden under a menu decrease discoverability. Maintaining a hamburger may replicate the existing problem of pages being difficult to find.

What value does it unlock?

Familiar Innovative

EXPOSED NAVIGATION Traditional Hover

EXPOSED NAVIGATION Traditional Hover

EXPOSED NAVIGATION Traditional Hover

Exposed Navigation Traditional Hover

Pros: A traditional hover is a tactical approach. This type of navigation is an expected behavior and users may find that there is less of a learning curve when searching and completing their task at hand. This can surface products more readily, by including visuals and metadata, and allow users to move quickly and easily arrive at a PDF.

Cons: This navigation provides less real estate than a full takeover would allow. It is a baseline approach, but not extremely experiential.

What value does it unlock?

Familiar Innovative

EXPOSED NAVIGATION Full Takeover

EXPOSED NAVIGATION Full Takeover

EXPOSED NAVIGATION Full Takeover

Exposed Navigation Full Takeover

Pros: This approach increases discoverability. A product's highlights, imagery, and specifications can be pulled into the real estate a full takeover provides, allowing a user to see products at a glance to determine if the aircraft is right for them. This is the most experiential and the boldest approach of the three.

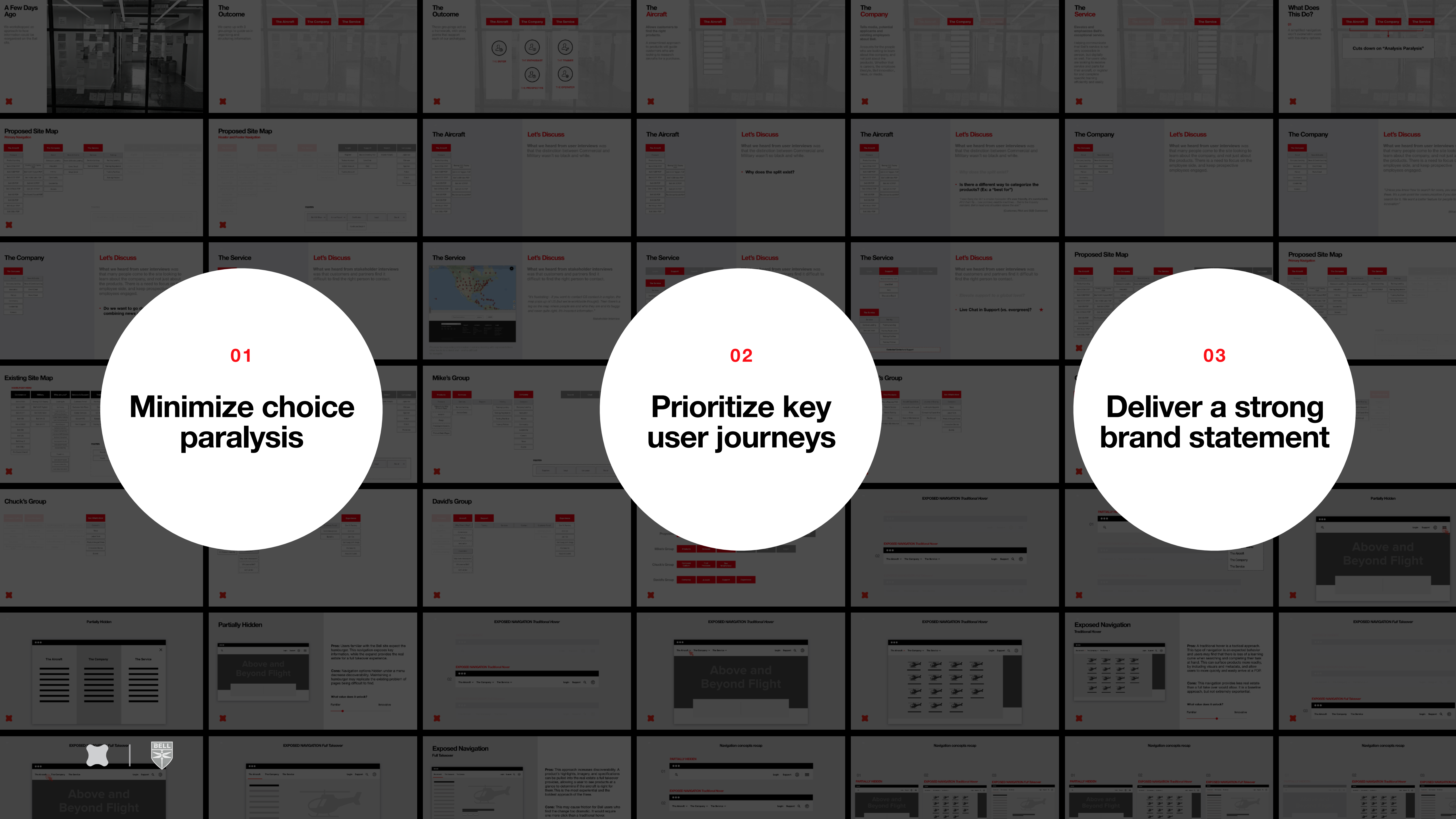
Cons: This may cause friction for Bell users who find the change too dramatic. It would require one more click than a traditional hover.

Navigation concepts recap

Navigation concepts recap

Navigation concepts recap

Navigation concepts recap



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.



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.



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

Experien

- Innovation Pages
- News & Events Pages
- News Detail Pages
- Event Detail Pages

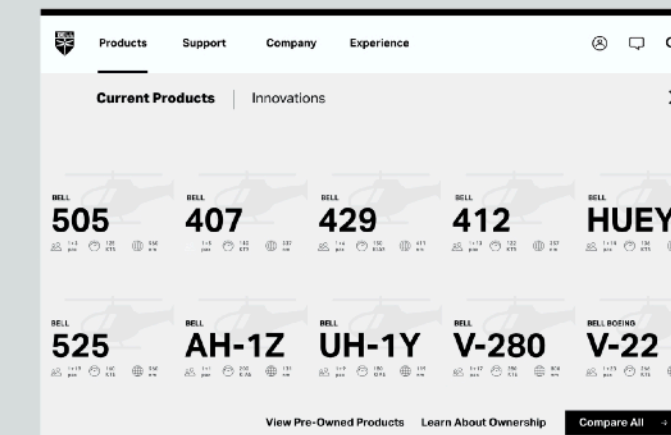


Key Sections Products Navigation

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



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

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



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

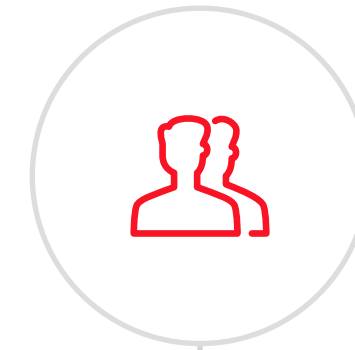
- Interactive timeline (i.e., hover, animation, motion, photo, video, clickable content, parallax scroll)
- 360° views of products
- Video player
- Interactive in-page sub-navigation
- Links to history articles and video archive index

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.



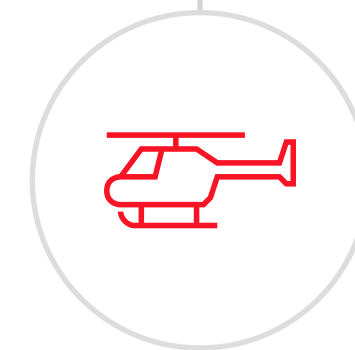
Reach our diverse audience.

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.”**

“They want to know everything you’re able to do before you **make this purchase.”**

“Different types of **missions command different capabilities.”**

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



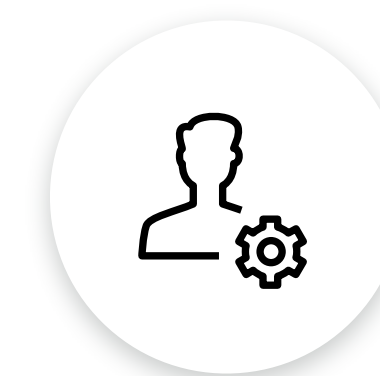
THE TRAINEE

Complete training efficiently



THE BUYER

Research aircraft for purchase



THE OPERATOR

Service or support an aircraft

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.

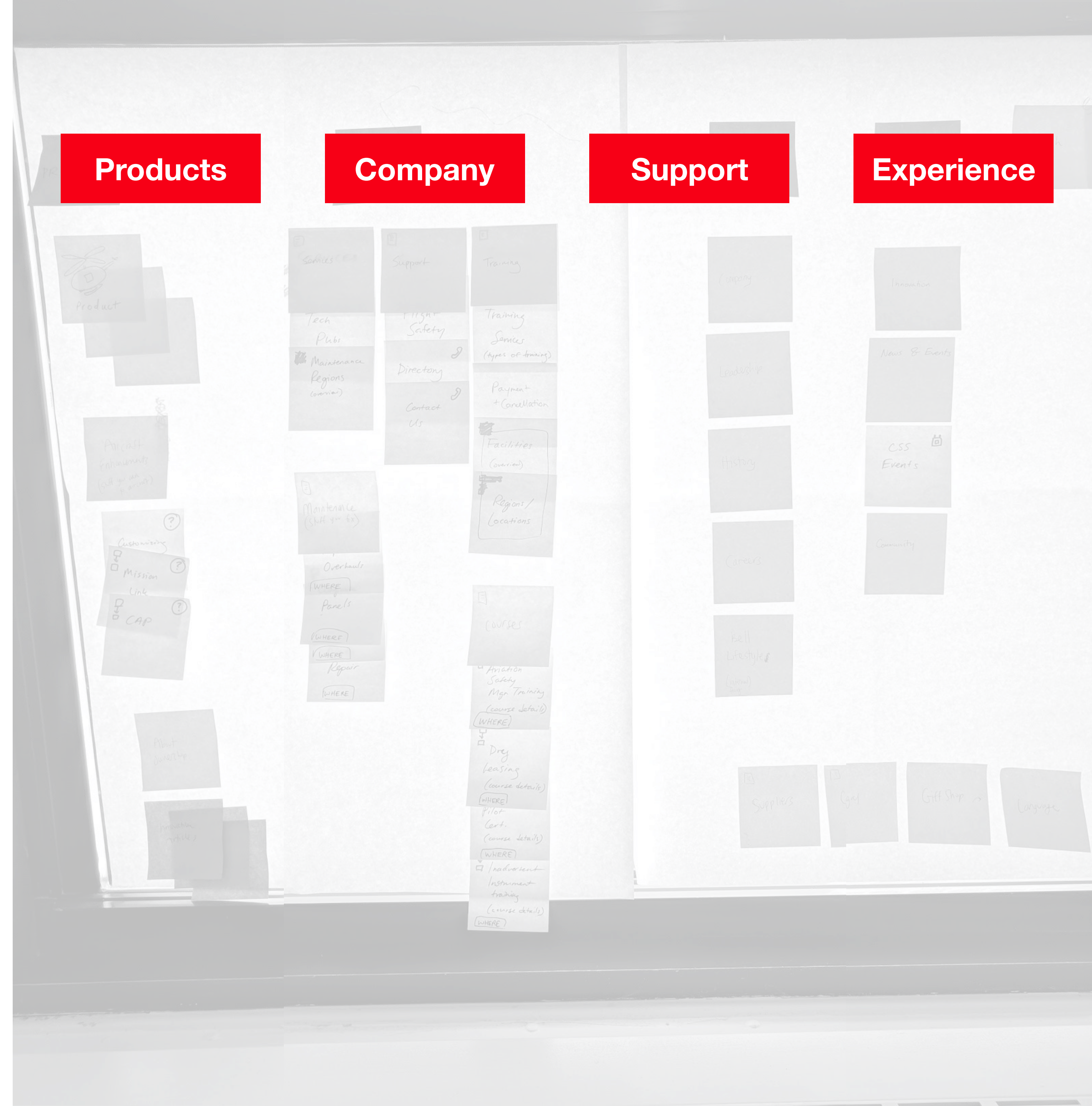


Experience

Crafting a foundation to bring our strategy to life.

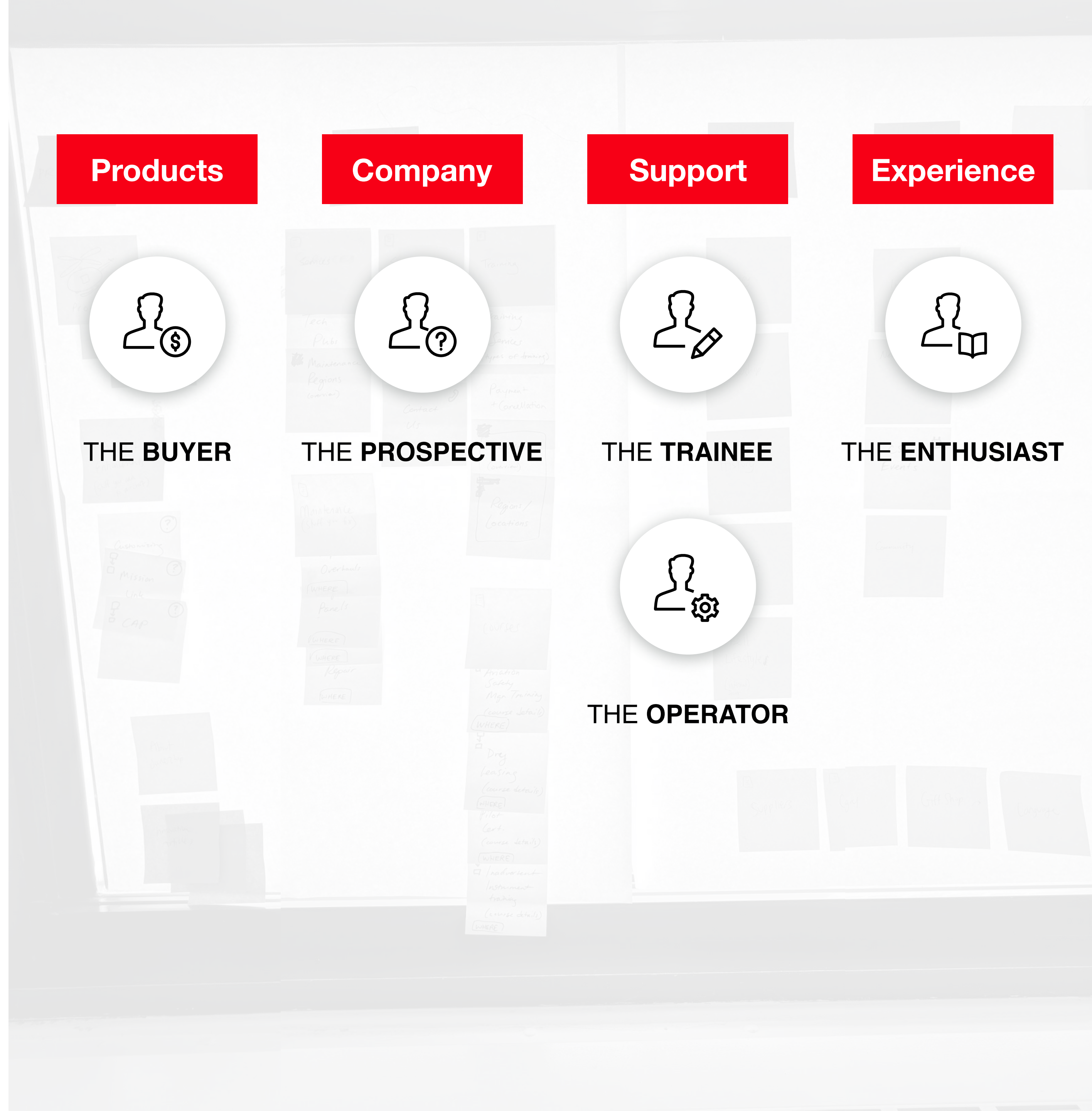
Establishing our key site sections

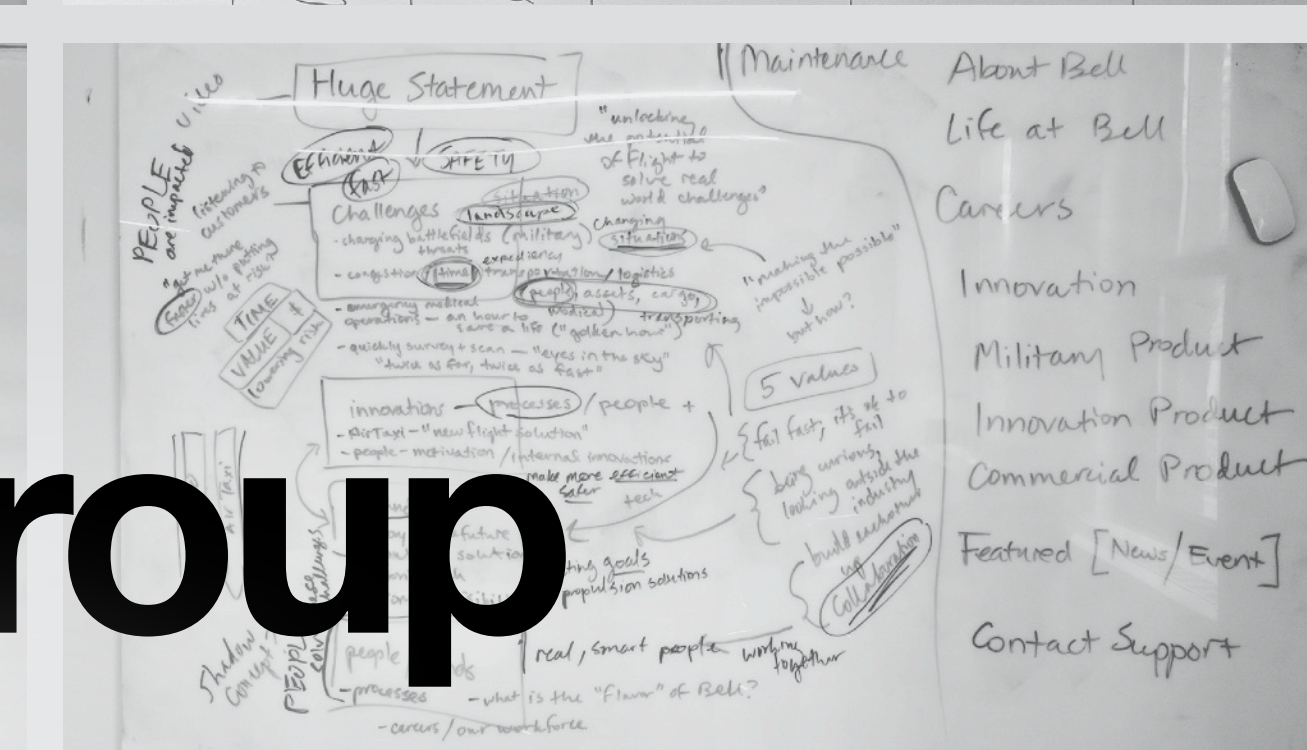
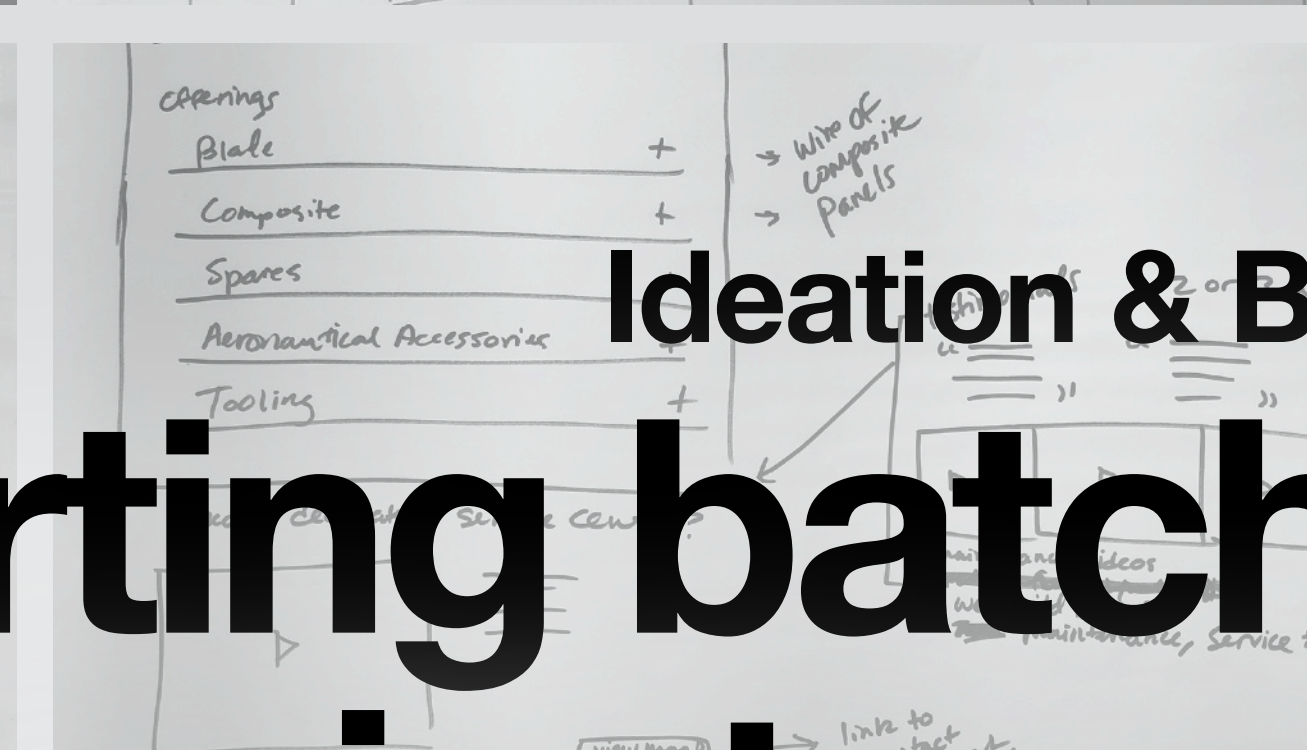
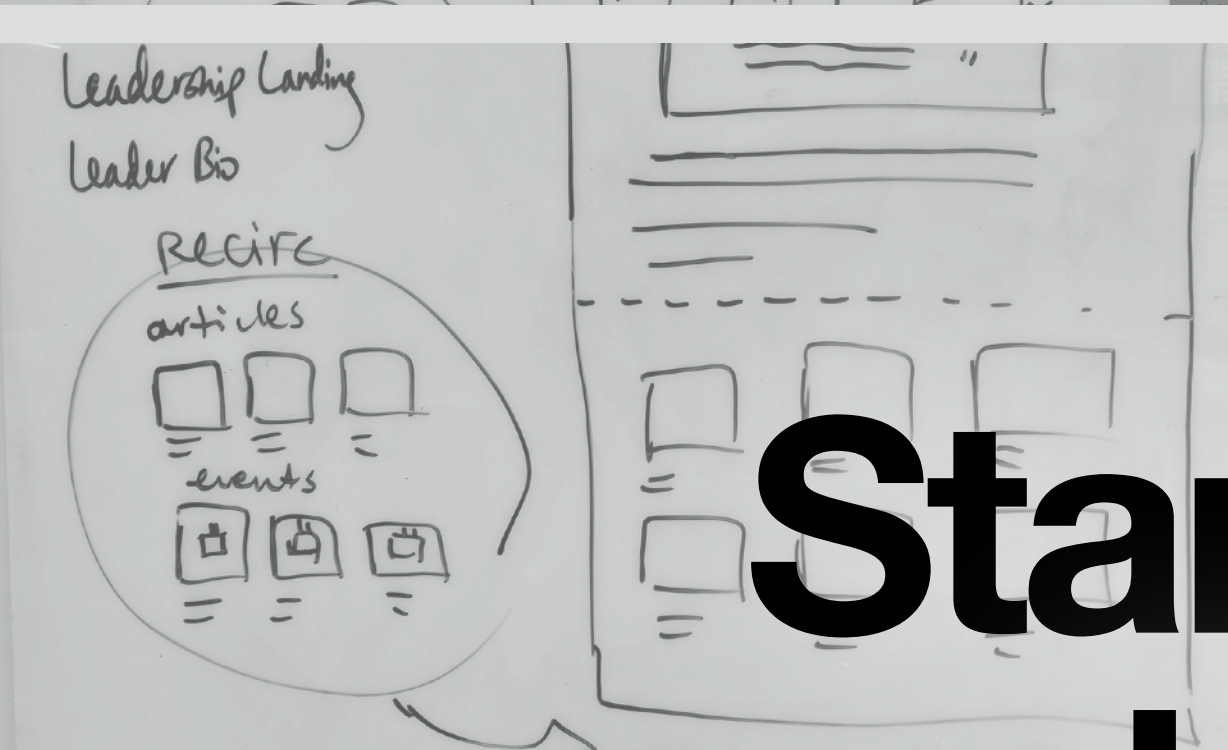
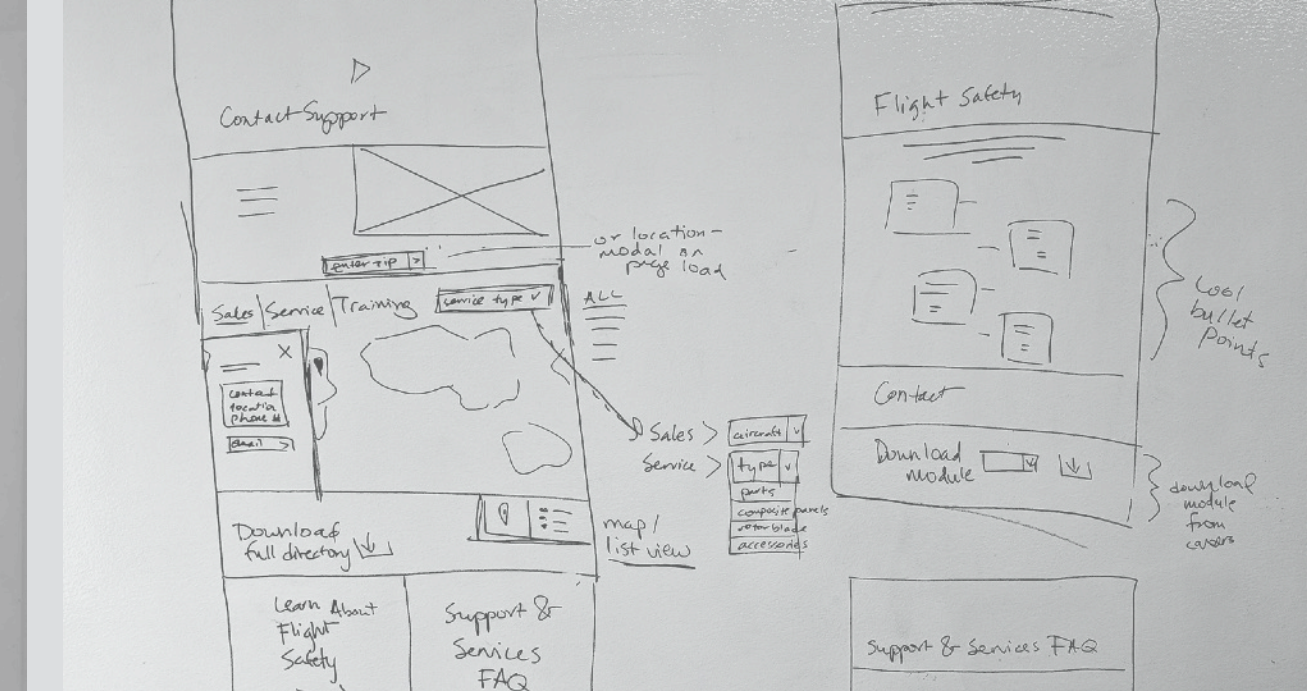
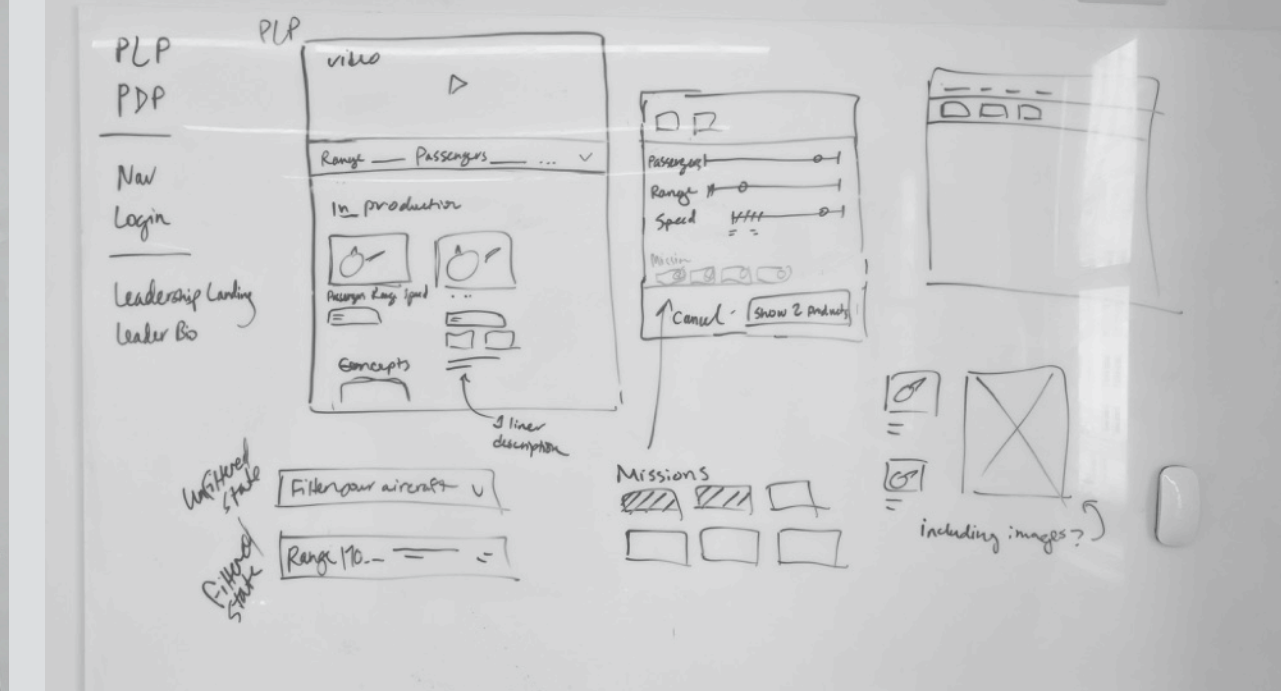
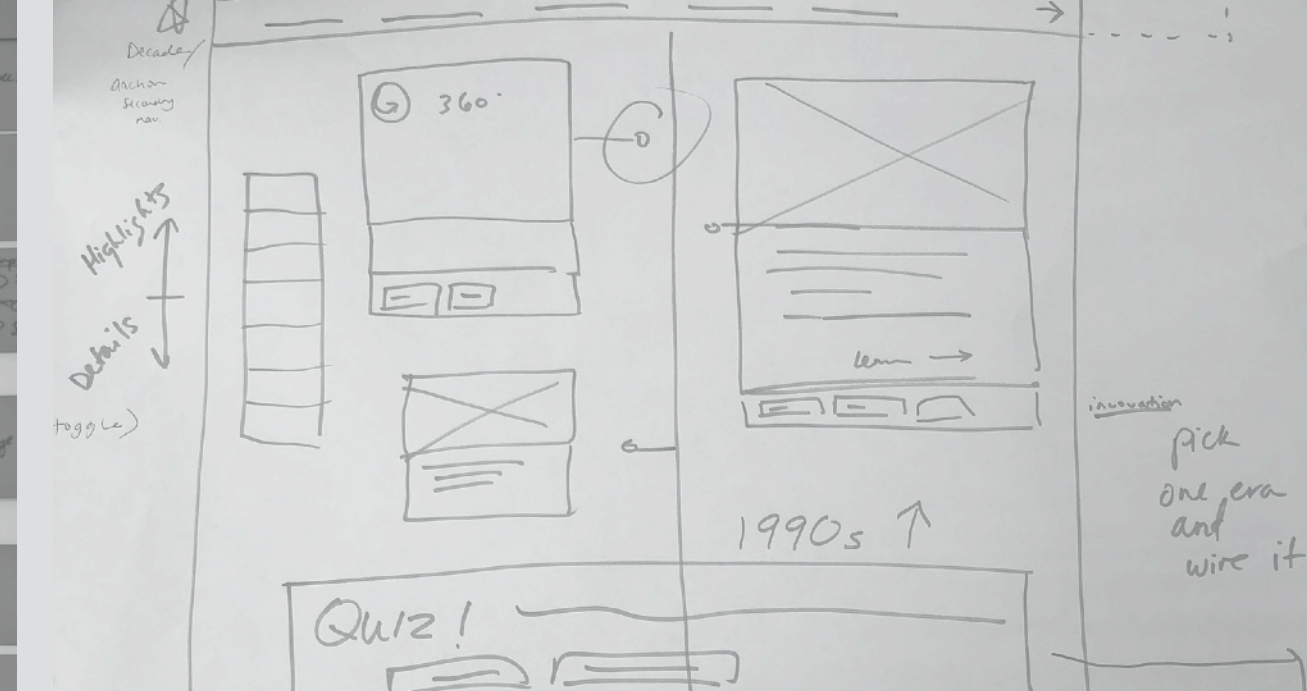
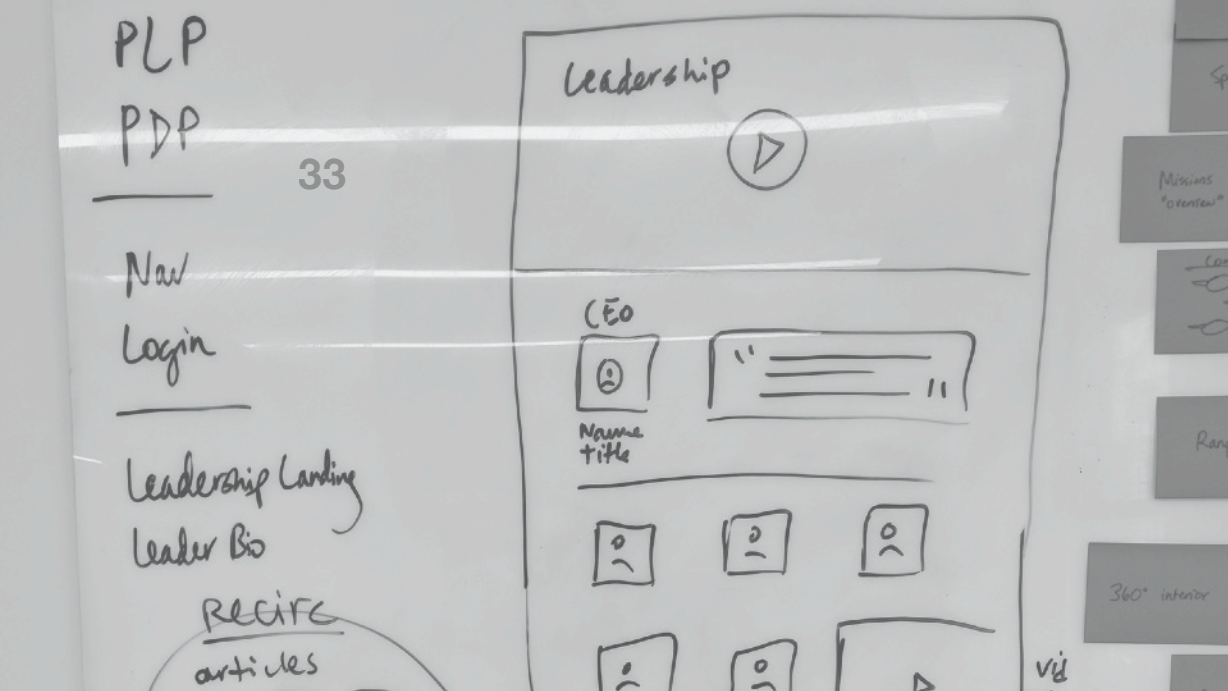
From our architecture workshop, we identified four core sections for our site. This exercise simplified Bell's architecture and navigation, while delivering a strong statement that underscores Bell values.



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.



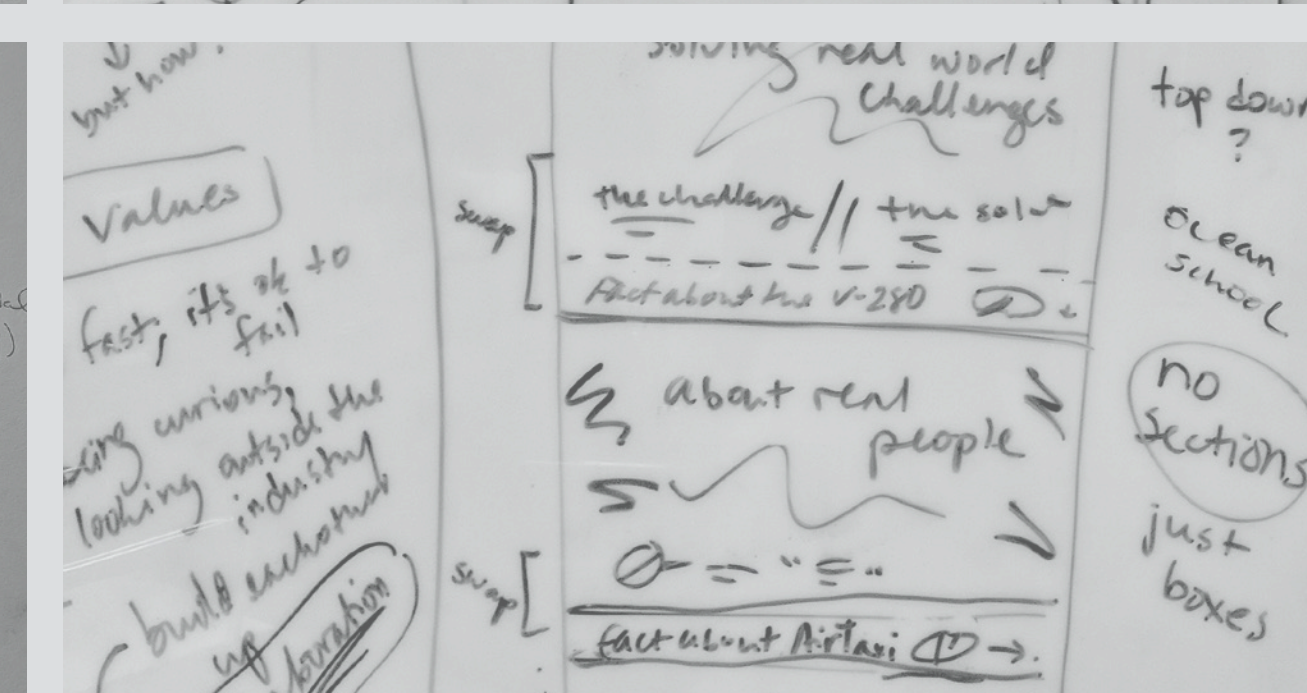
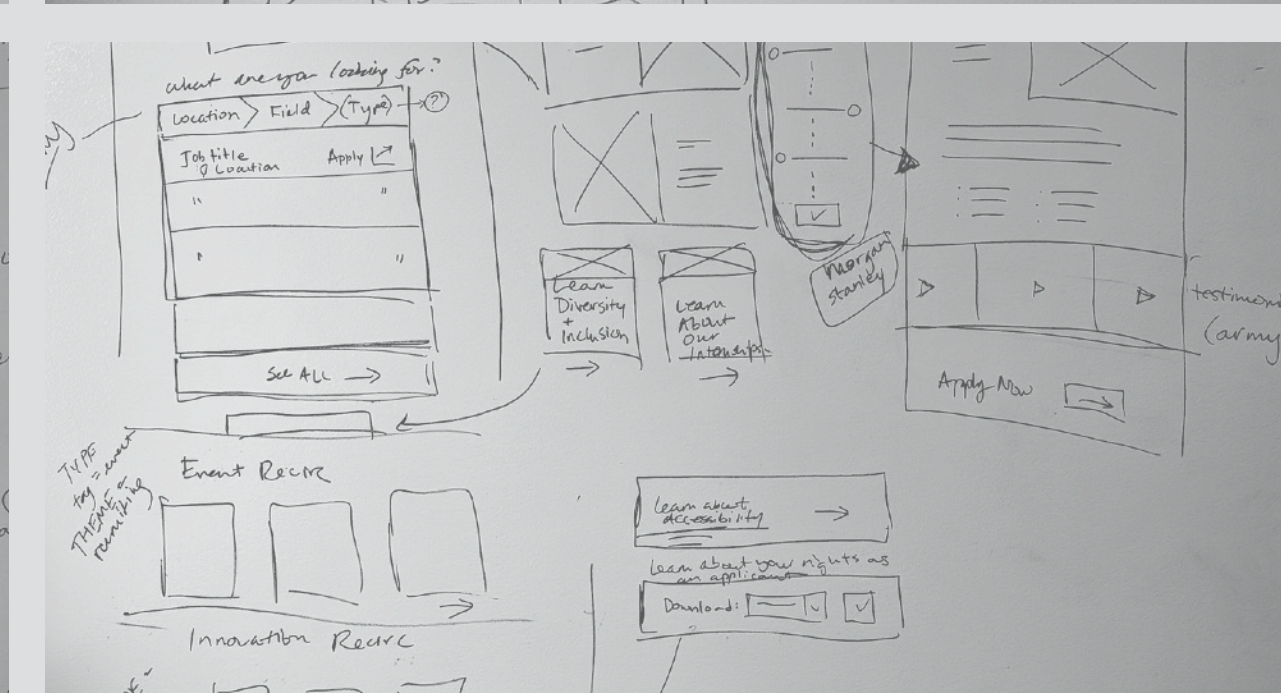
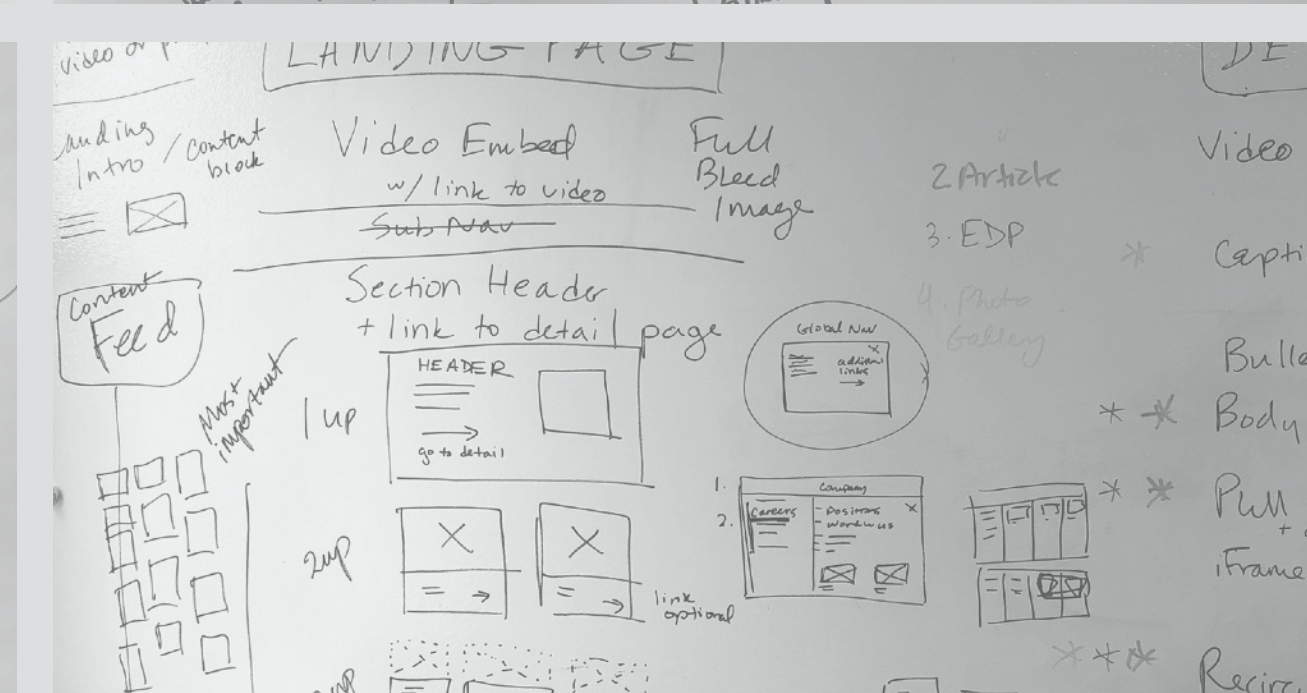
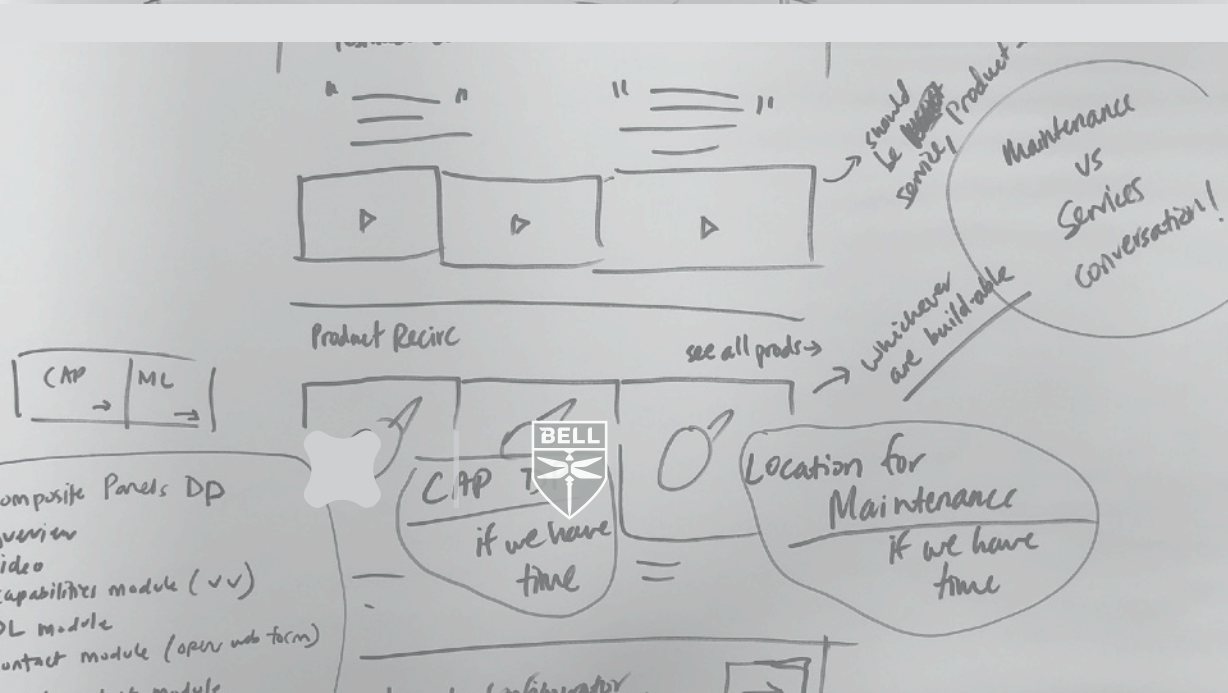
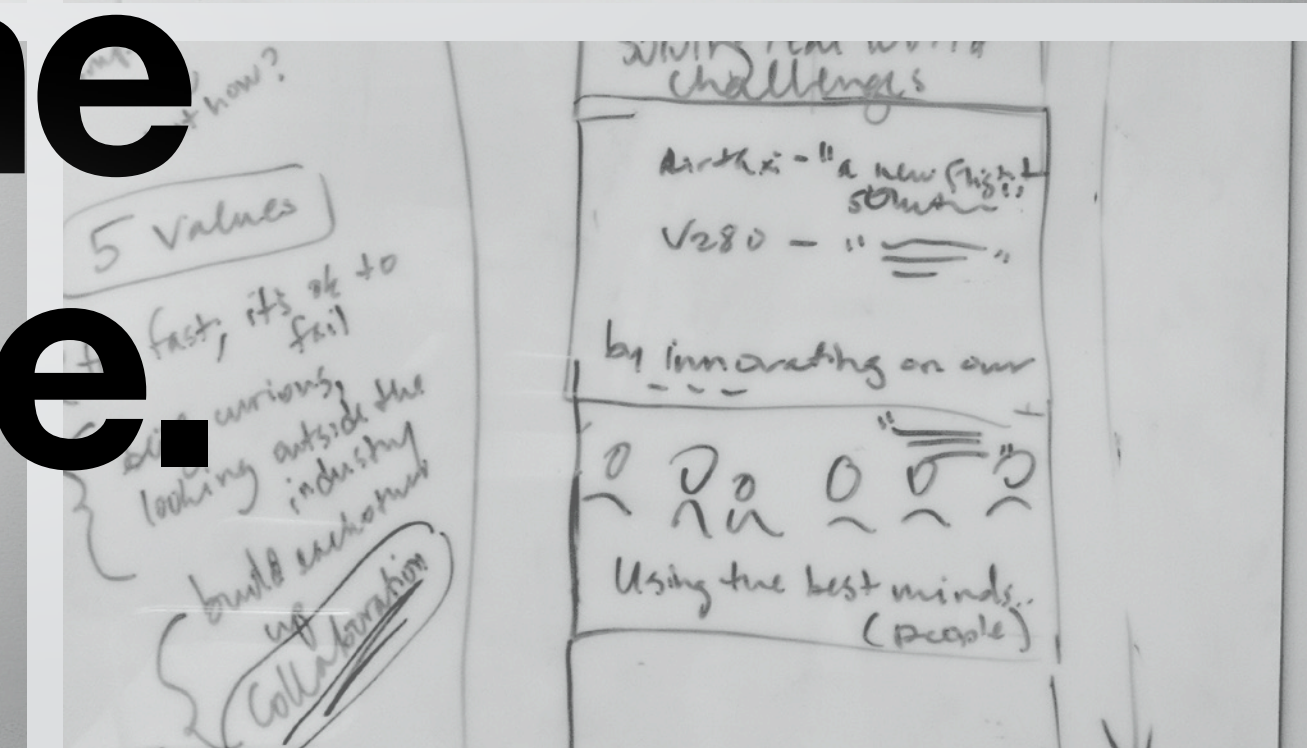
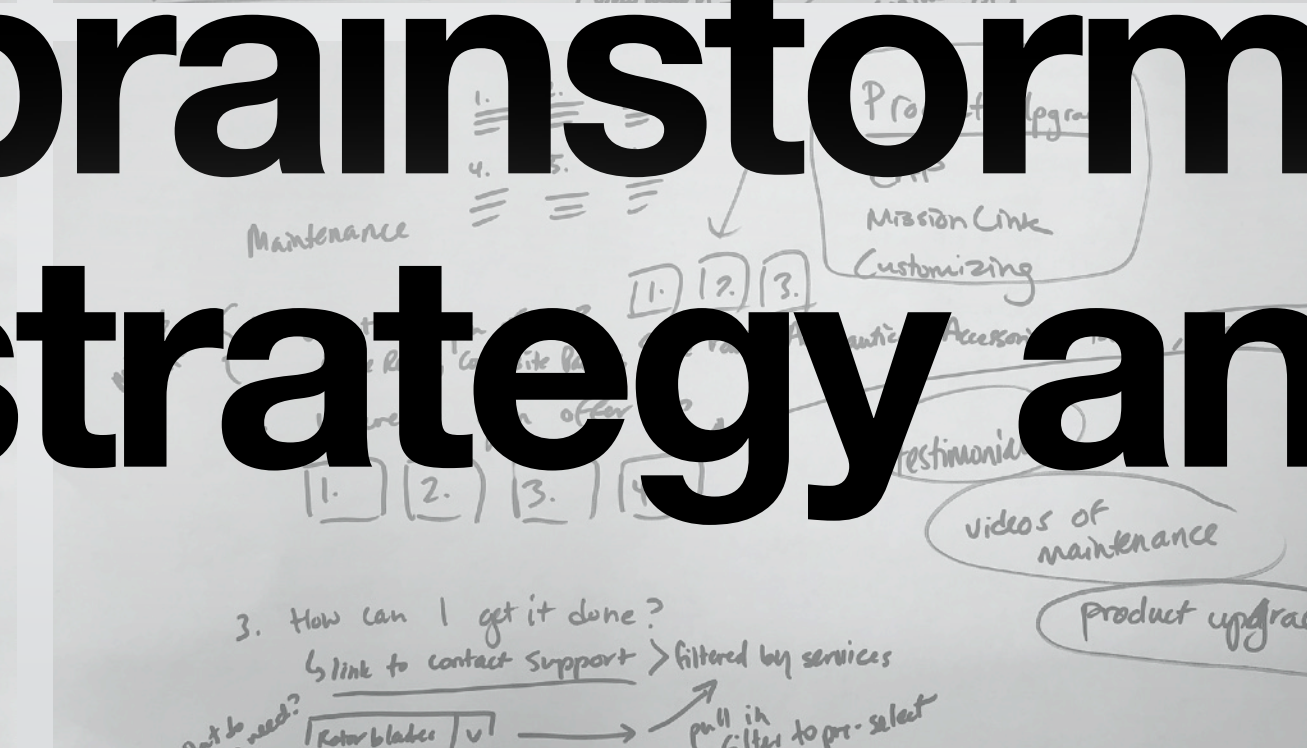
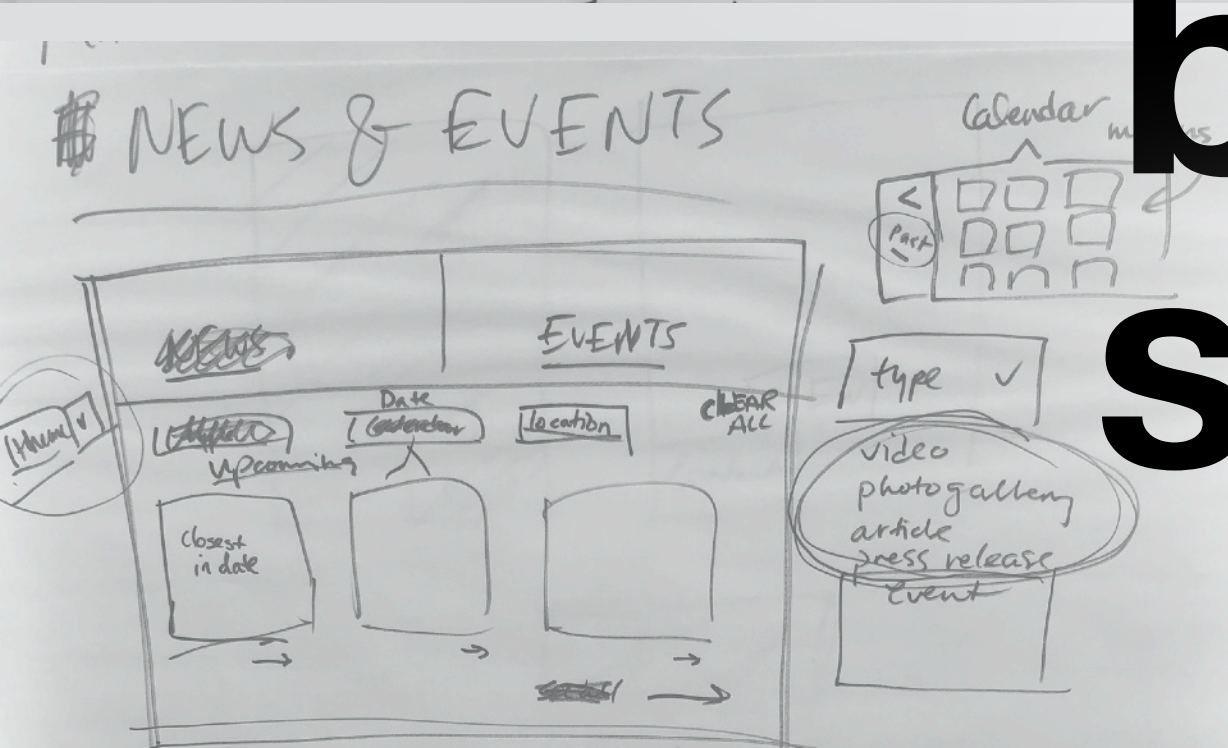


Ideation & Brainstorming

Starting batches with group

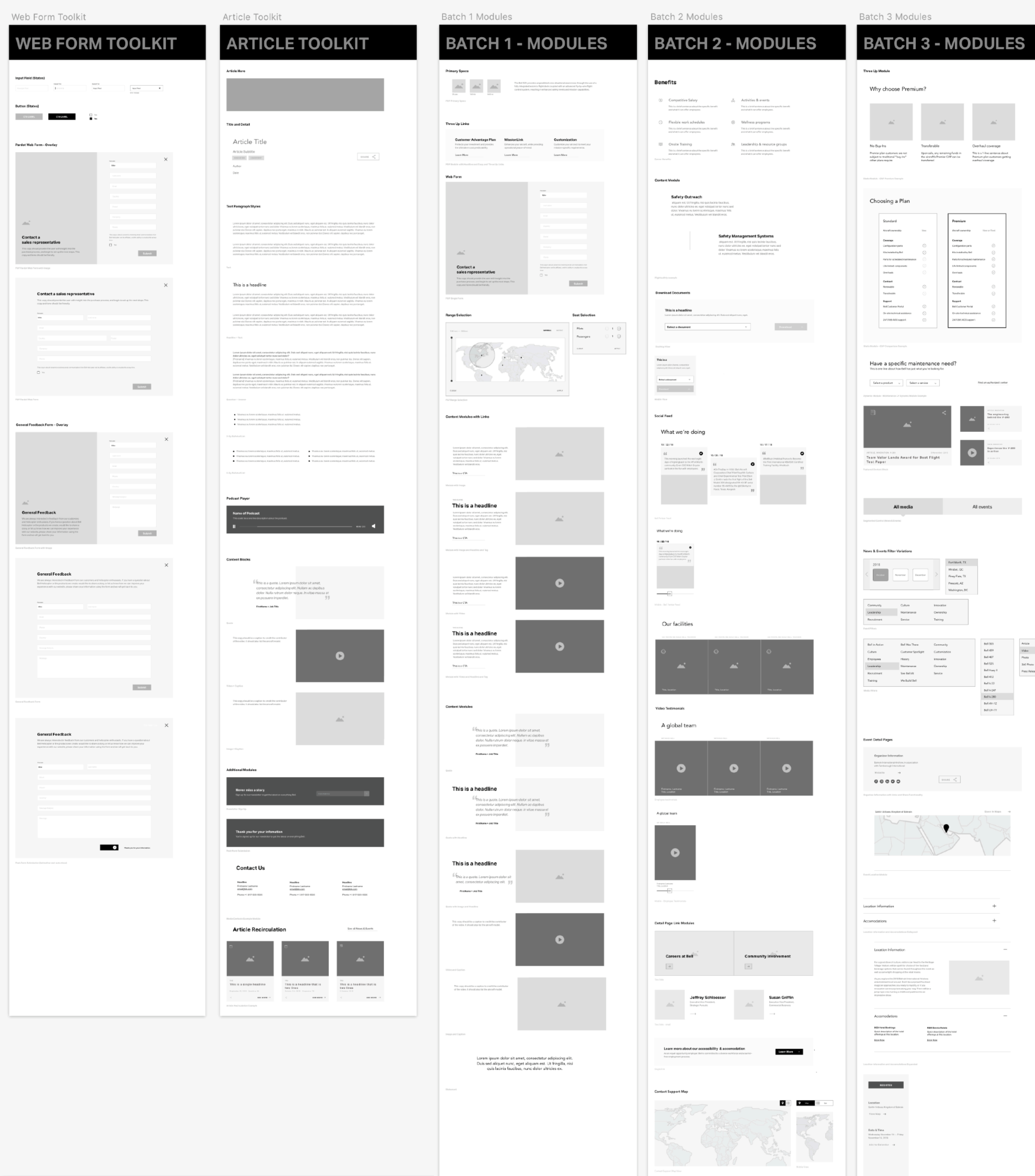
brainstorms to set the

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.

#bell-hero-fantasy

☆ | 👤 22 | 🌟 0 | ➕ Add a topic

August 21st, 20

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

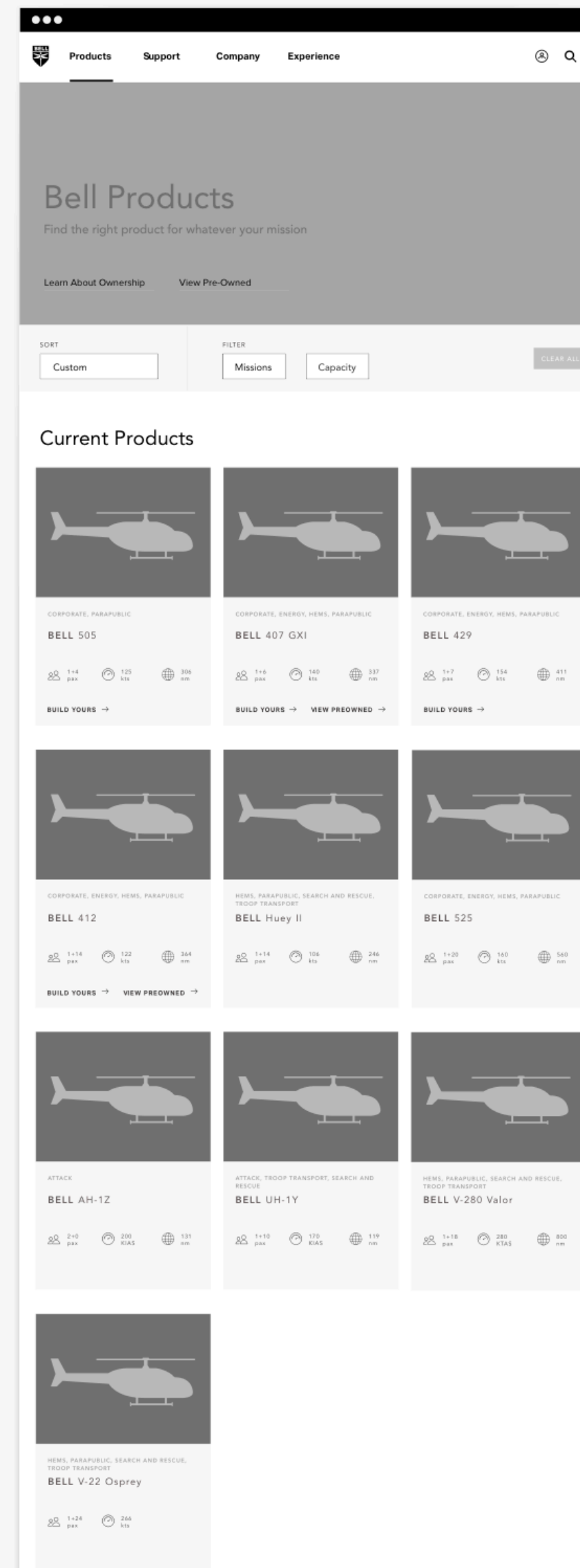


Organizing the product landing

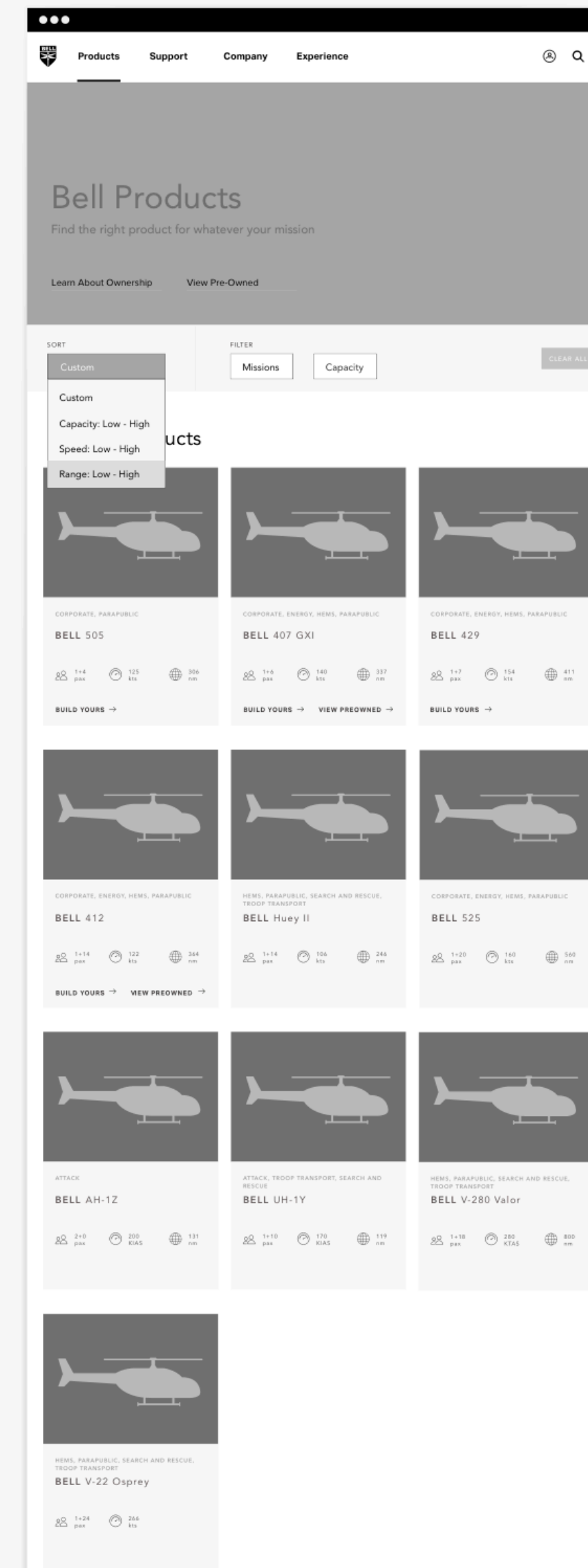
Bell's experience started out with a separation between military, commercial, and innovation products. We sought to break down that bifurcation by consolidating Bell's product taxonomy and allowing visitors to see the entirety of Bell's fleet in one accessible location.



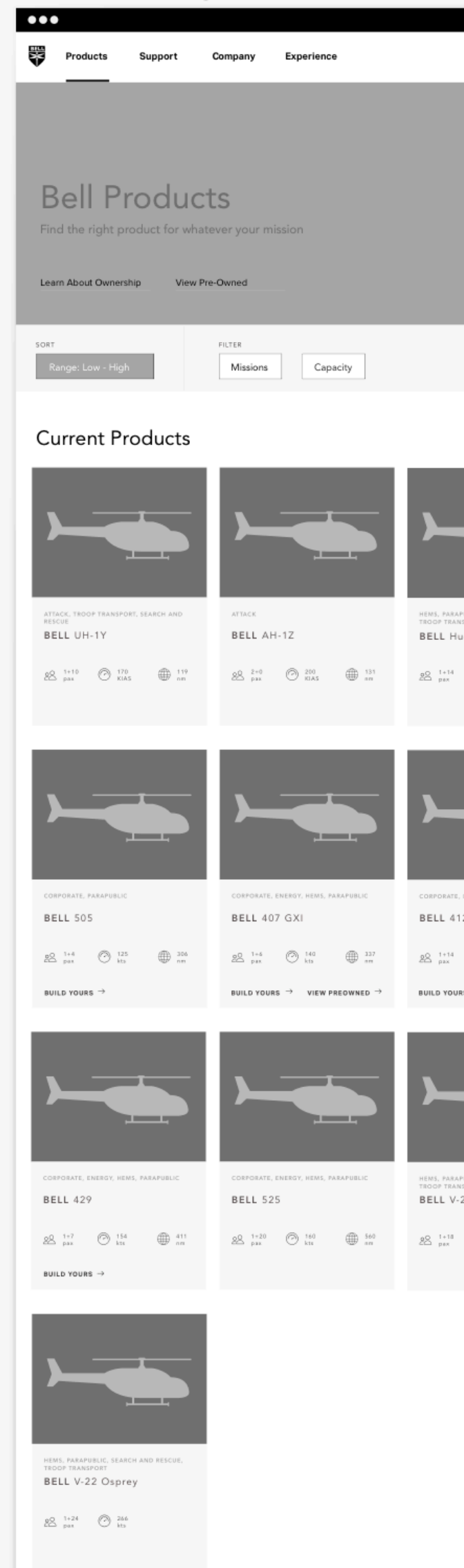
PLP Sort



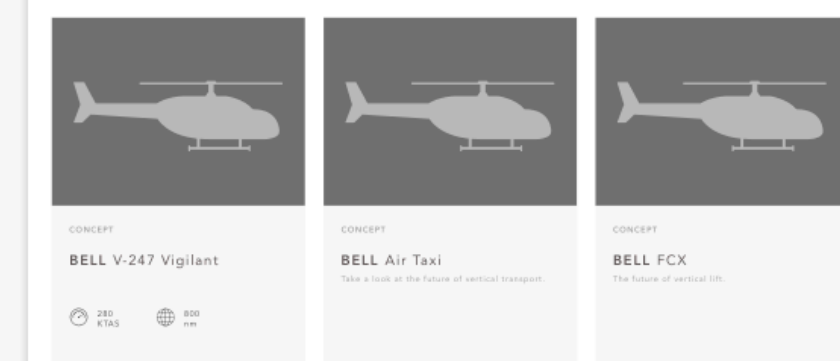
PLP Sort_Dropdown



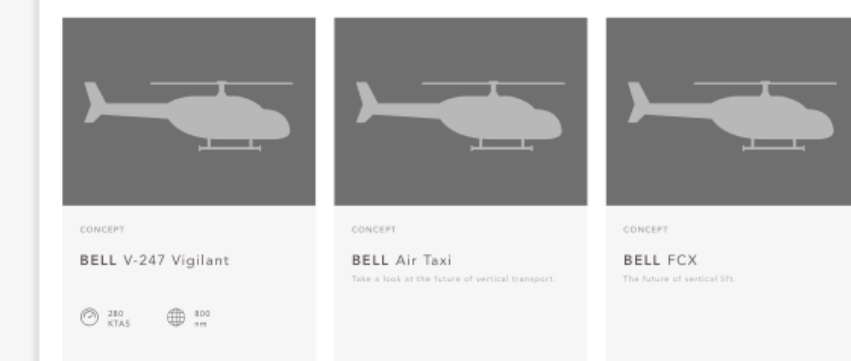
PLP_Sorted_Range



Innovations



Innovations

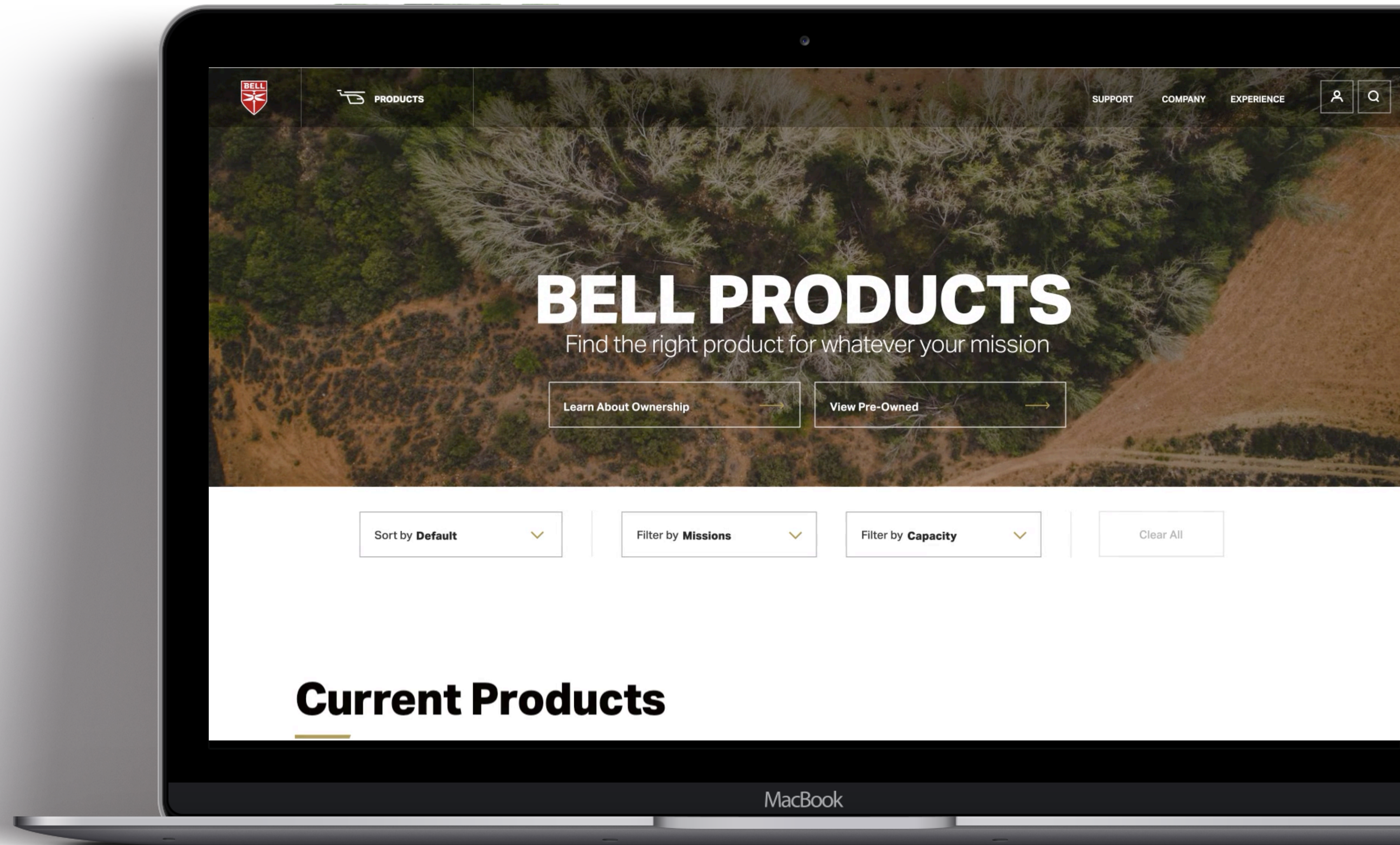


Innovations



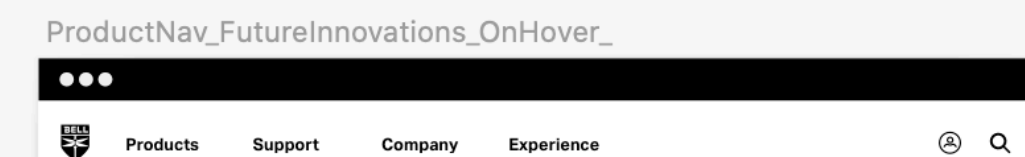
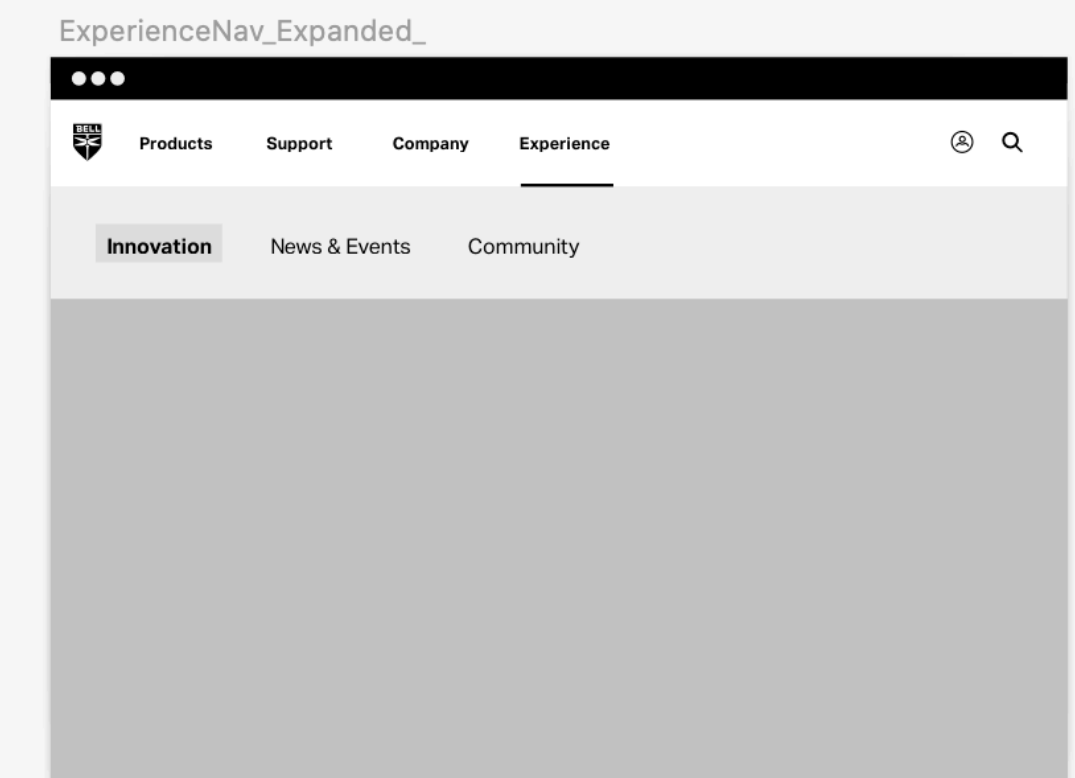
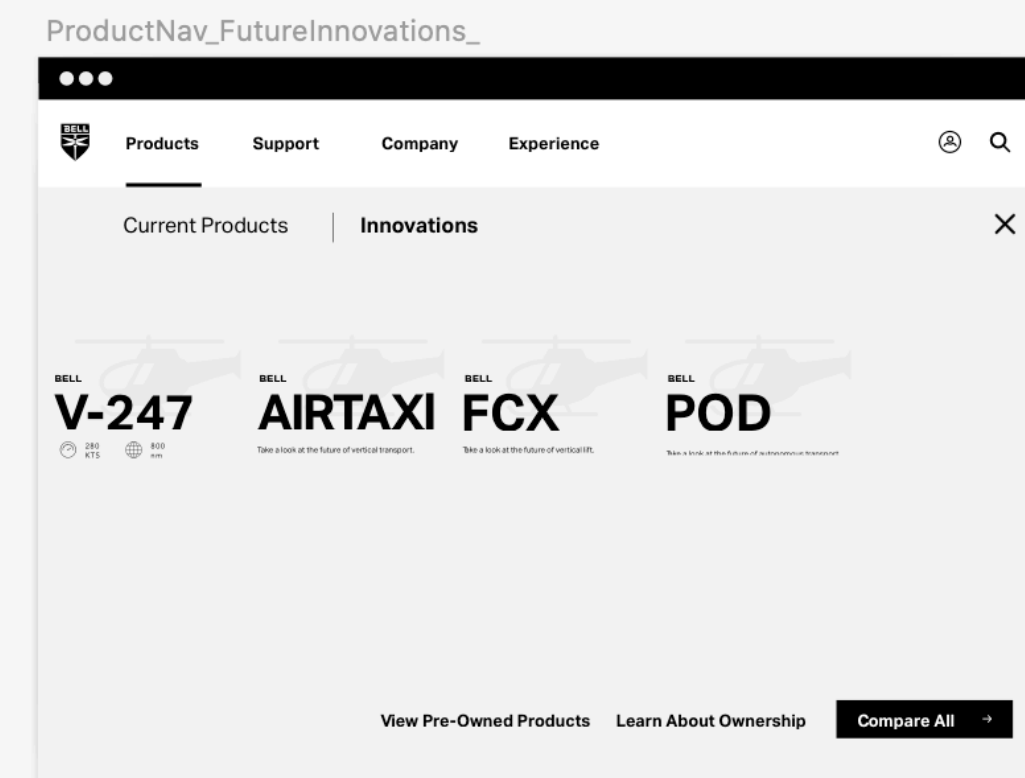
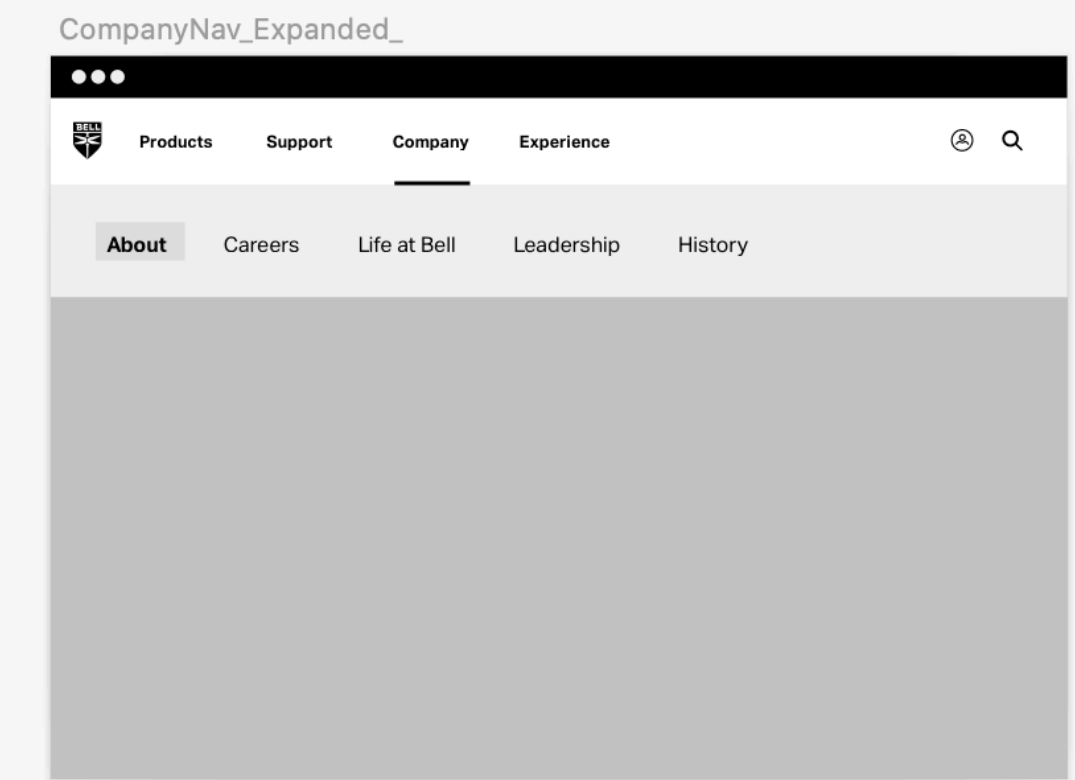
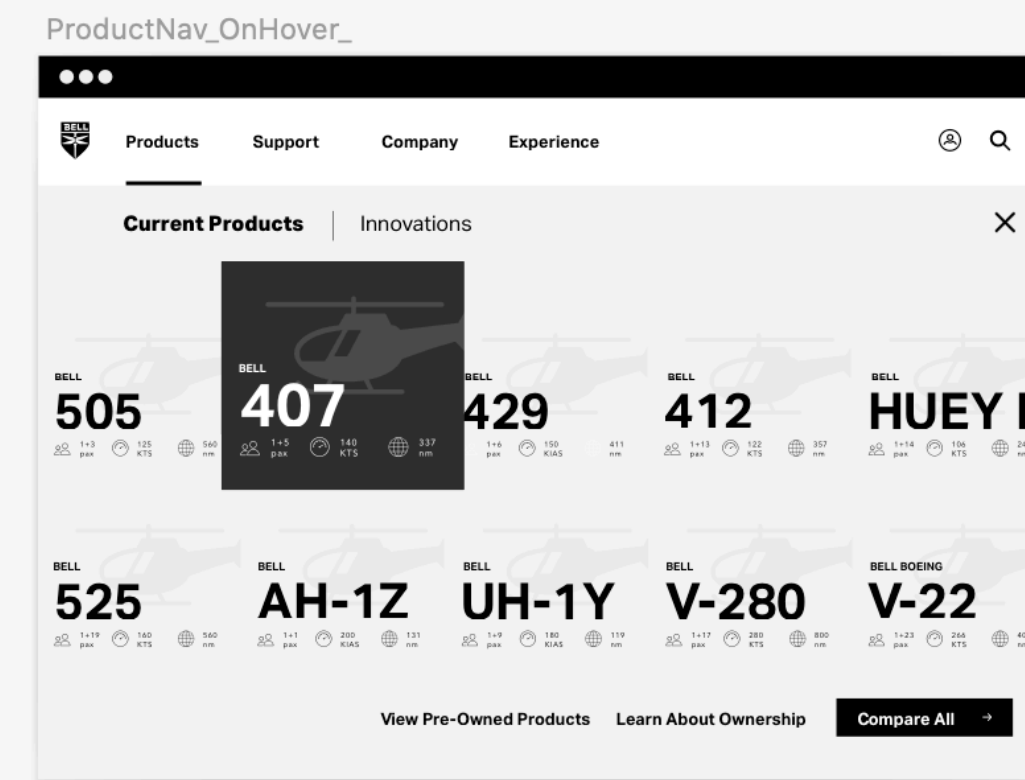
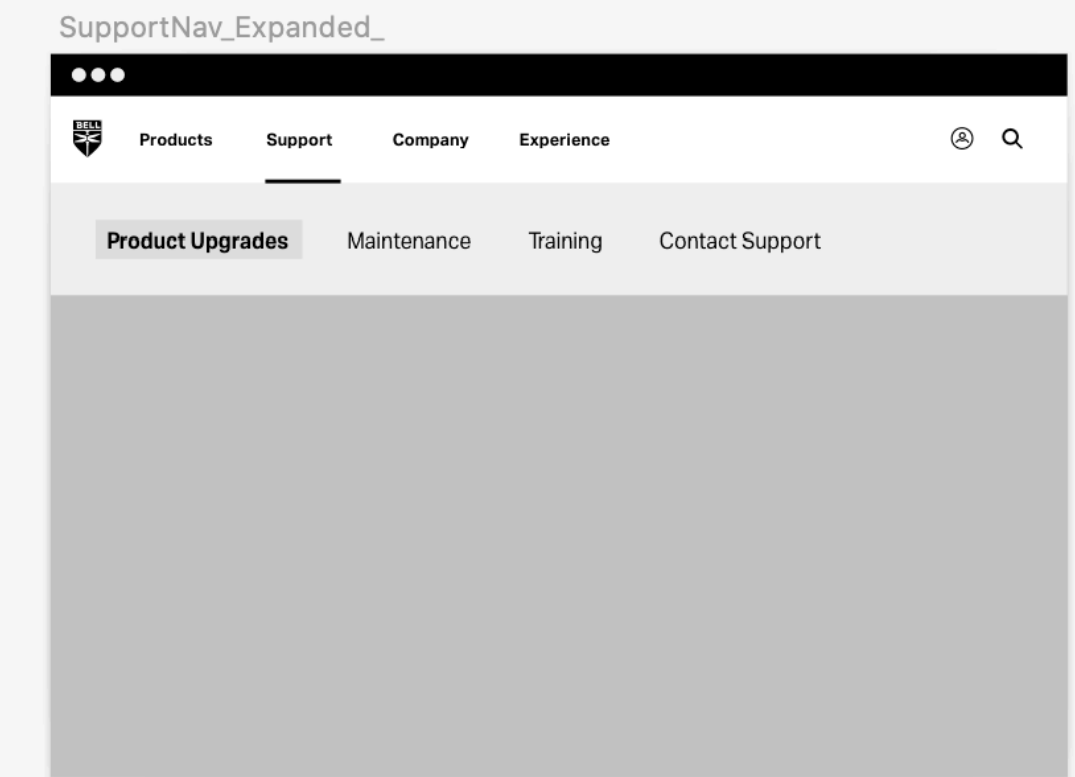
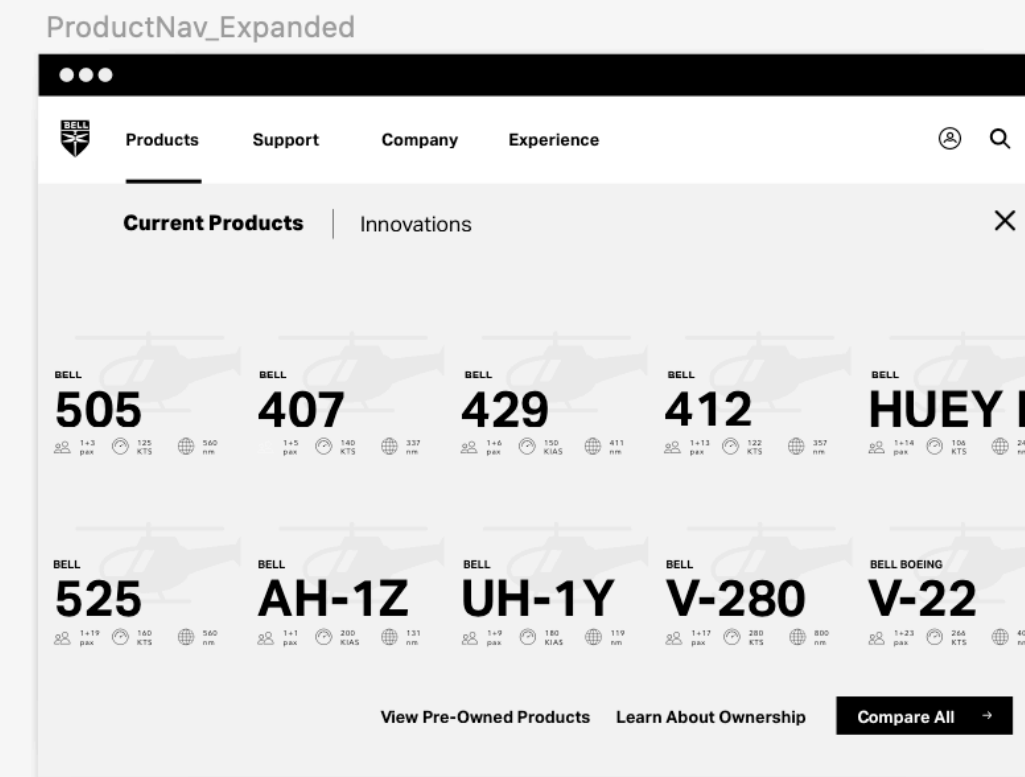
Making it immersive

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.



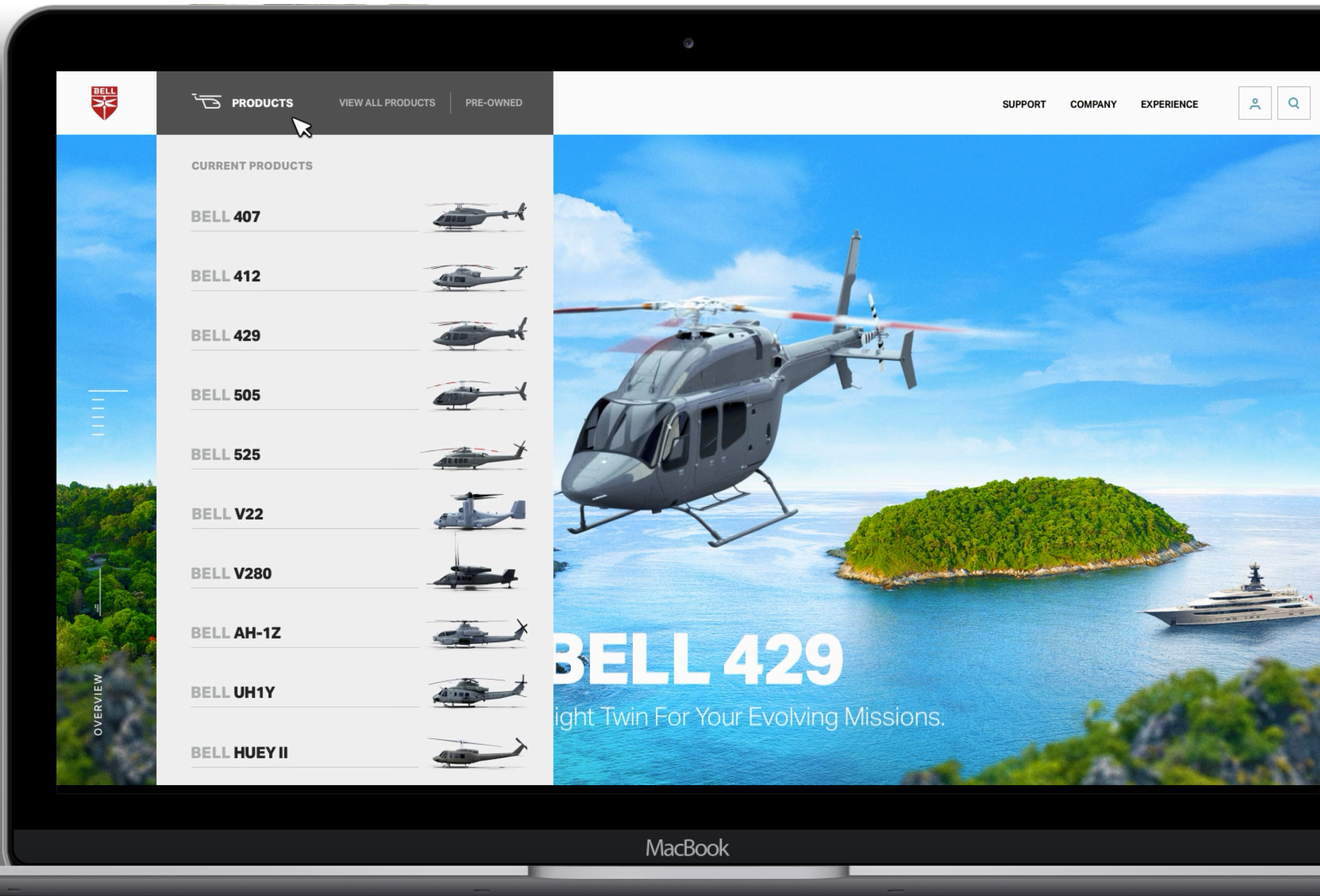
Crafting a product focused navigation

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.



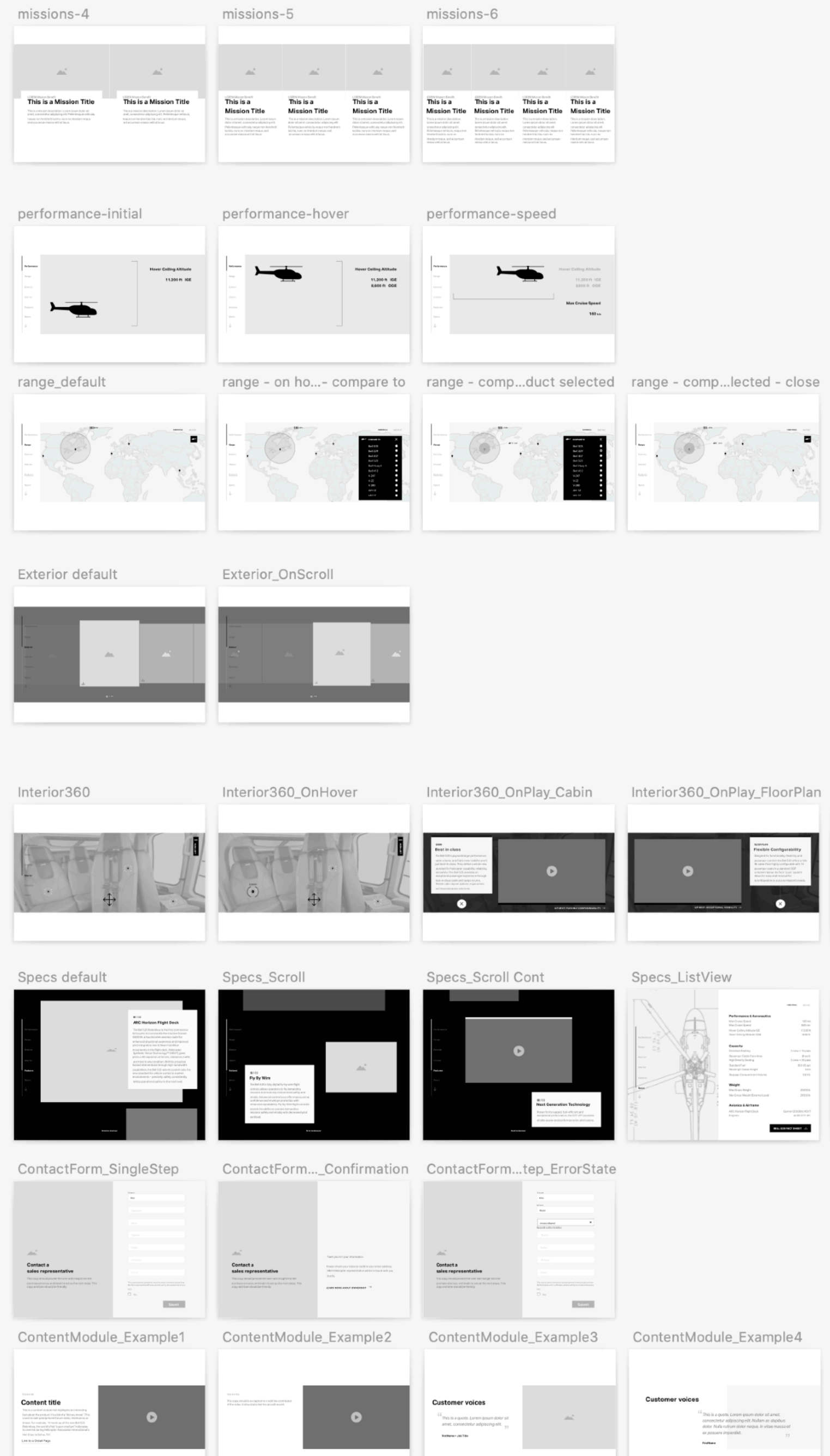
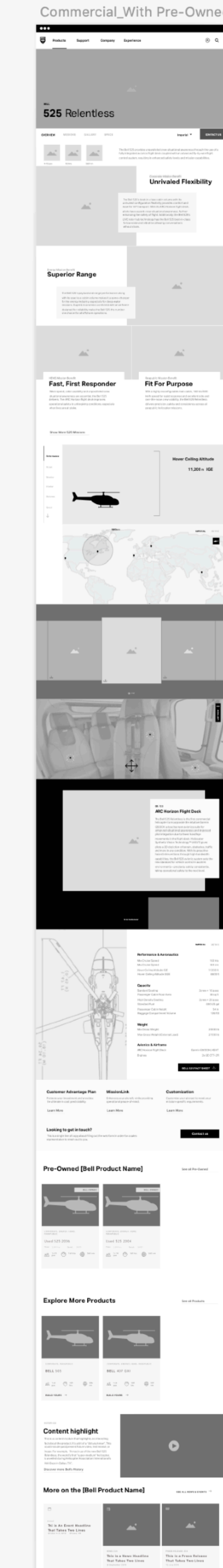
Bringing it to life

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.



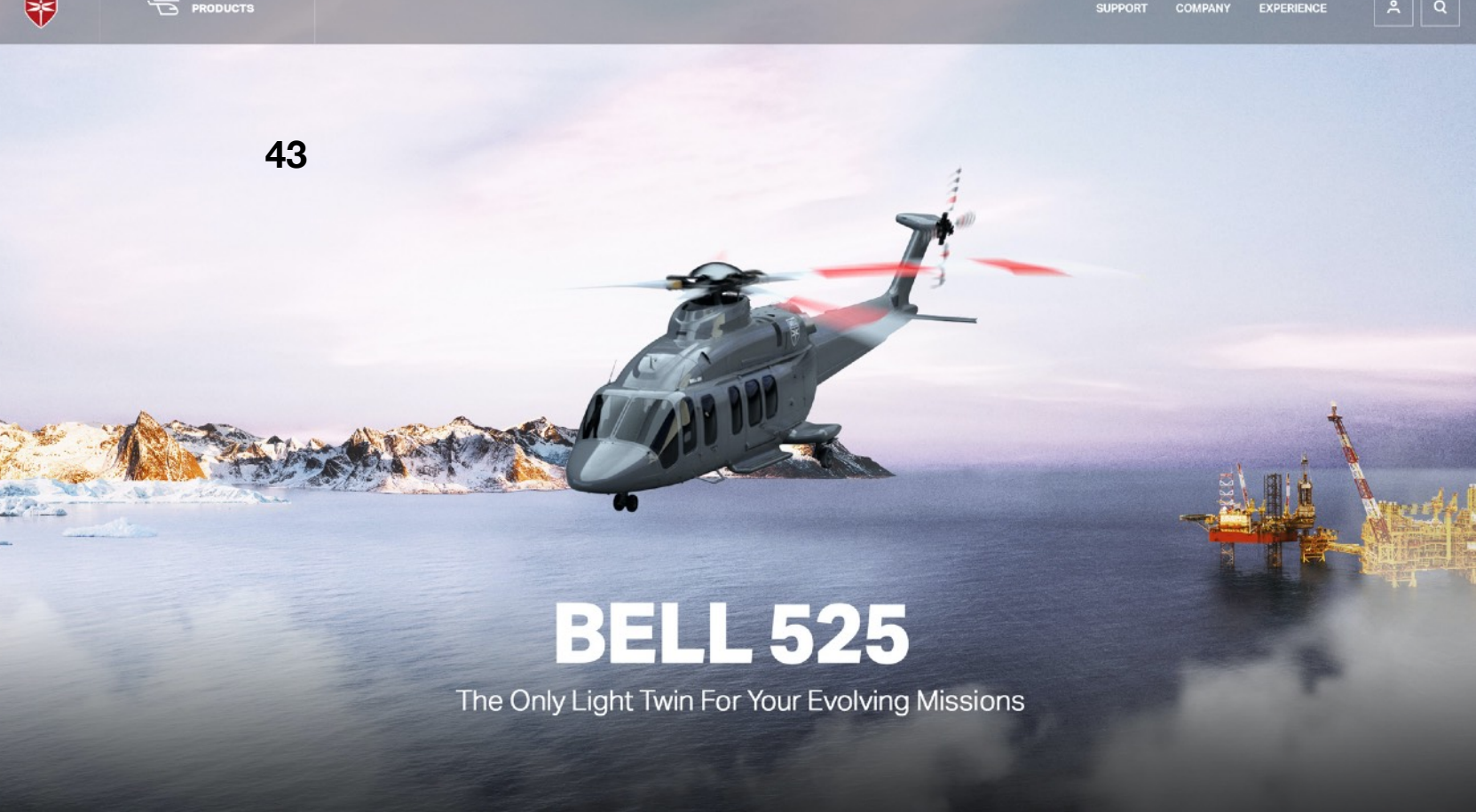
Elevating the story

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.



SUPPORT COMPANY EXPERIENCE

43



BELL 525
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



BELL 505
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



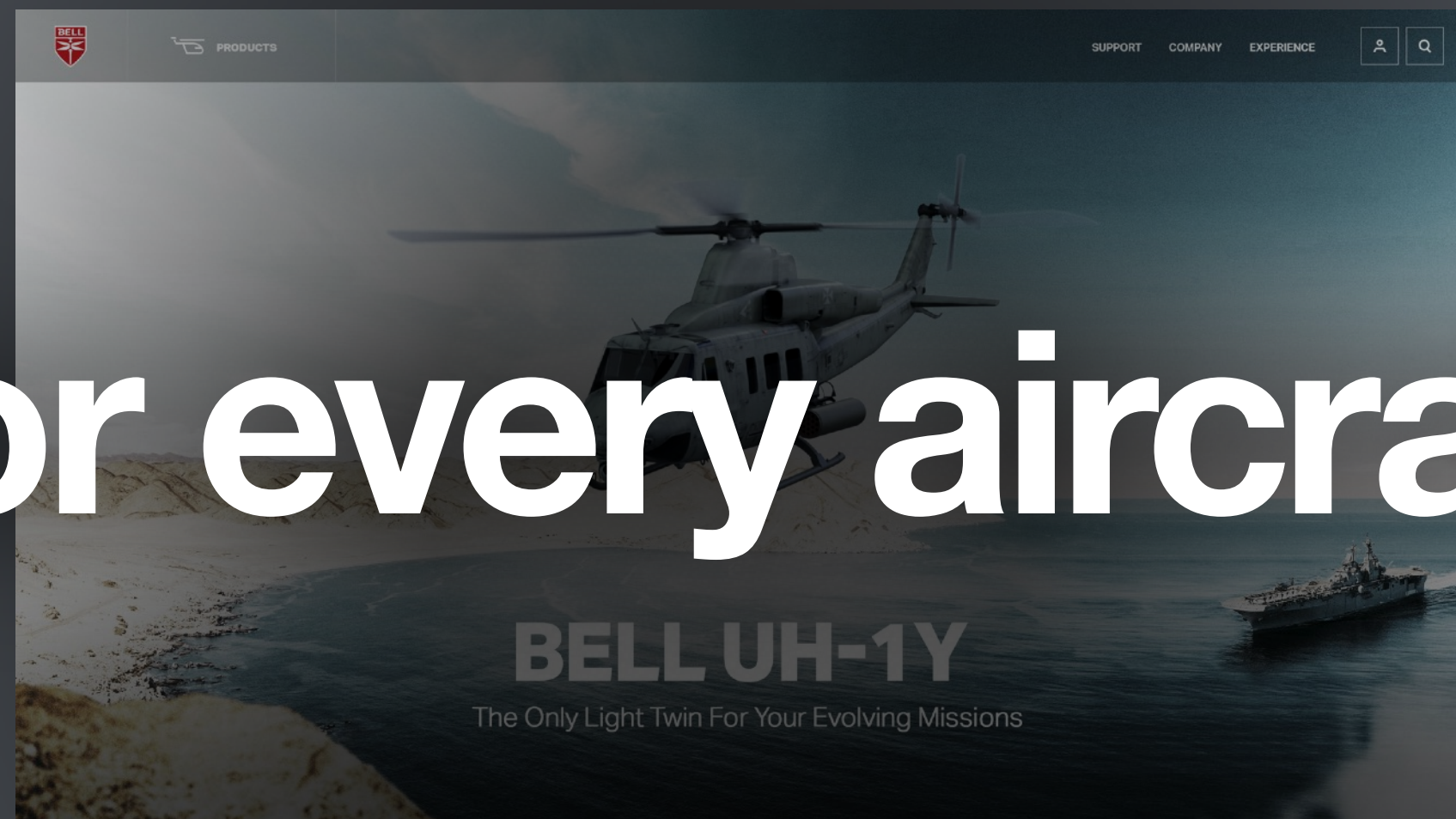
BELL 407
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



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

SUPPORT COMPANY EXPERIENCE



BELL UH-1Y
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



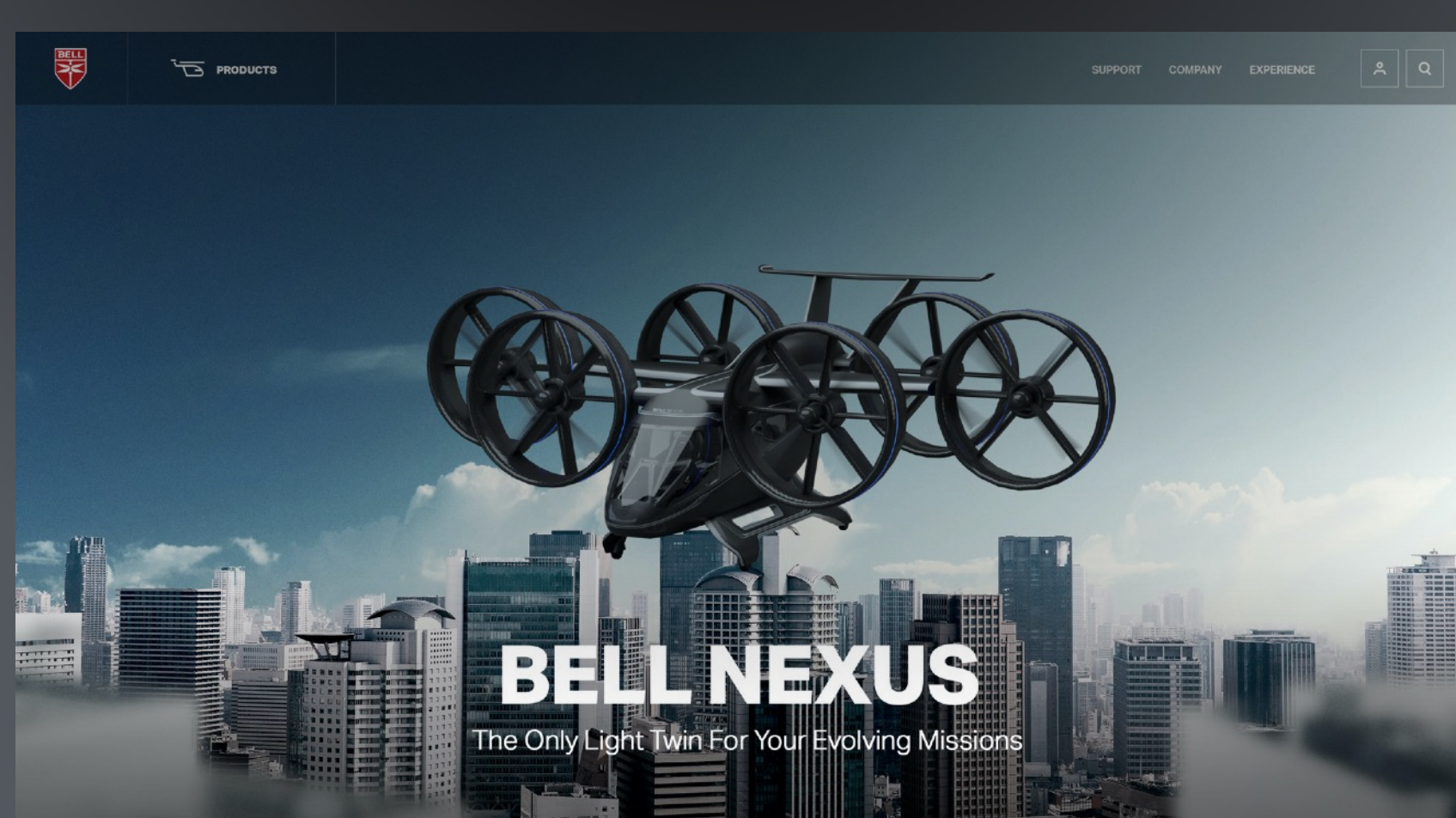
BELL V-280
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



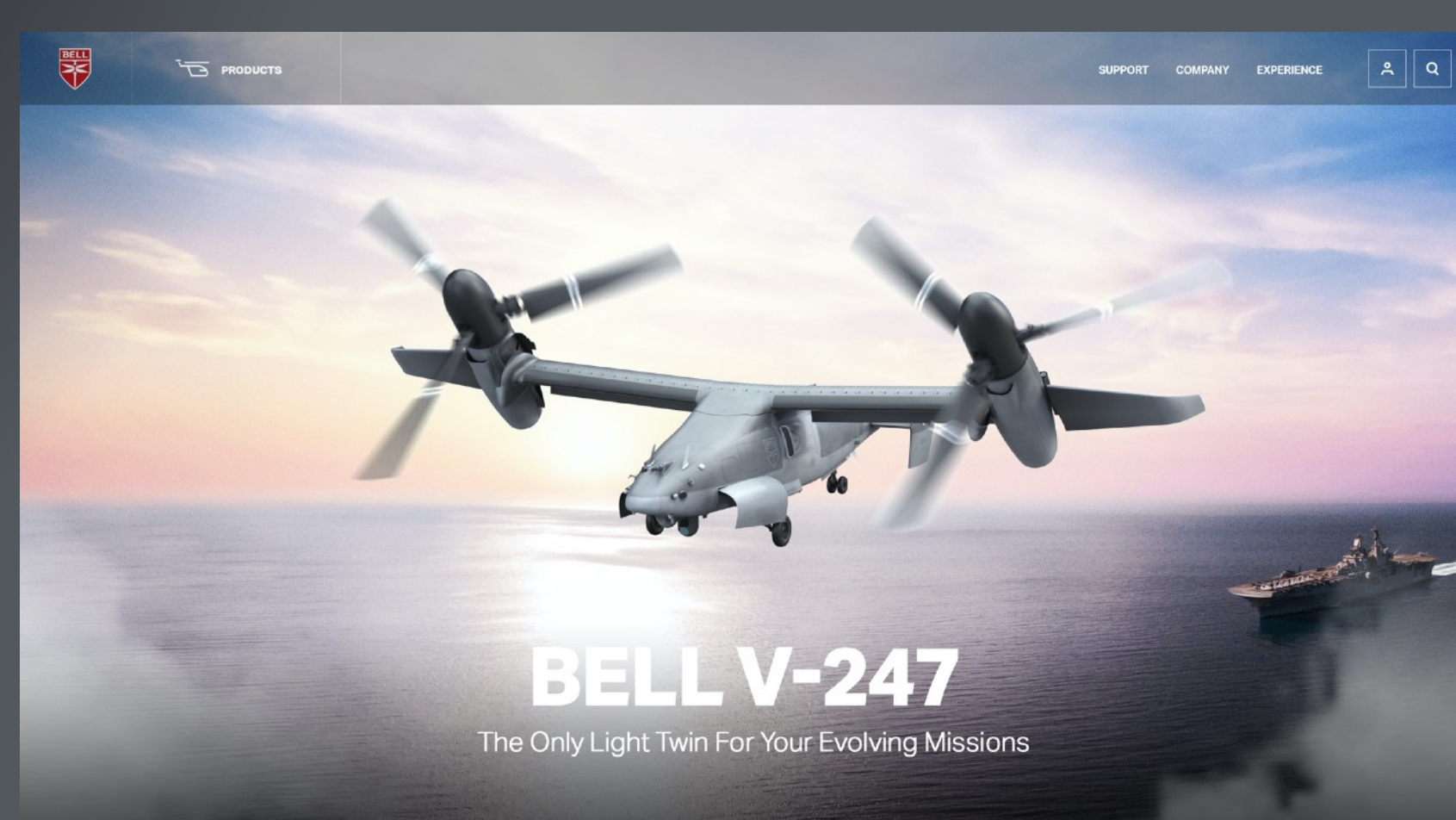
BELL FCX-001
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



BELL NEXUS
The Only Light Twin For Your Evolving Missions

SUPPORT COMPANY EXPERIENCE



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

For every aircraft.

Down to every detail.

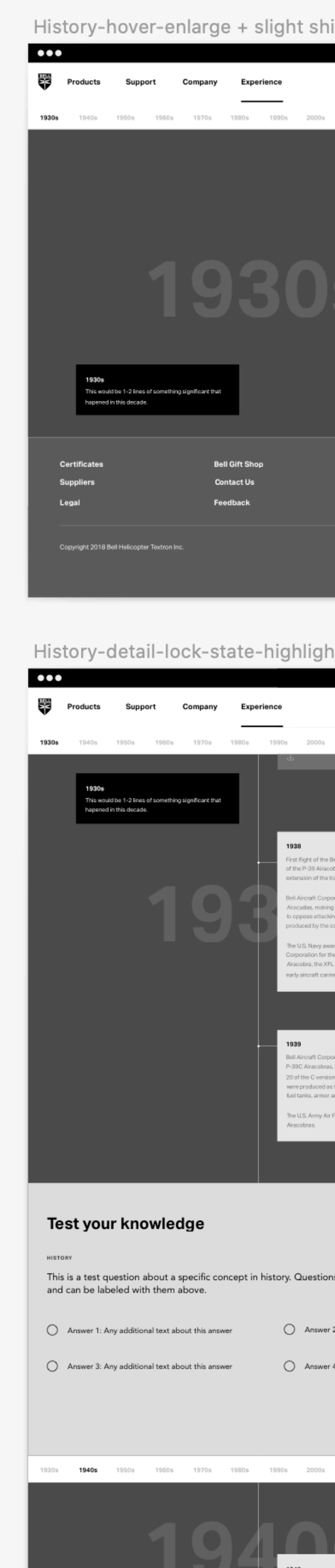
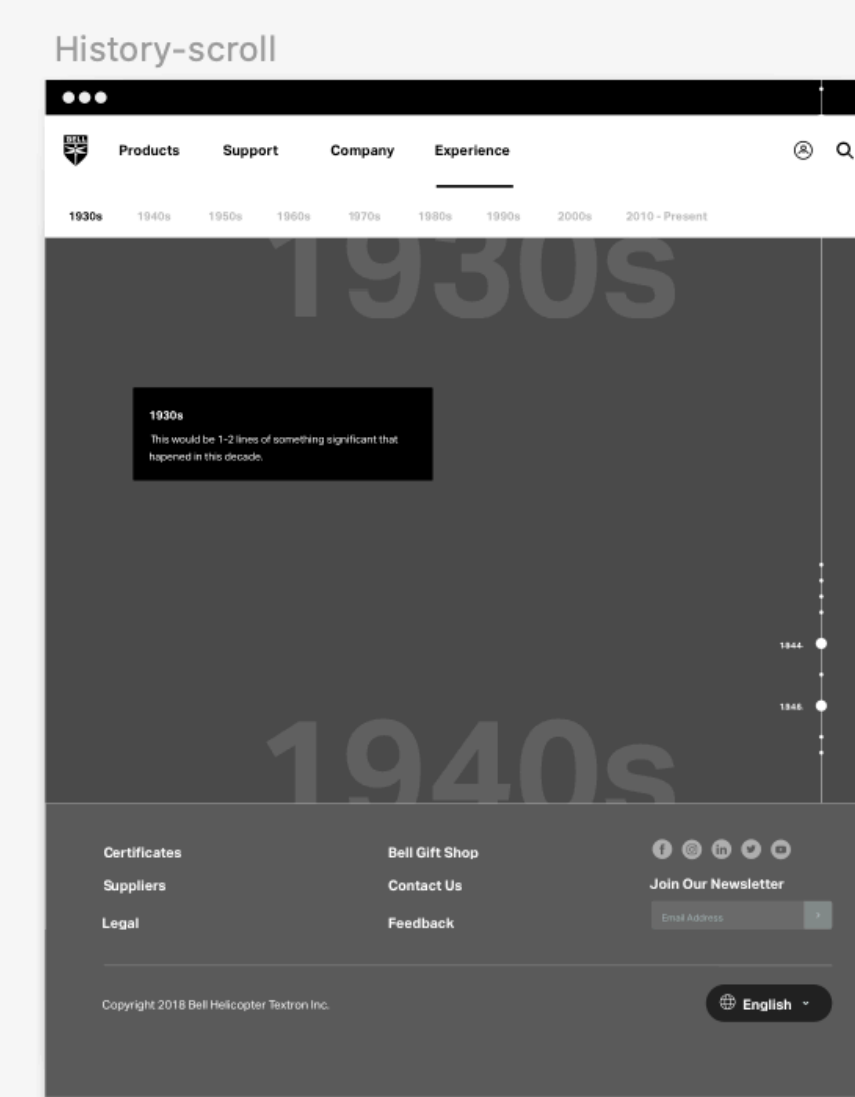
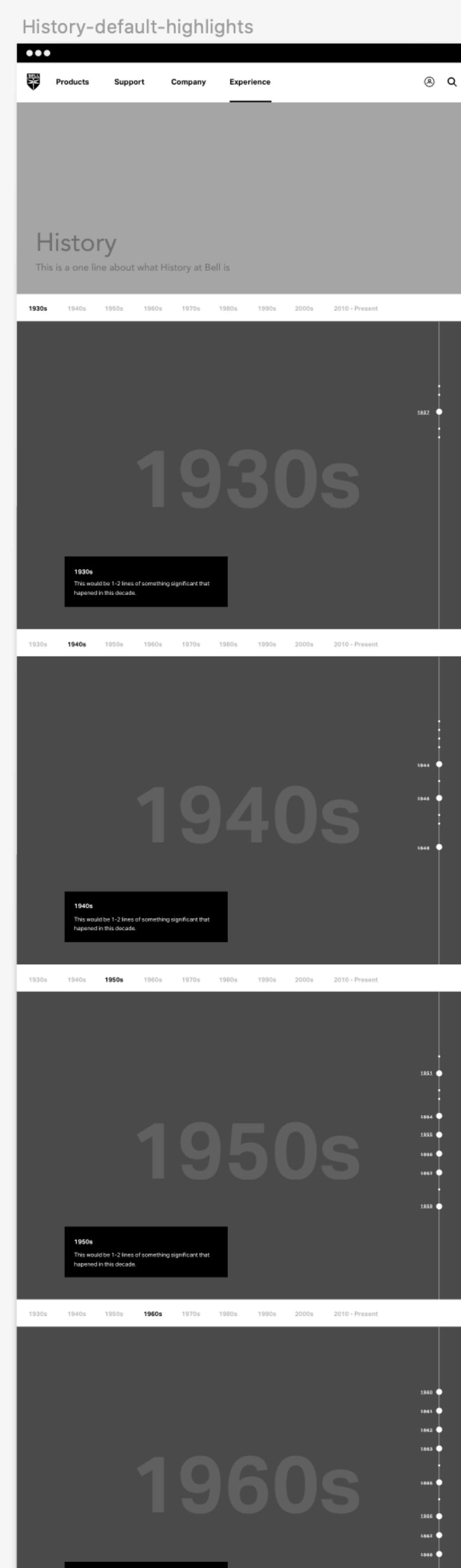


OUR APPROACH

Company

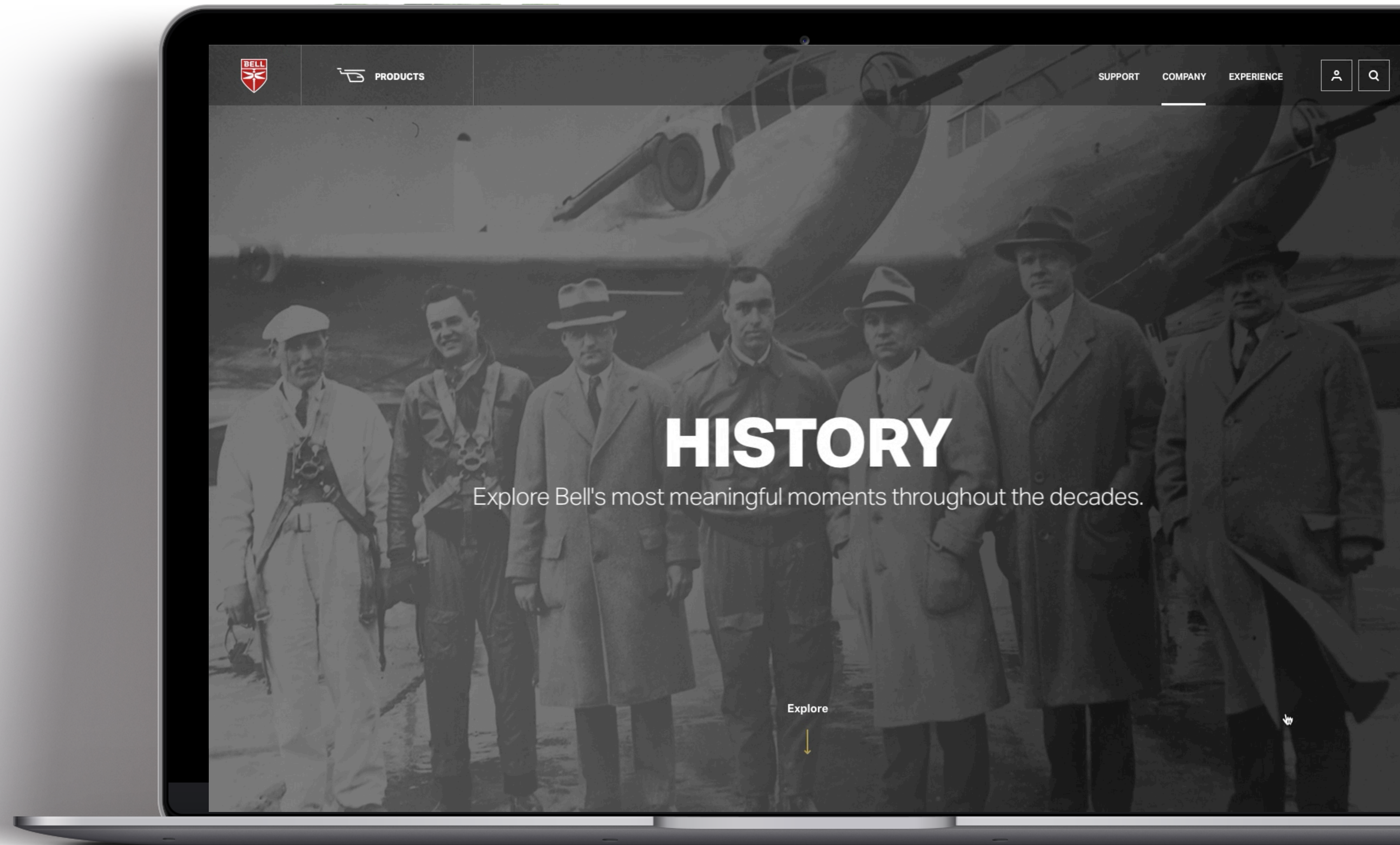
Crafting the Bell origin story

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.



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.



8

Types of inspiration

We cast a wide net to plan for a variety of scenarios.

Legend: Hero (blue), Site sections (dark blue), Evergreen (green), Current (yellow), Events (purple), Testimonials (grey), Social (dark grey)

Legend: Hero (blue), Site sections (dark blue), Evergreen (green), Current (yellow), Events (purple), Testimonials (grey), Social (dark grey)

Legend: Hero (blue), Site sections (dark blue), Evergreen (green), Current (yellow), Events (purple), Testimonials (grey), Social (dark grey)

23

"Portfolio homepages"

Legend: Hero (blue), Site sections (dark blue), Evergreen (green), Current (yellow), Events (purple), Testimonials (grey), Social (dark grey)

Our Options

Legend: Product (green), Fresh content (yellow), Navigation (blue)

Constructing the storyline

After workshoping, 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.



PEOPLE

TECHNOLOGY

"Much like the dawning of the jet age, we're at a point where the convergence of technology and society are coming together in a way that's going to change the way people move."

TECHNOLOGY

INNOVATION

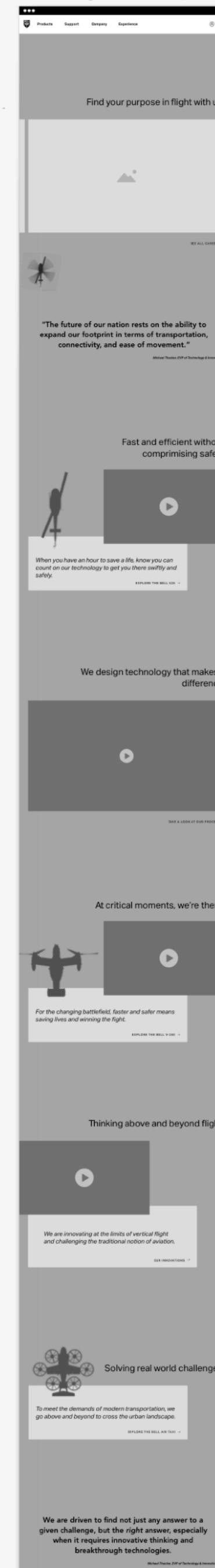
CHALLENGE / INNOVATION

CHALLENGE / INNOVATION

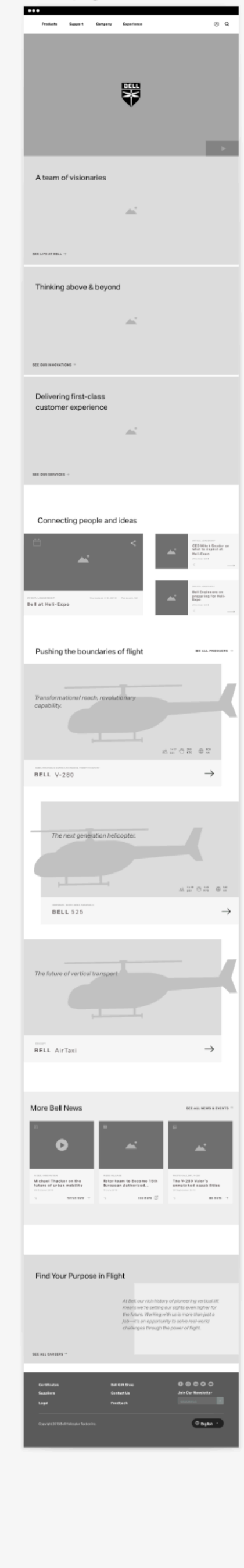
CHALLENGES

"We ask ourselves to think about the missions and problems that need to be solved in the world."

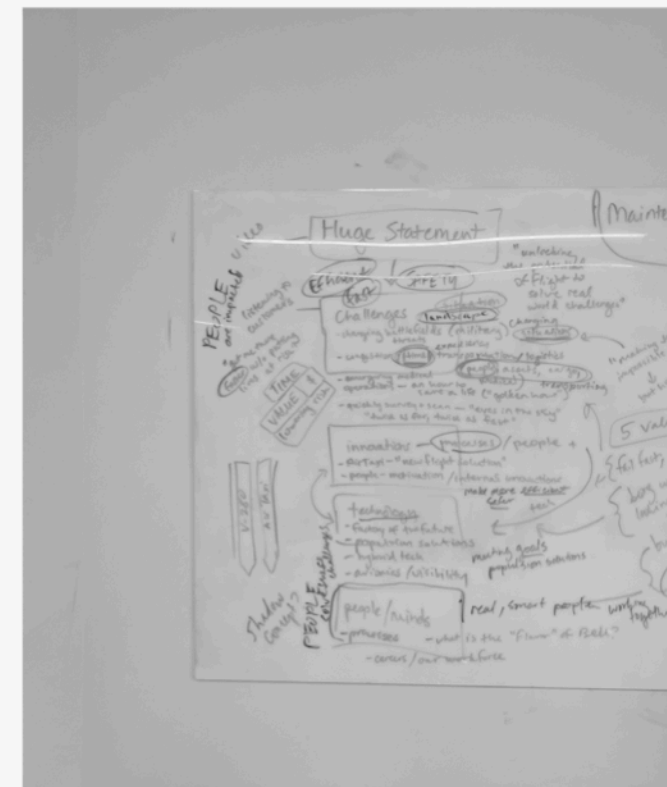
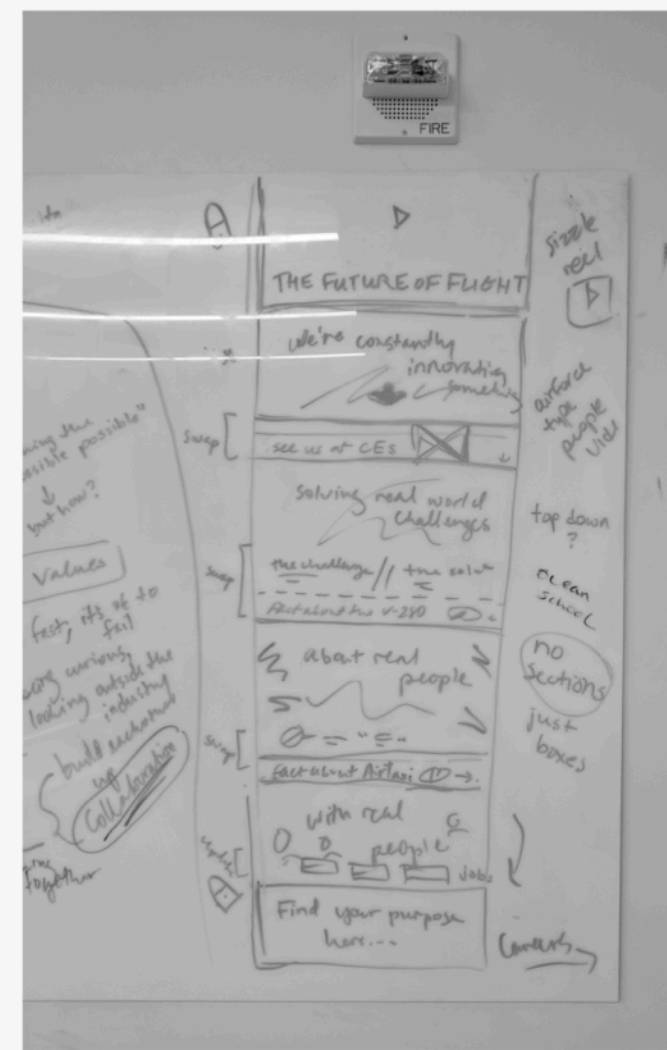
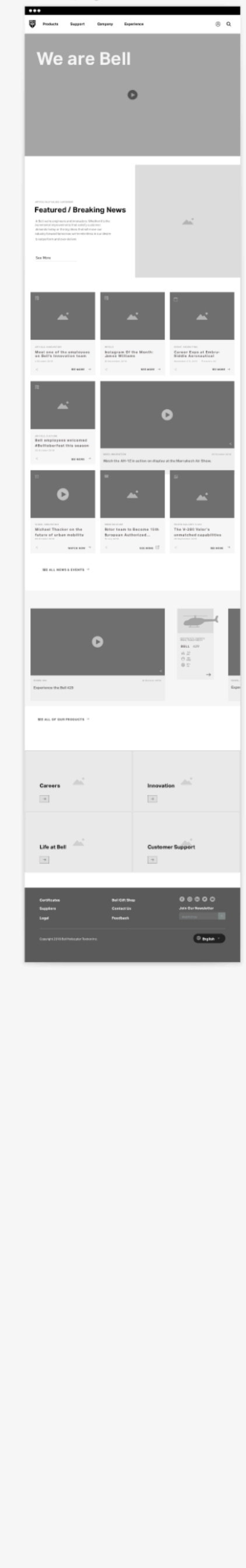
Homepage - Scroll Up



Homepage - ...d - Event Tout



Homepage - News Focused



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.

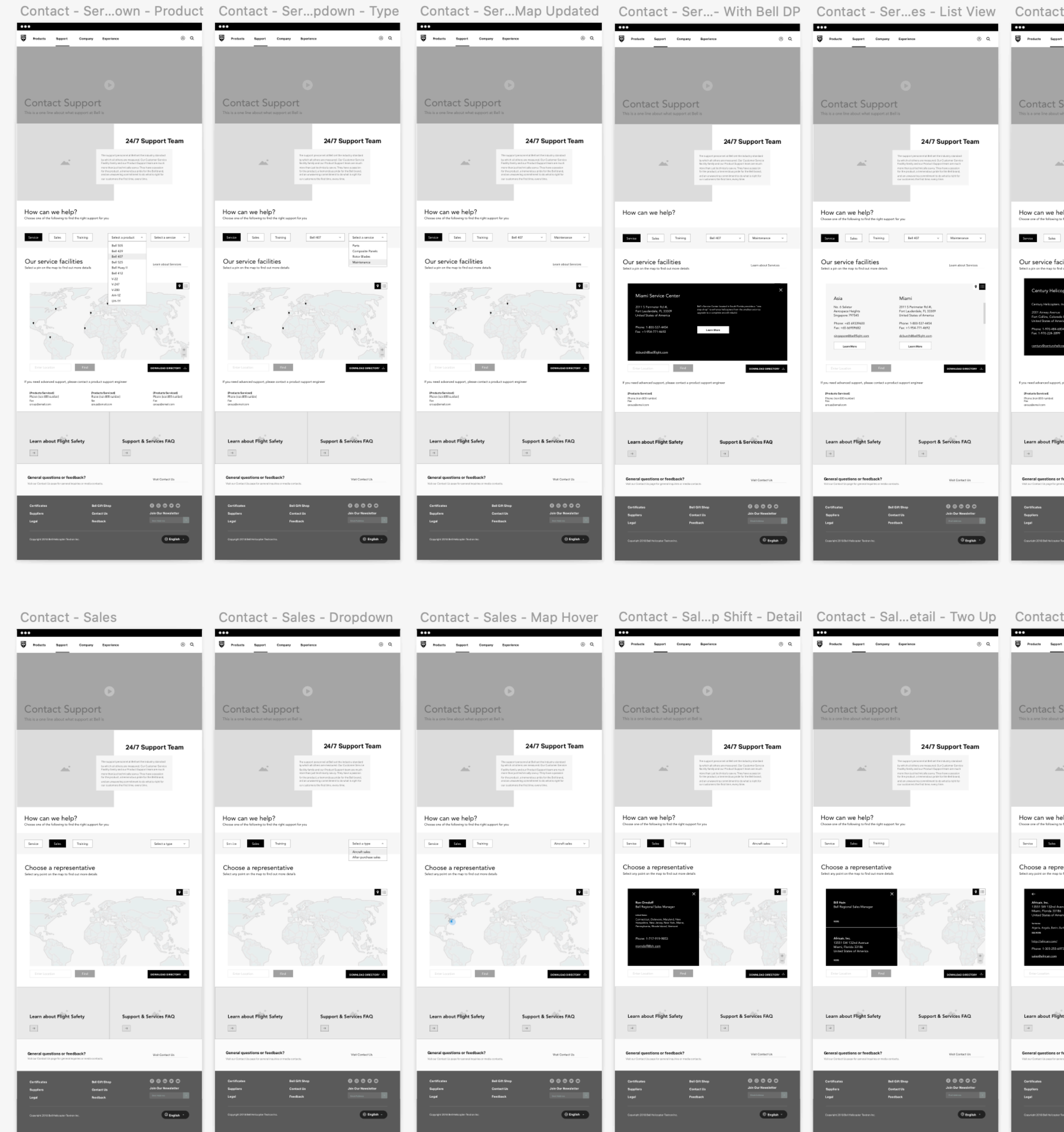


OUR APPROACH

Support

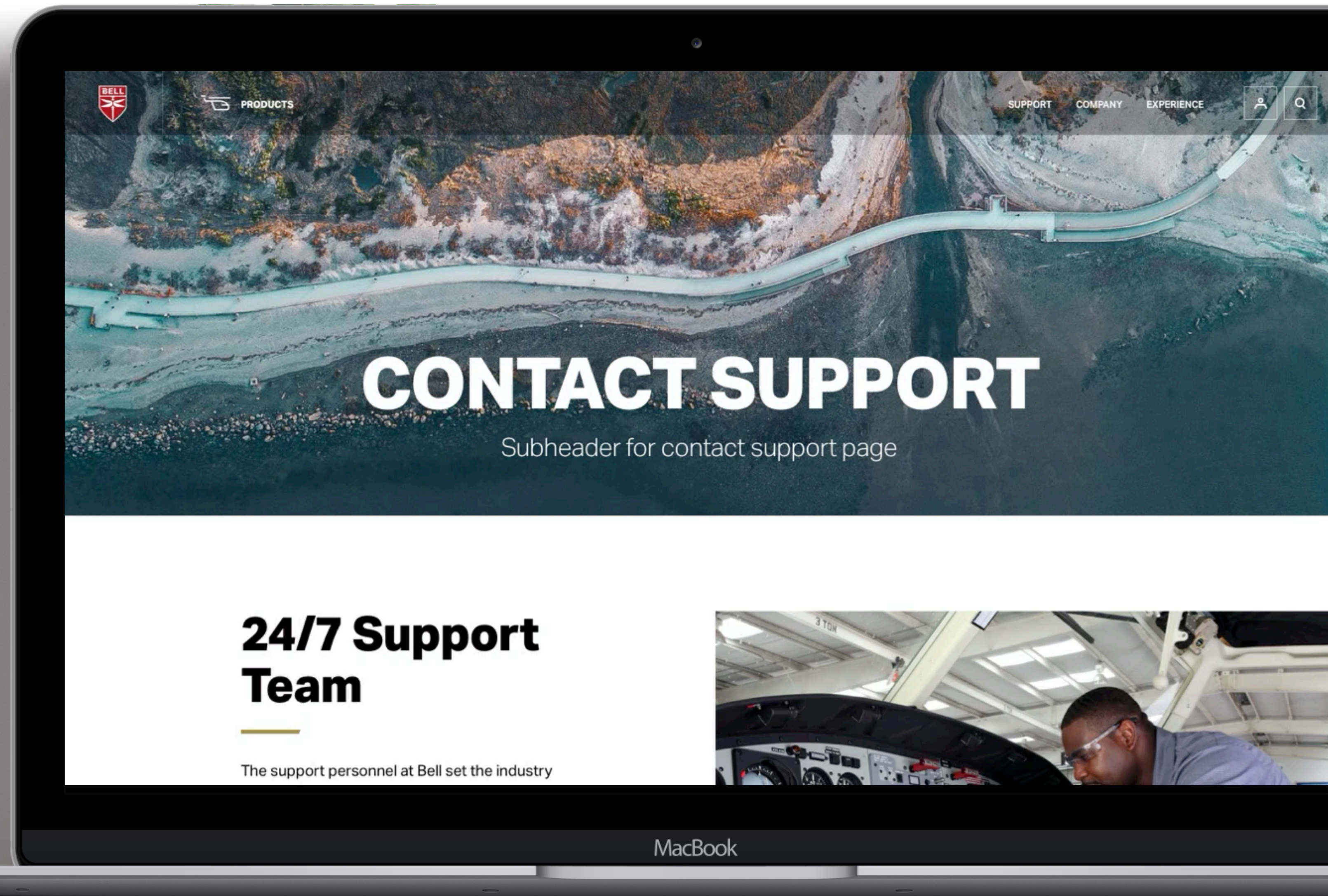
Organizing support structures

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

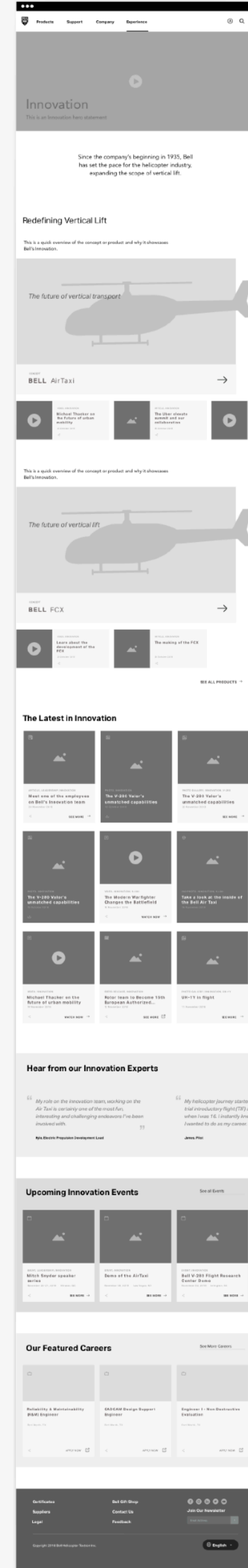
Experience



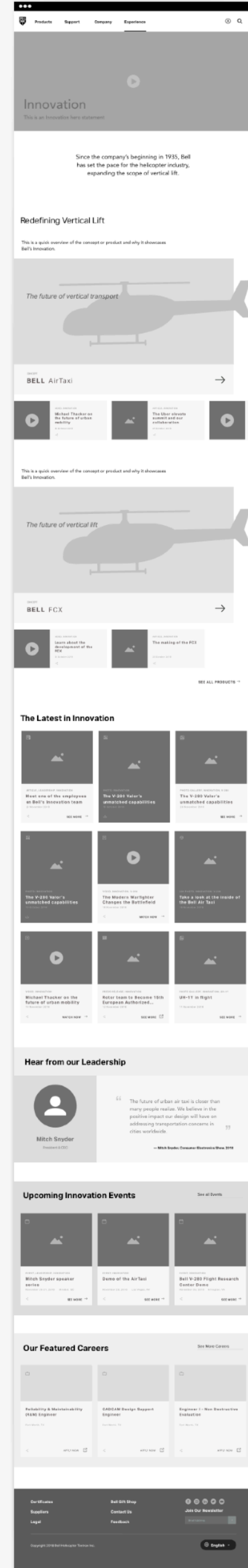
Featuring new innovations

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.

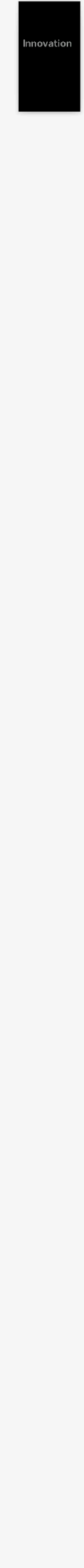
Innovation Landing



Innovation Landing_Leadership



Inn...Title



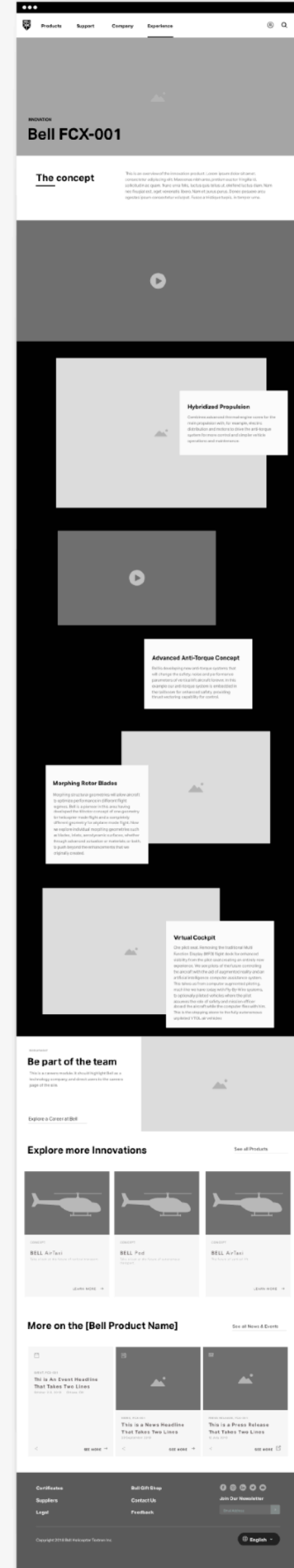
Inn...tion



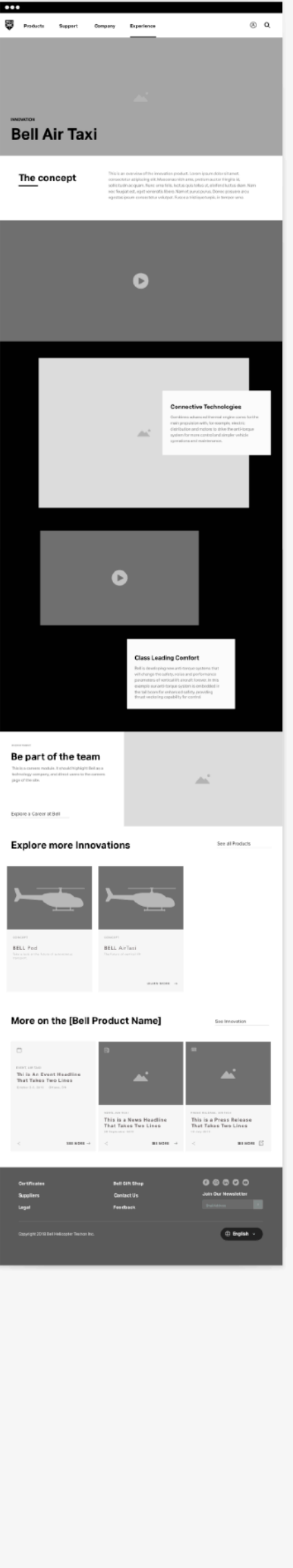
Inn...ship



Innovations_FCX001



Innovations_AirTaxi



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.

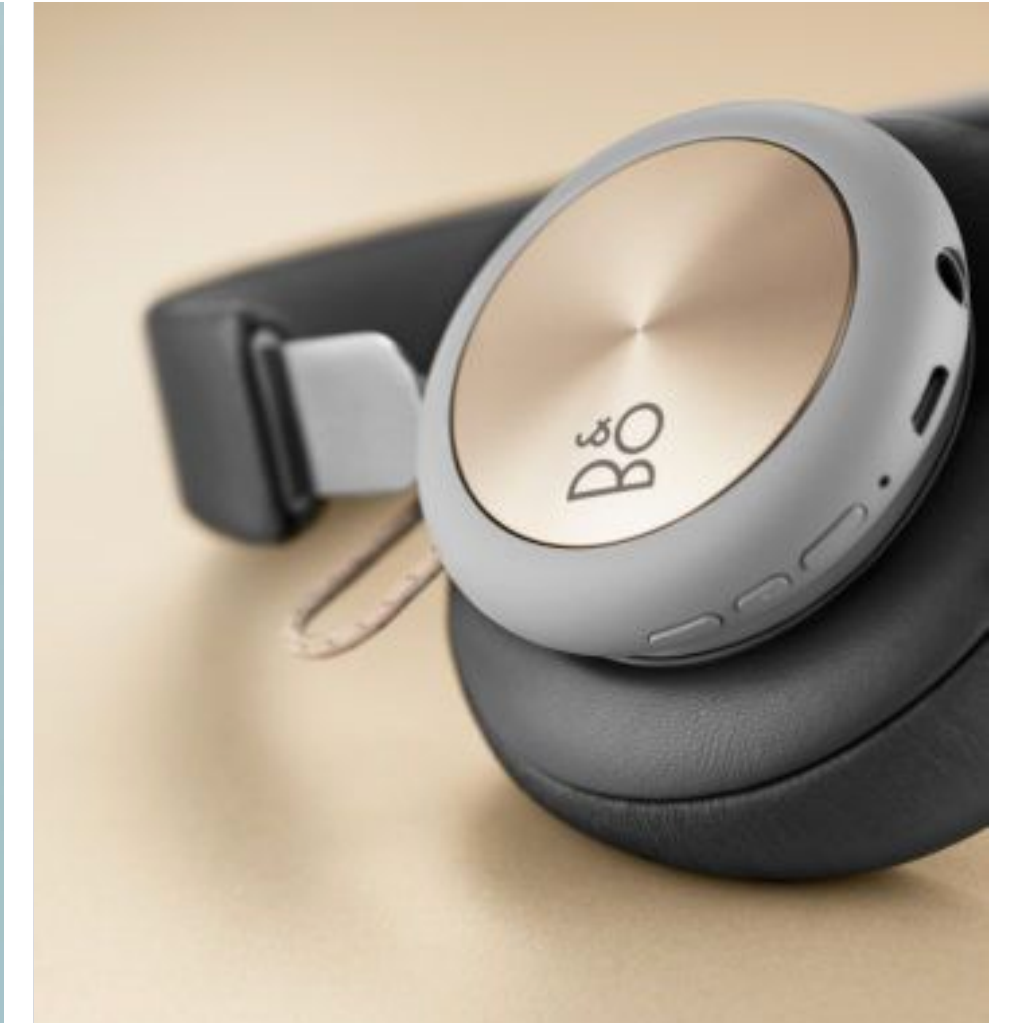
OUR APPROACH

Design Principles



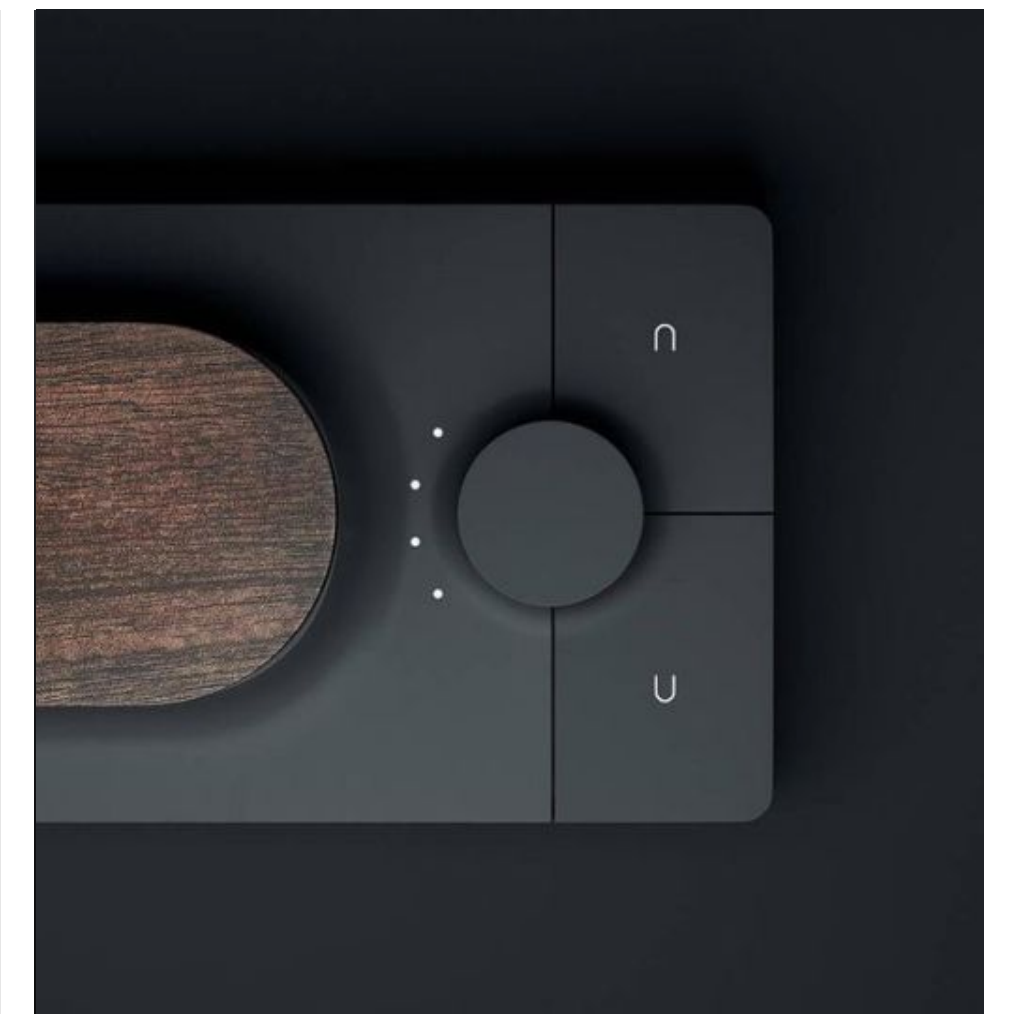
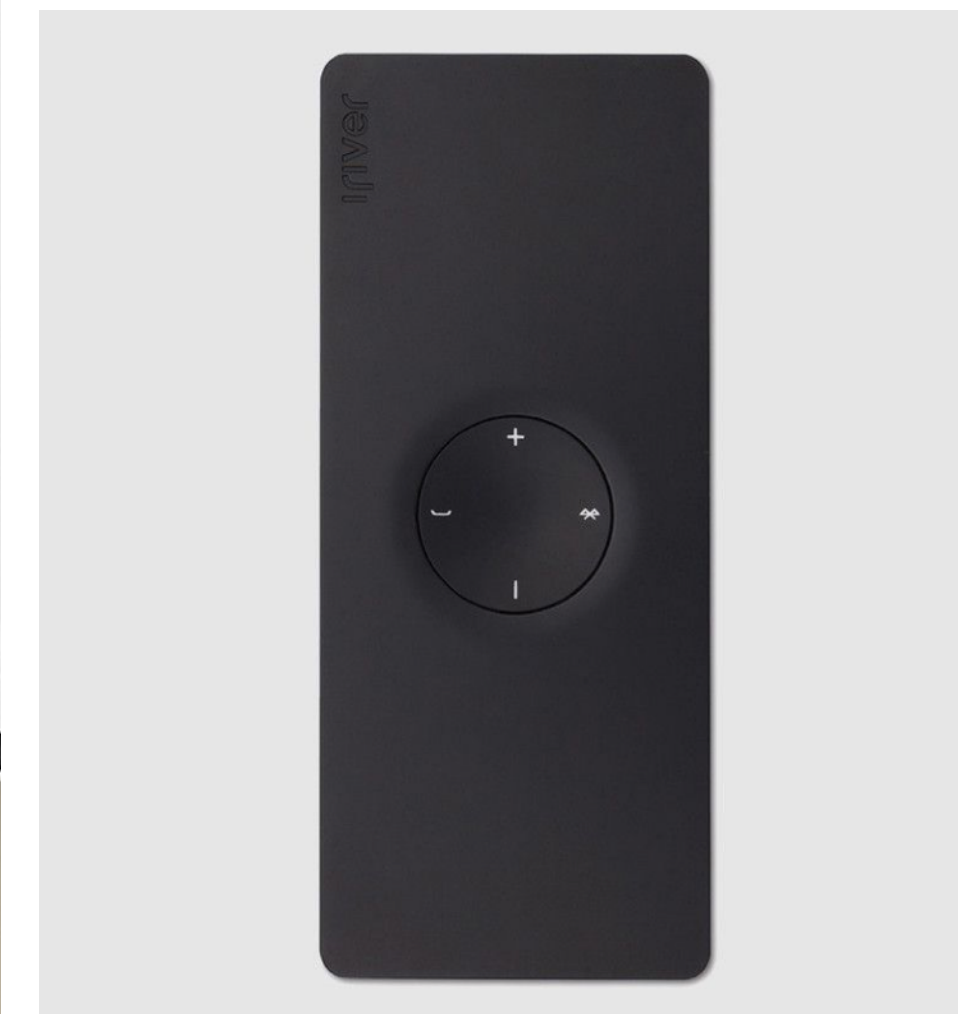
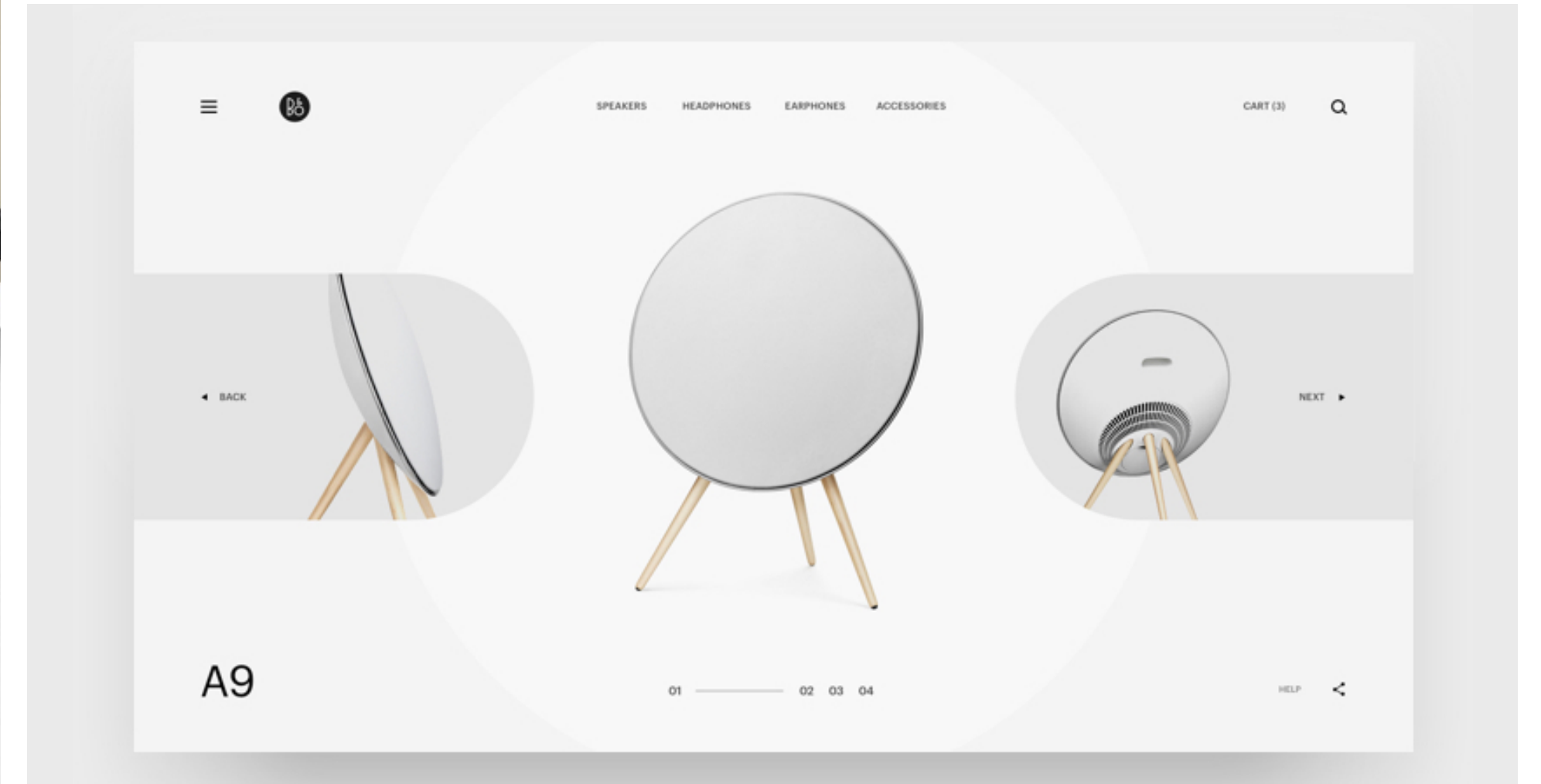
DESIGN PRINCIPLES

Focused



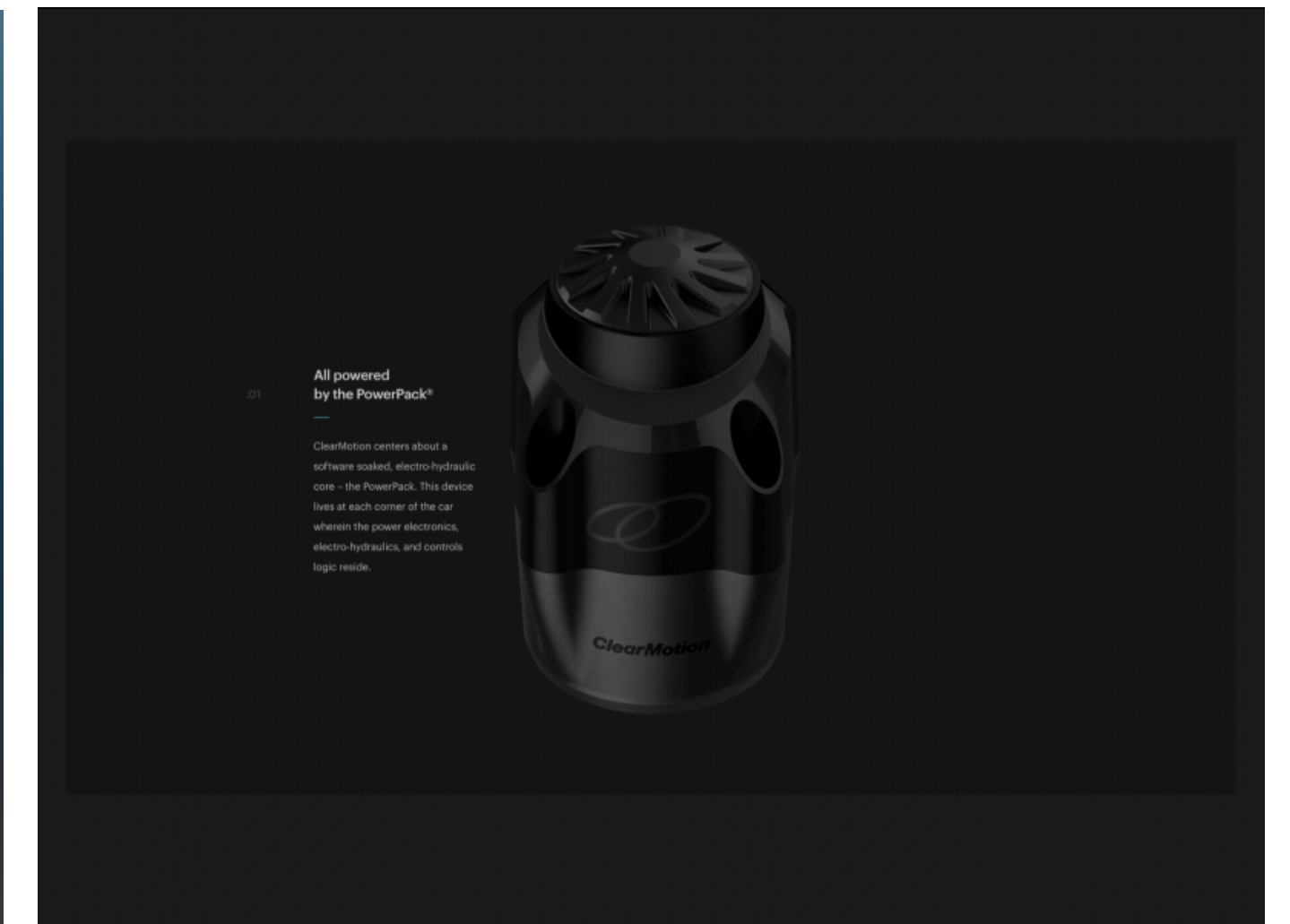
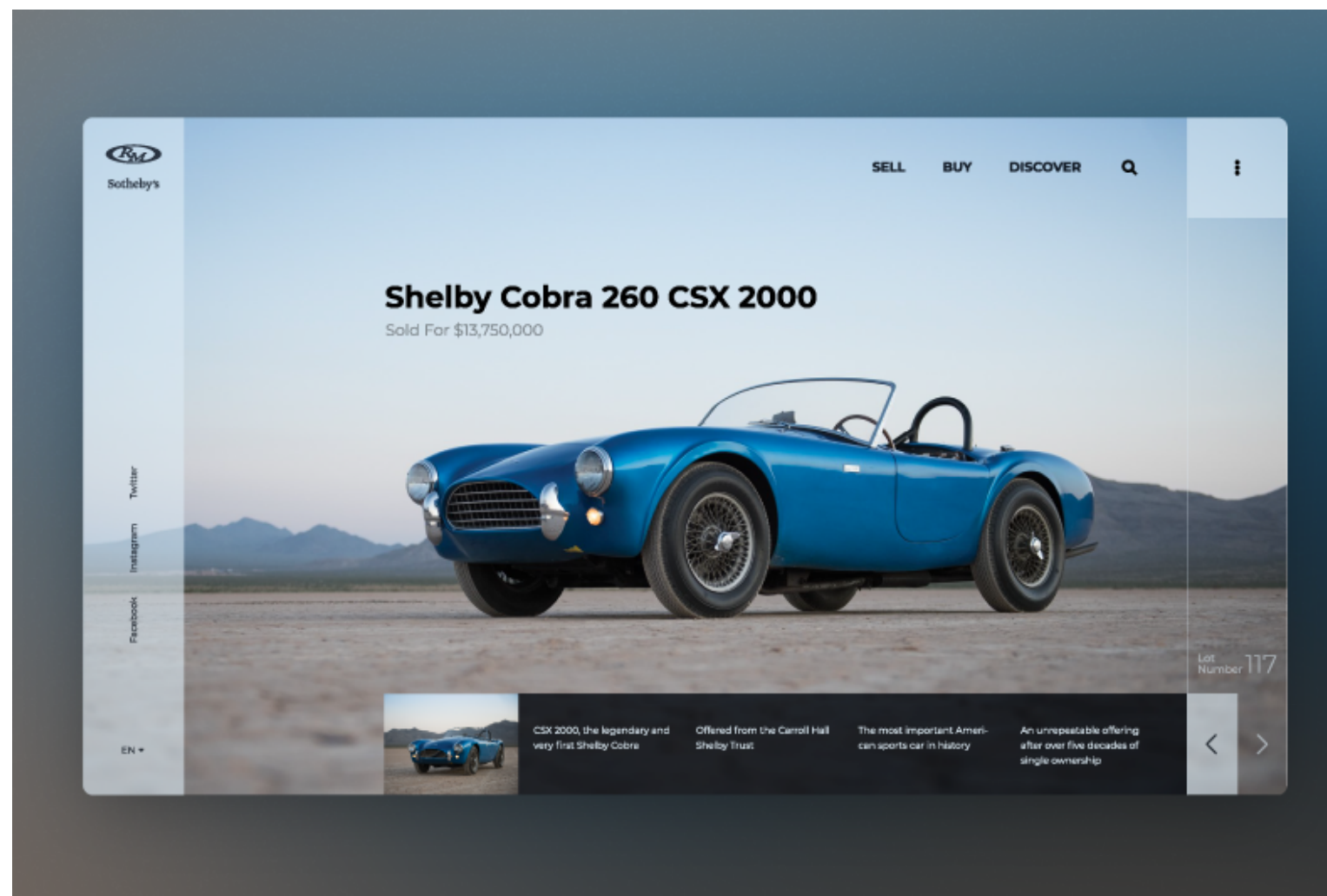
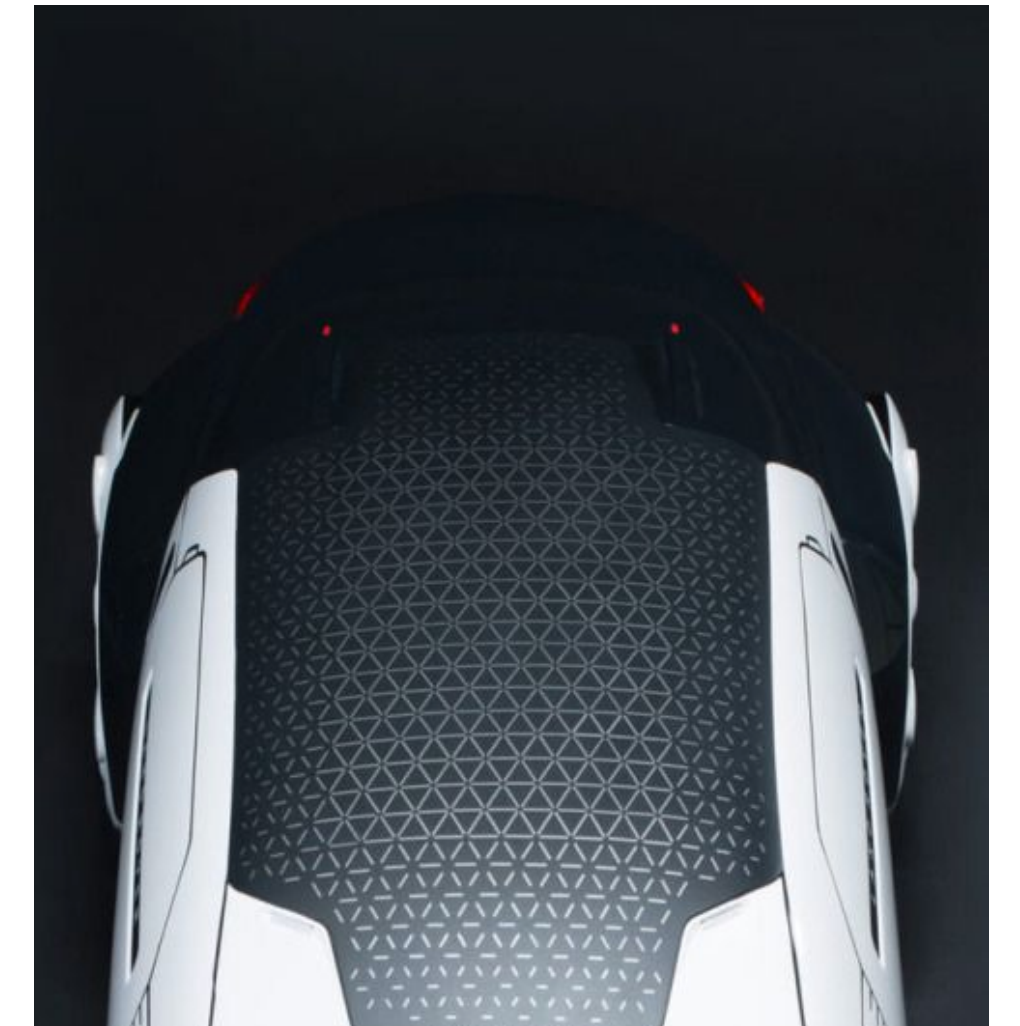
DESIGN PRINCIPLES

Intuitive



DESIGN PRINCIPLES

Engaging



OUR APPROACH

Design System



DESIGN SYSTEM

Imagery

PHOTOGRAPHY

Product Heroes



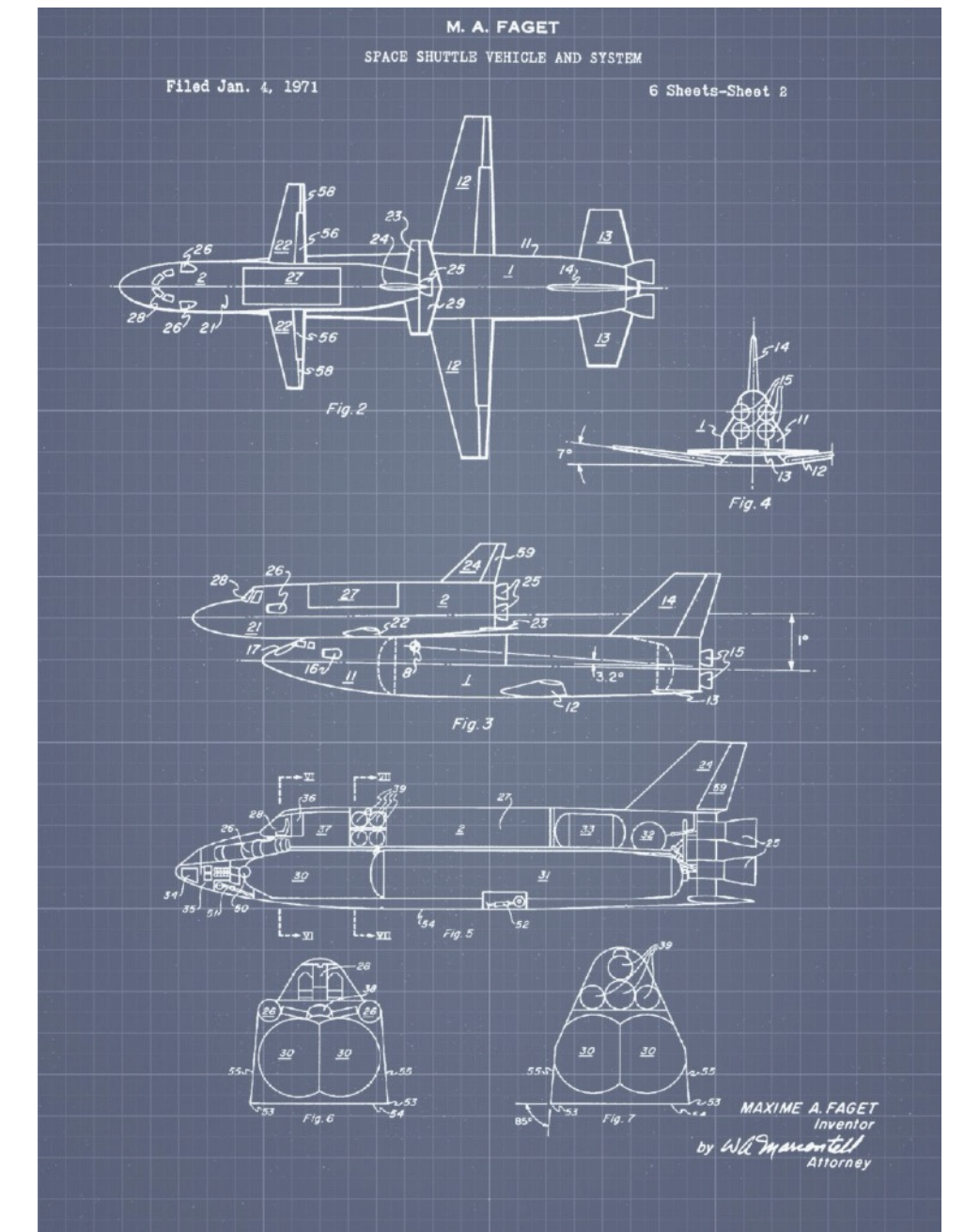
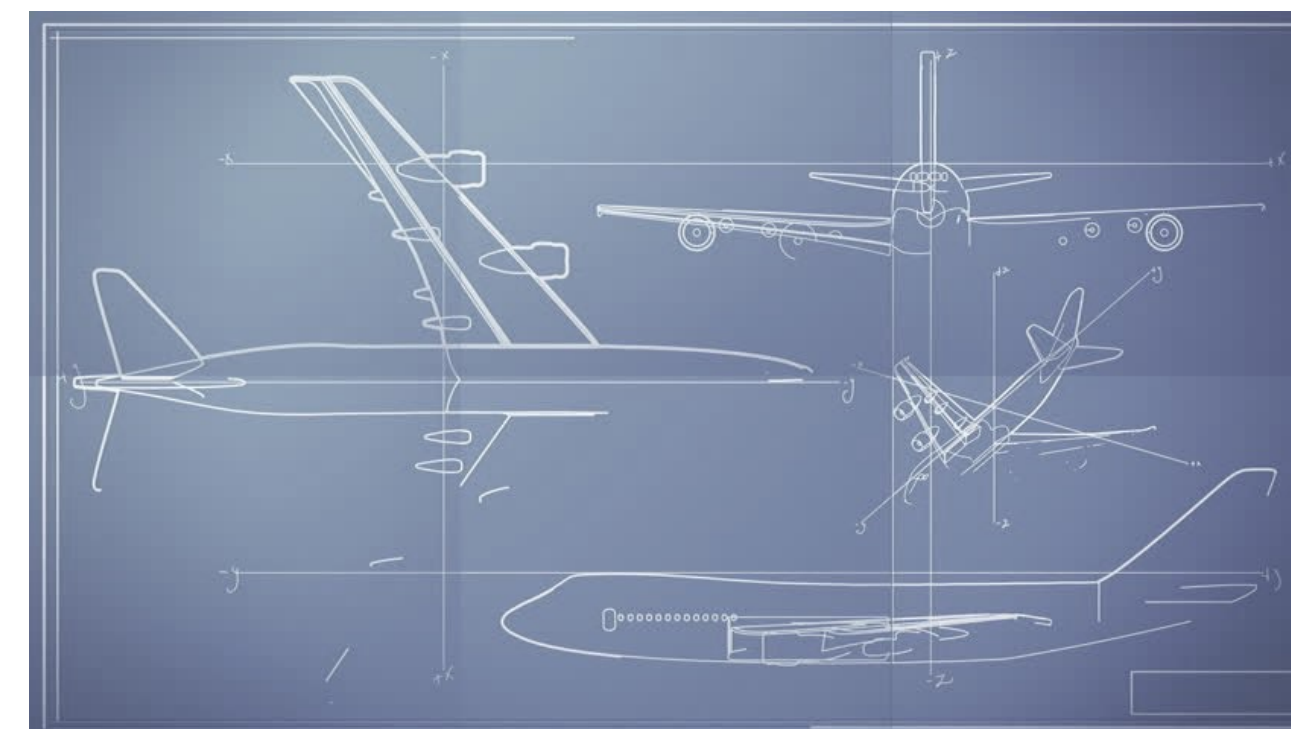
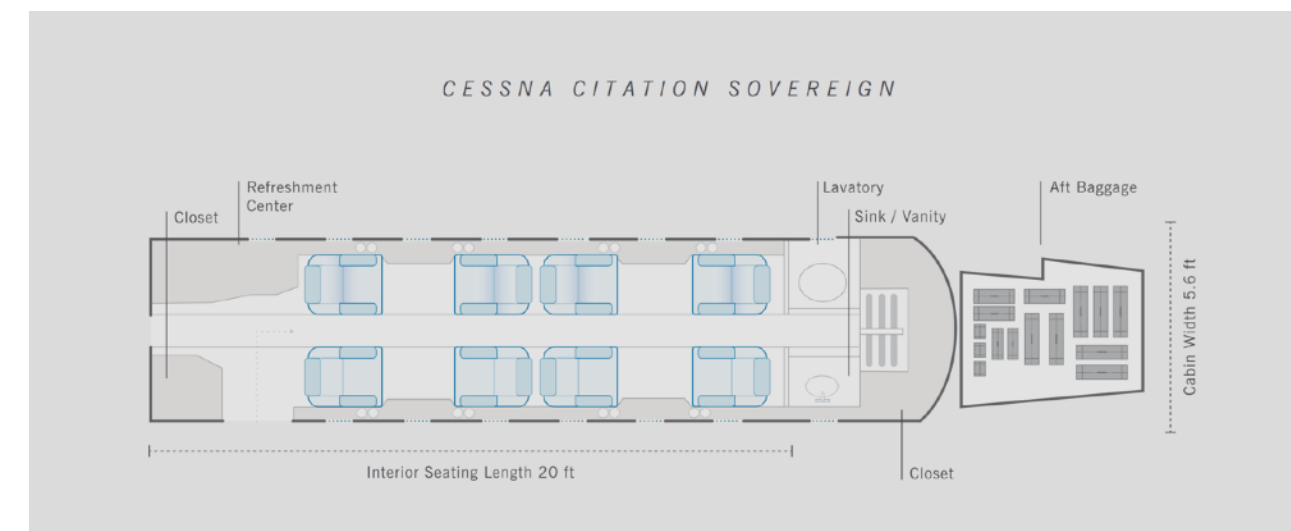
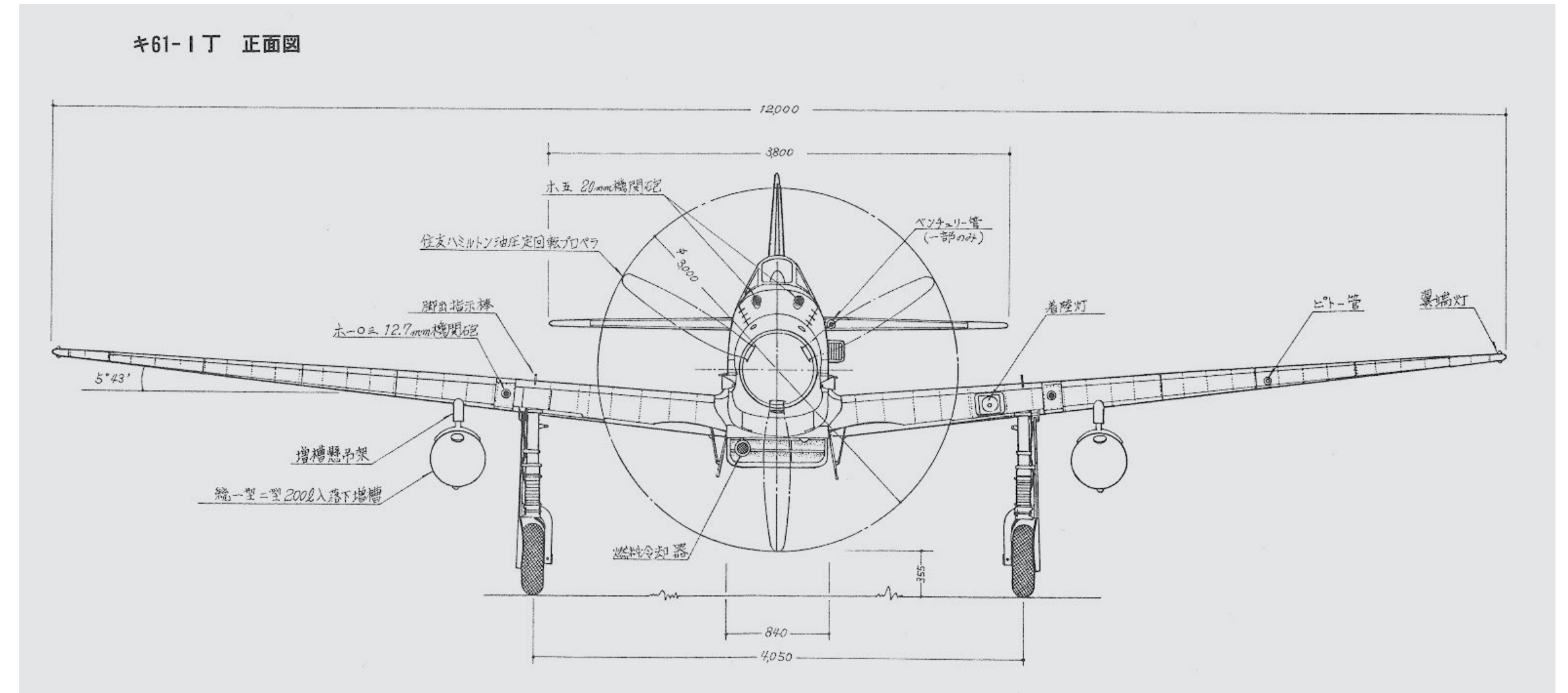
PHOTOGRAPHY

Products in action



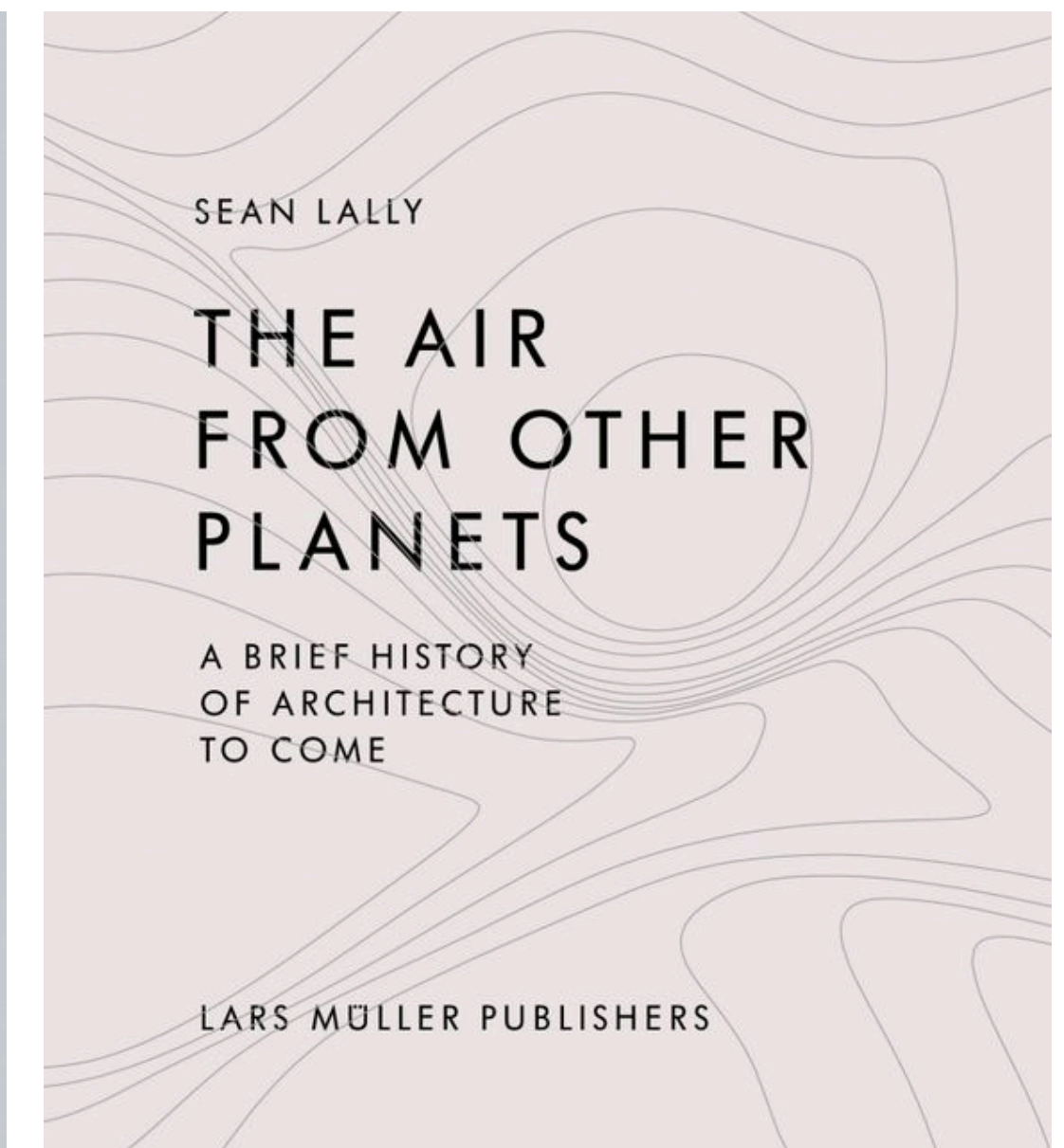
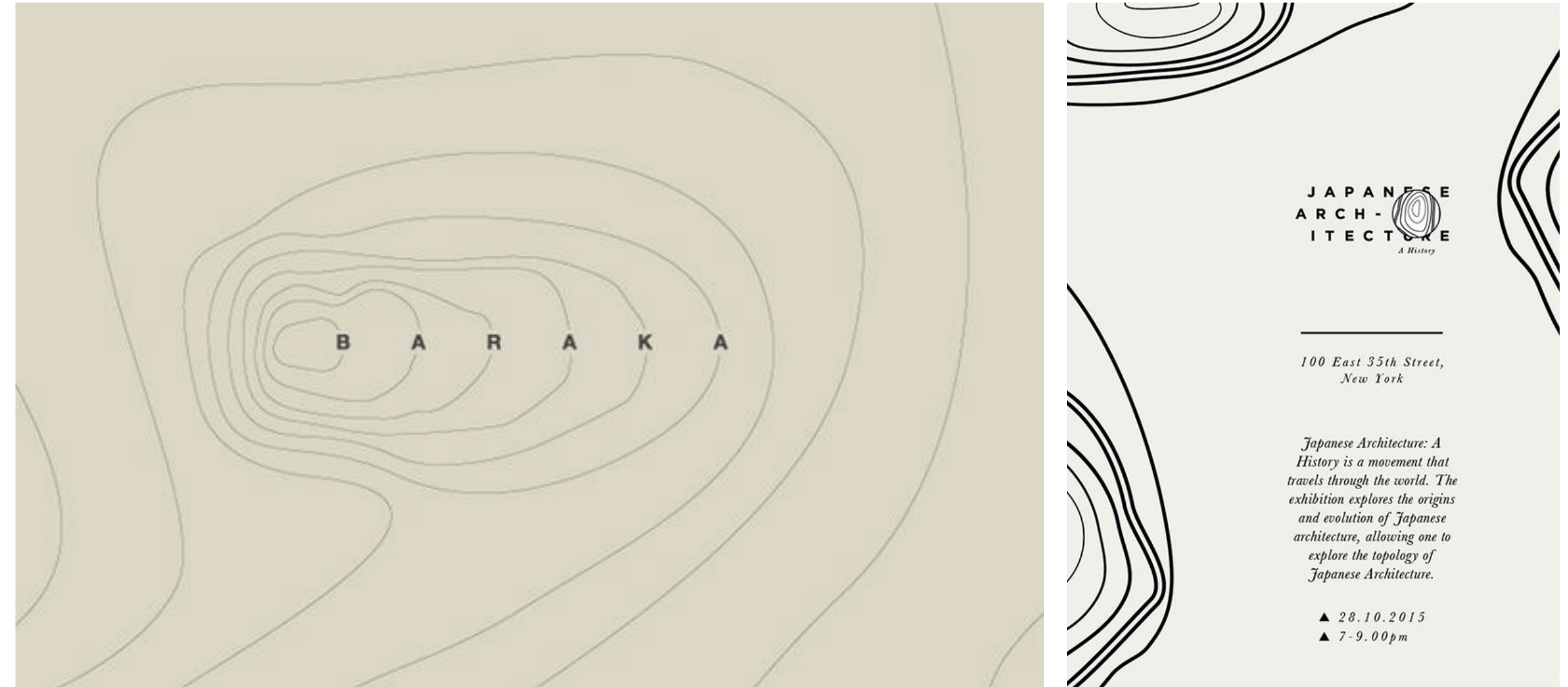
ILLUSTRATION

Technical Drawings



ILLUSTRATION

Topographic Maps

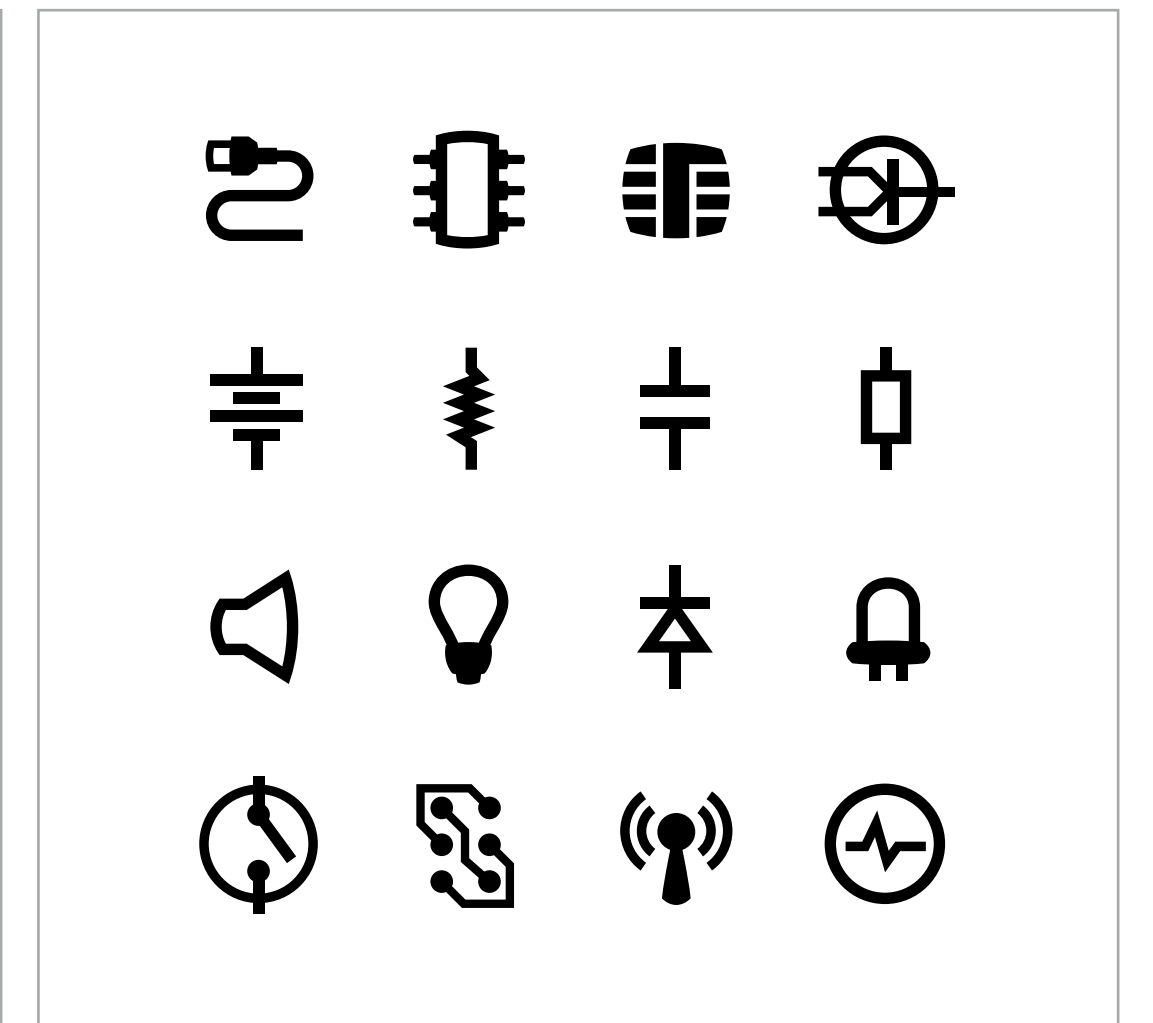
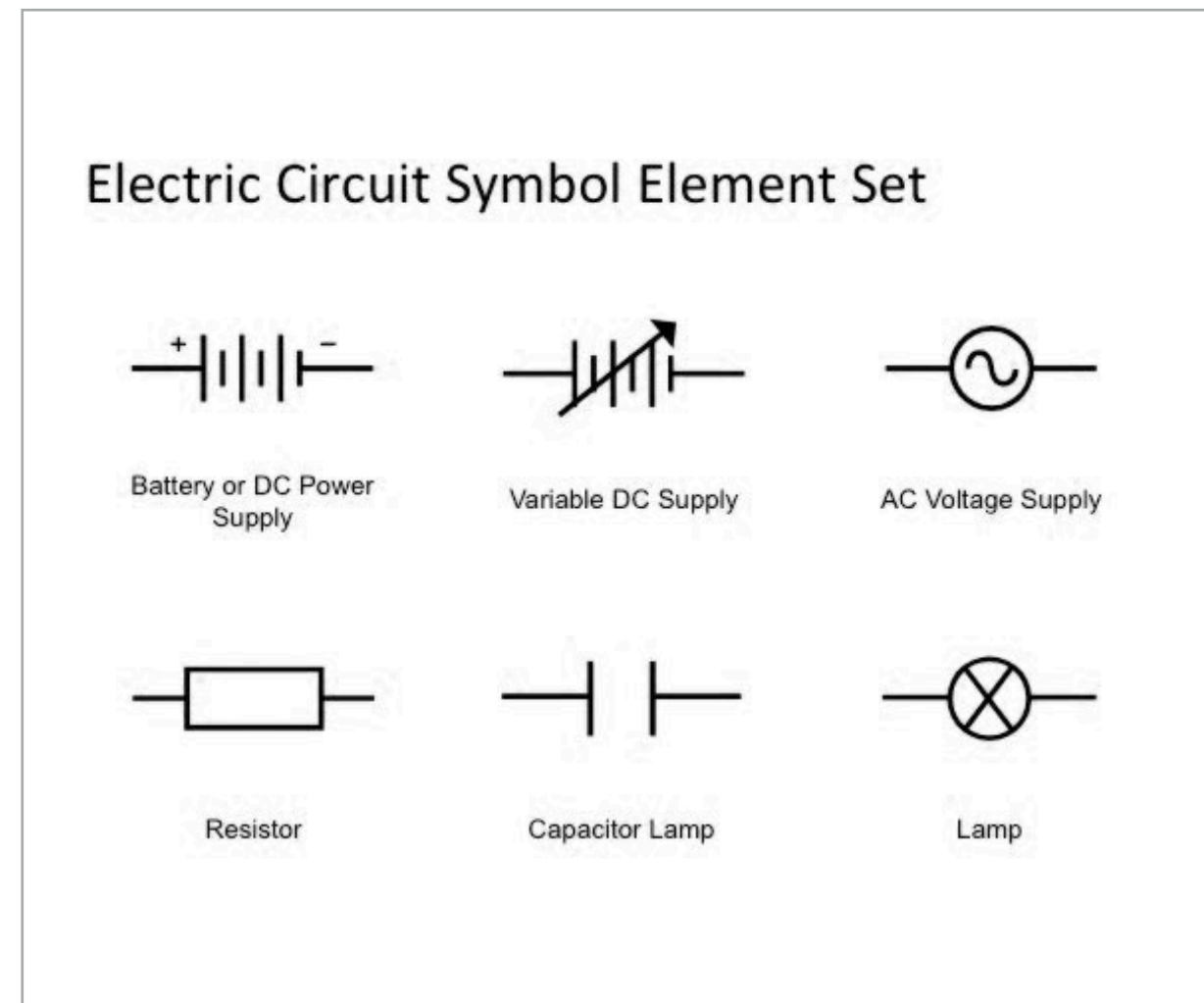
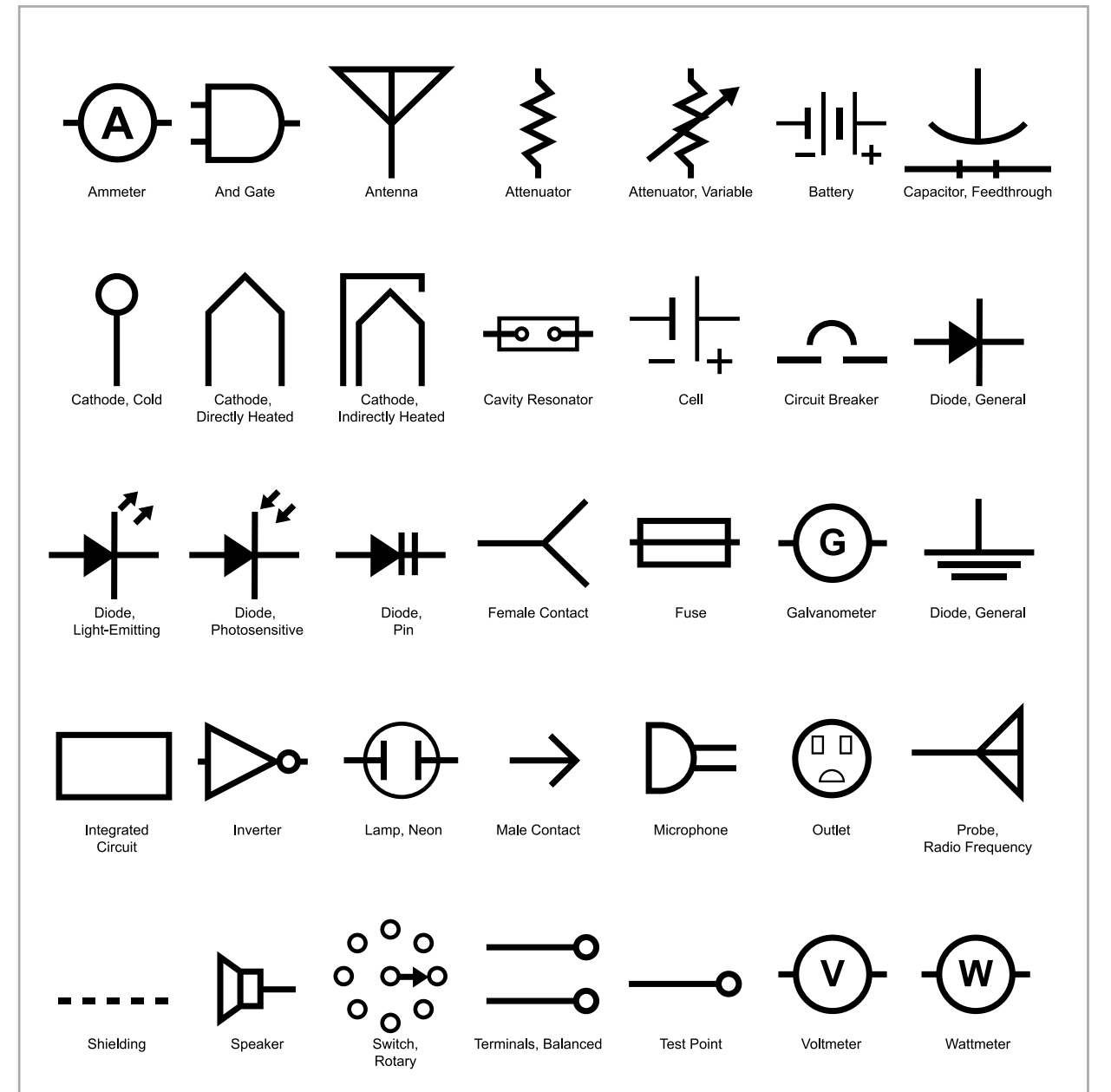
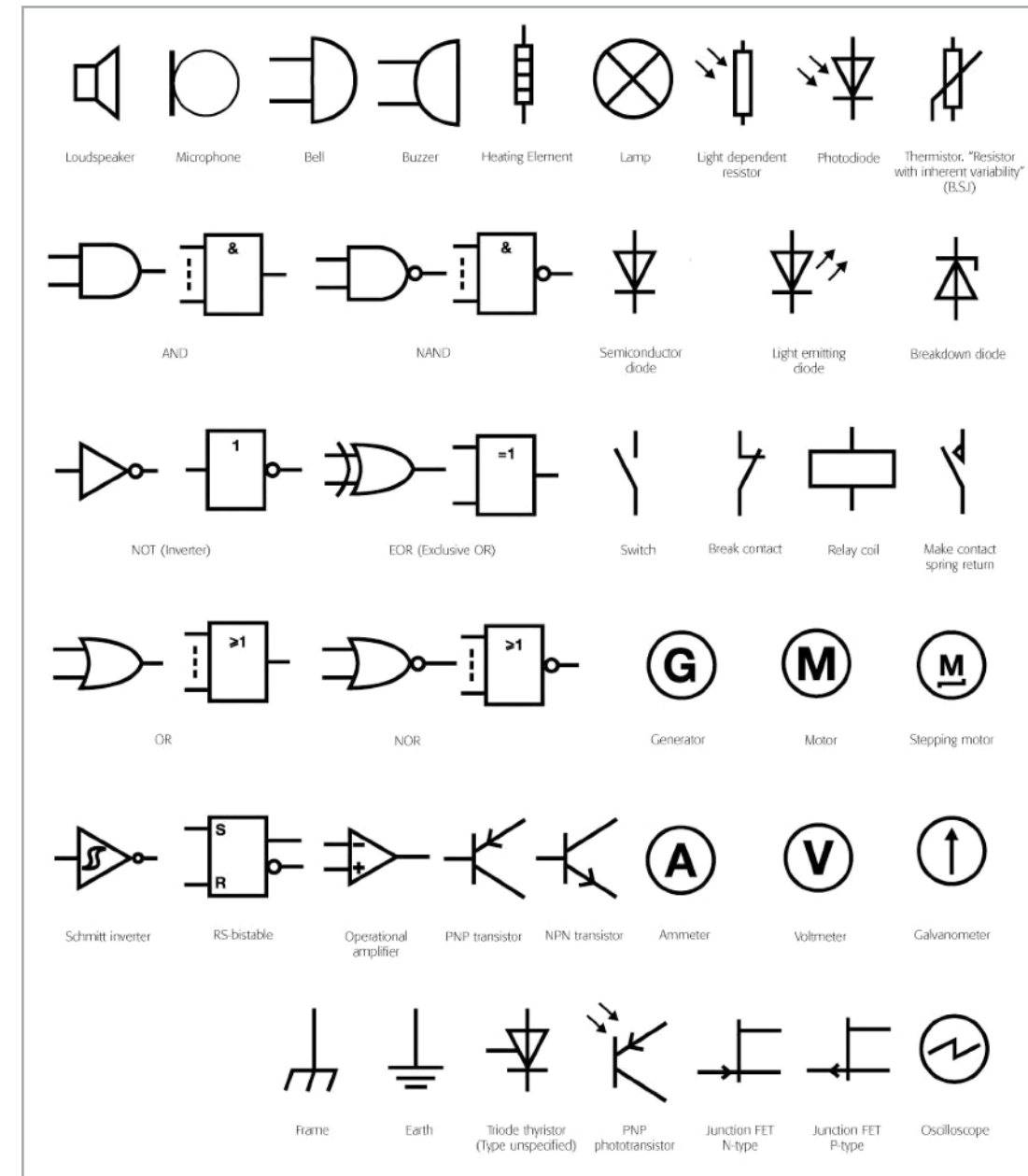


OUR APPROACH

Iconography

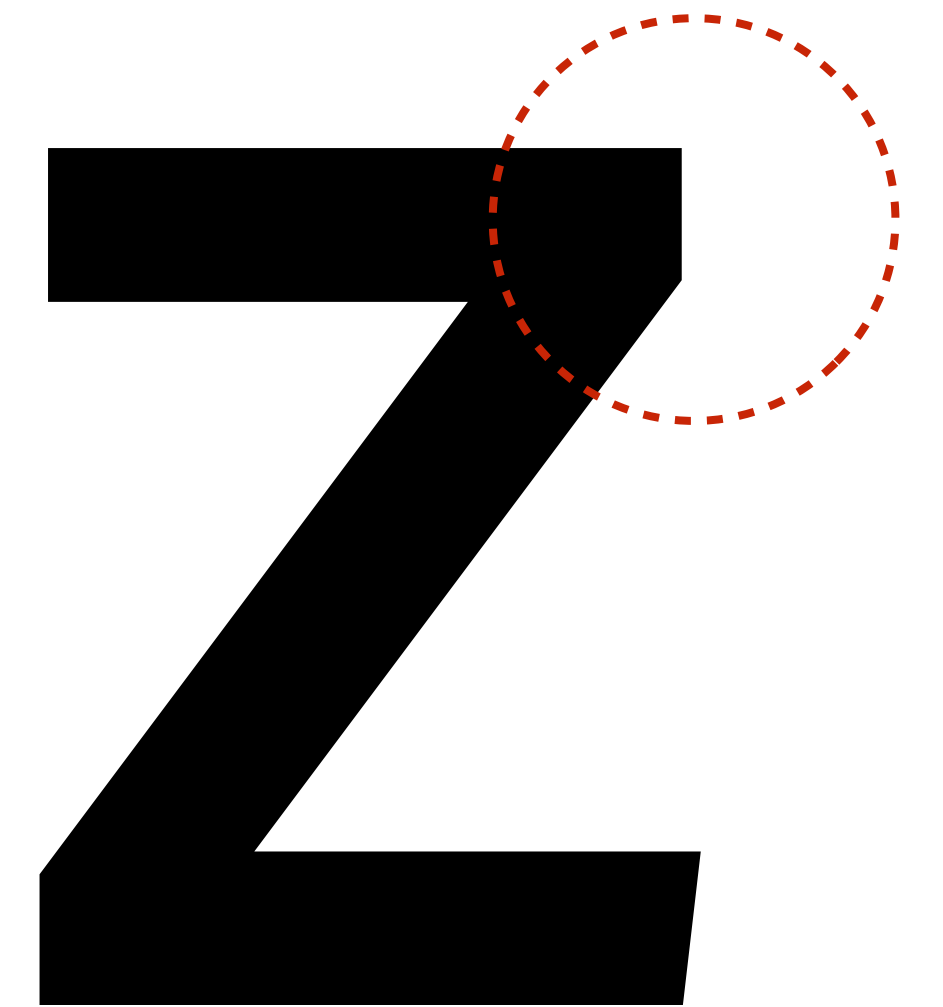
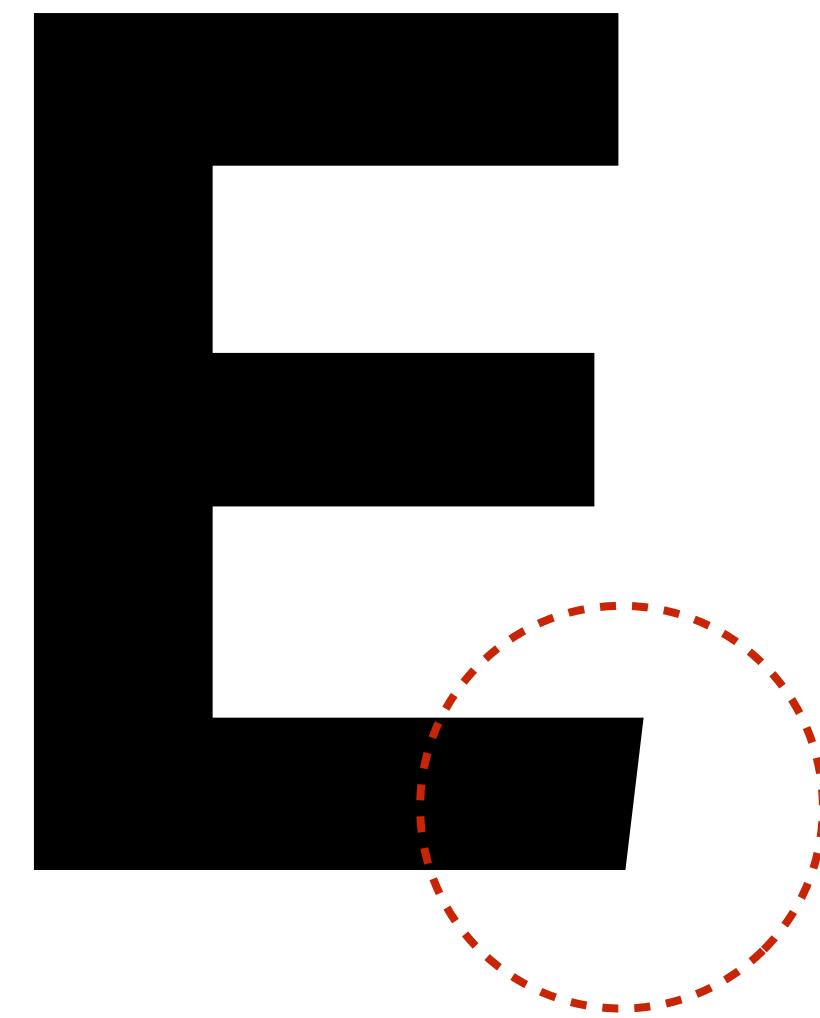
ICONOGRAPHY

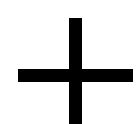
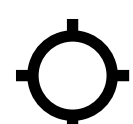
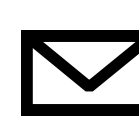
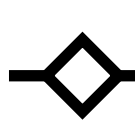
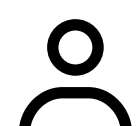
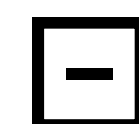
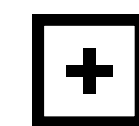
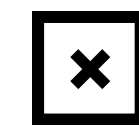
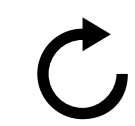
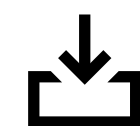
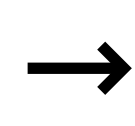
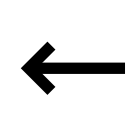
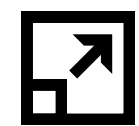
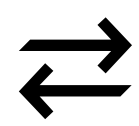
Inspired by technical language

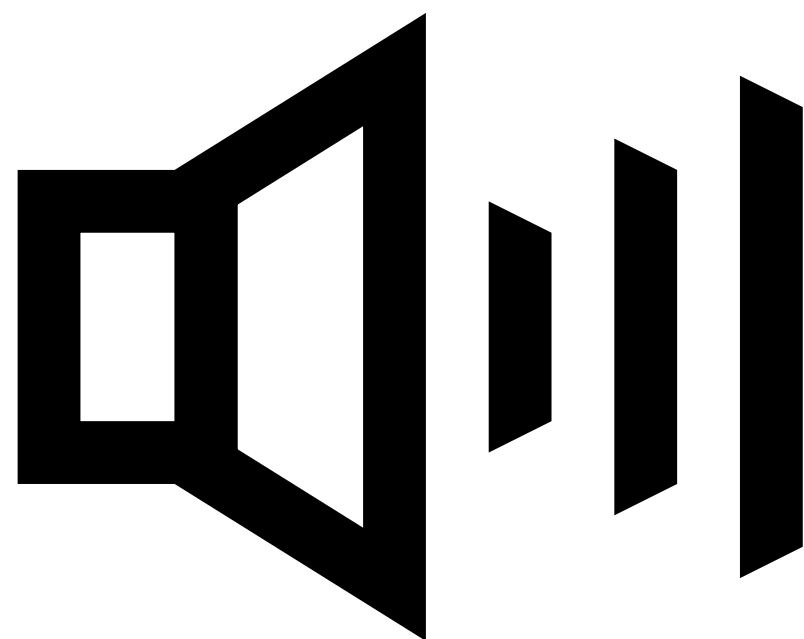


ICONOGRAPHY

Modeled after the Bell brand







OUR APPROACH

Design Library

DESIGN LIBRARY

A flexible system



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 →

Gallery
5 col, 8 col

Full Screen Video
Autoplay

Quote
Quote, Name and Lastname, Role

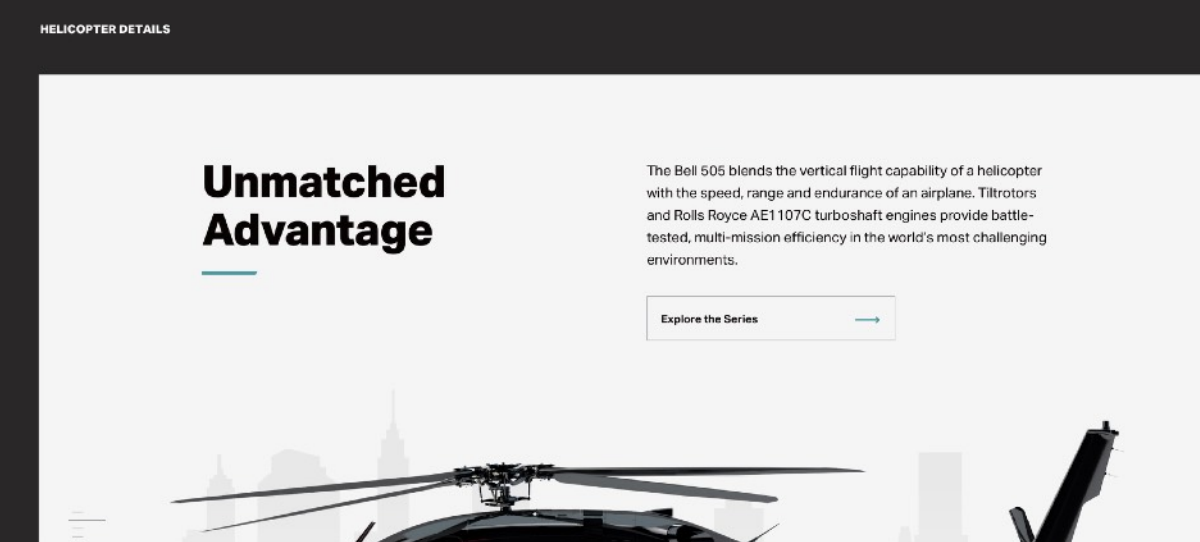
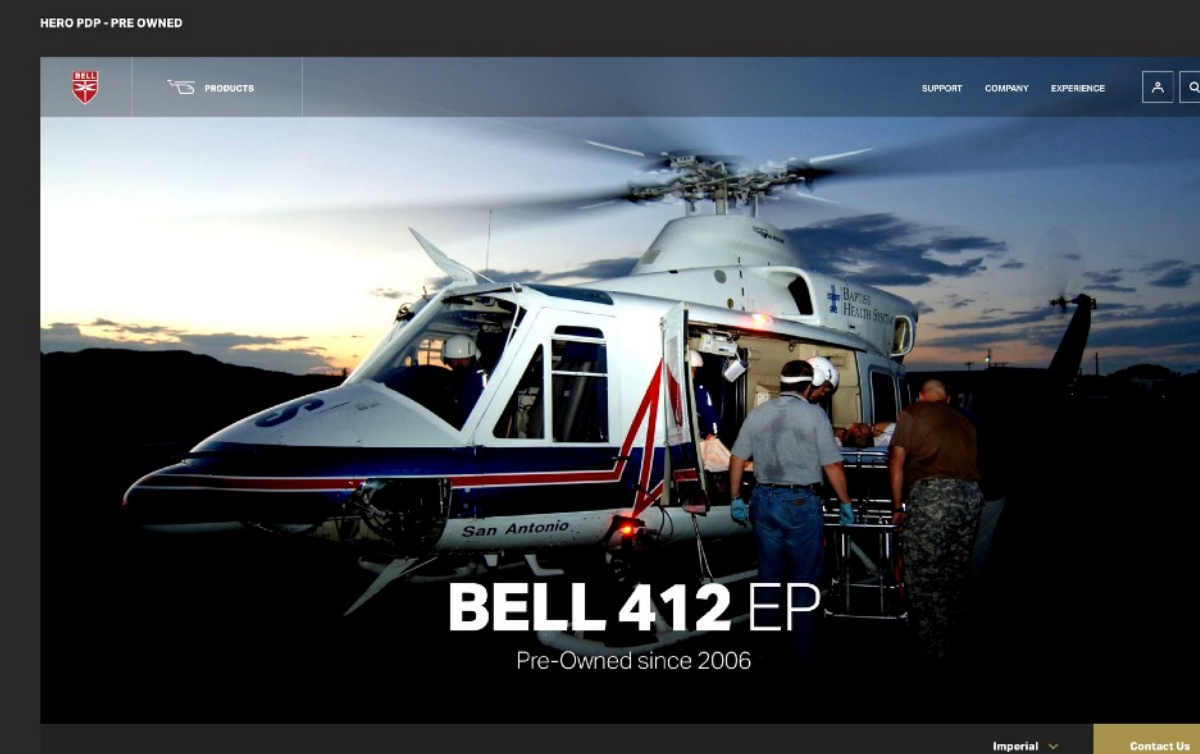
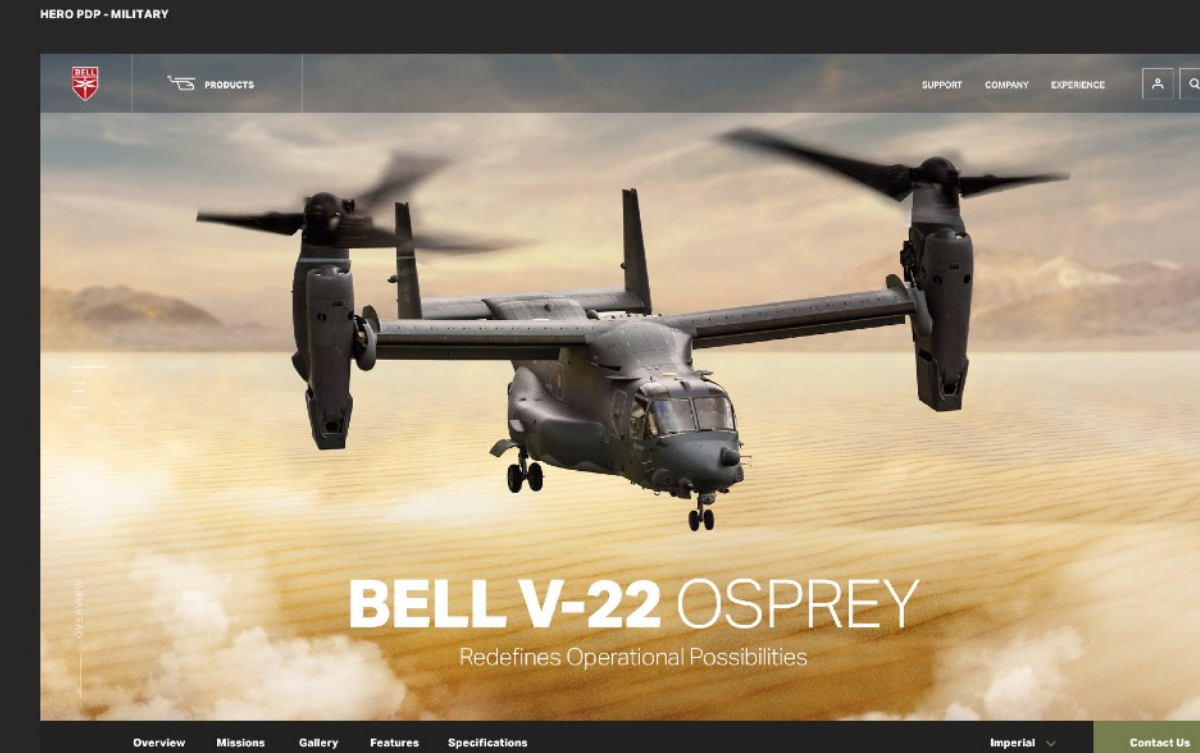
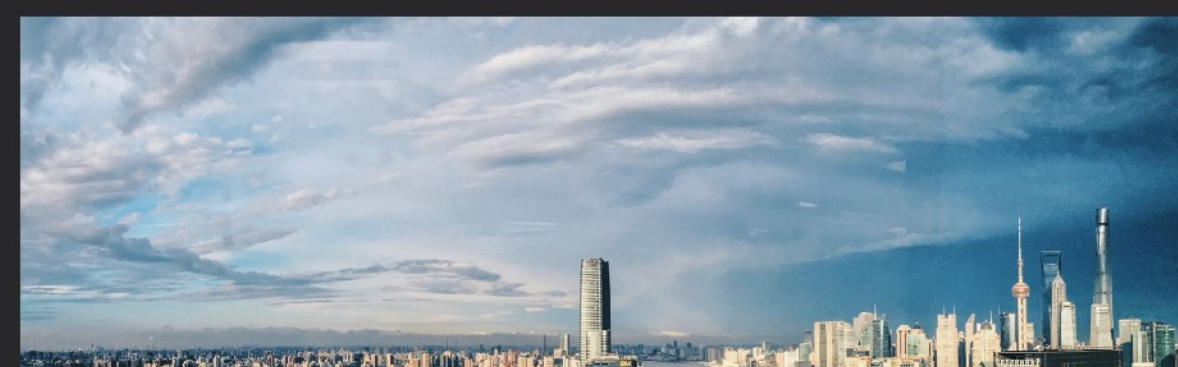
We are driven to find not just any answer to a given challenge, but the right answer, especially when it requires innovative thinking and breakthrough

DESIGN LIBRARY

With tailored assets



Homepage - Hero
Different scenarios

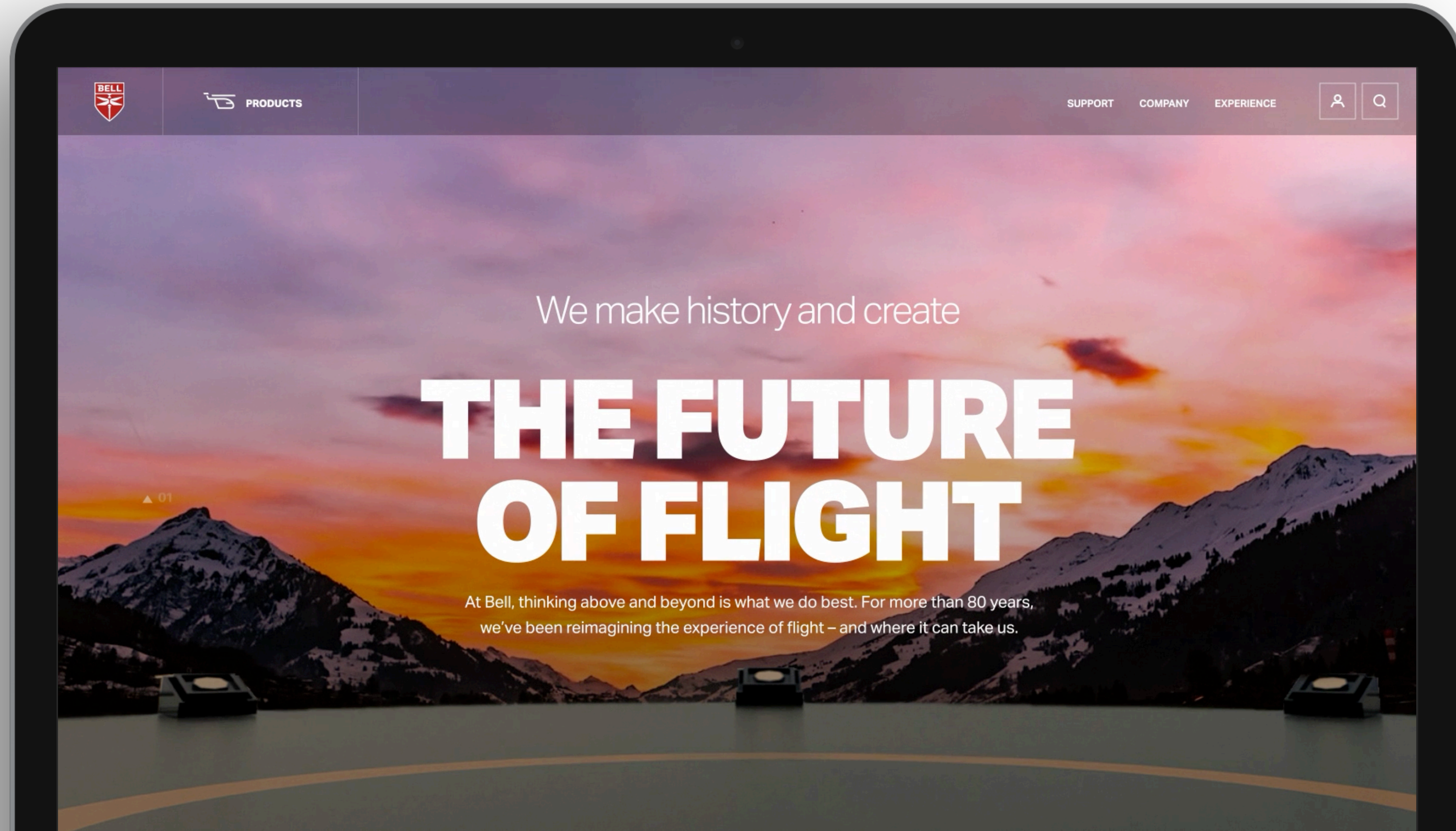


OUR APPROACH

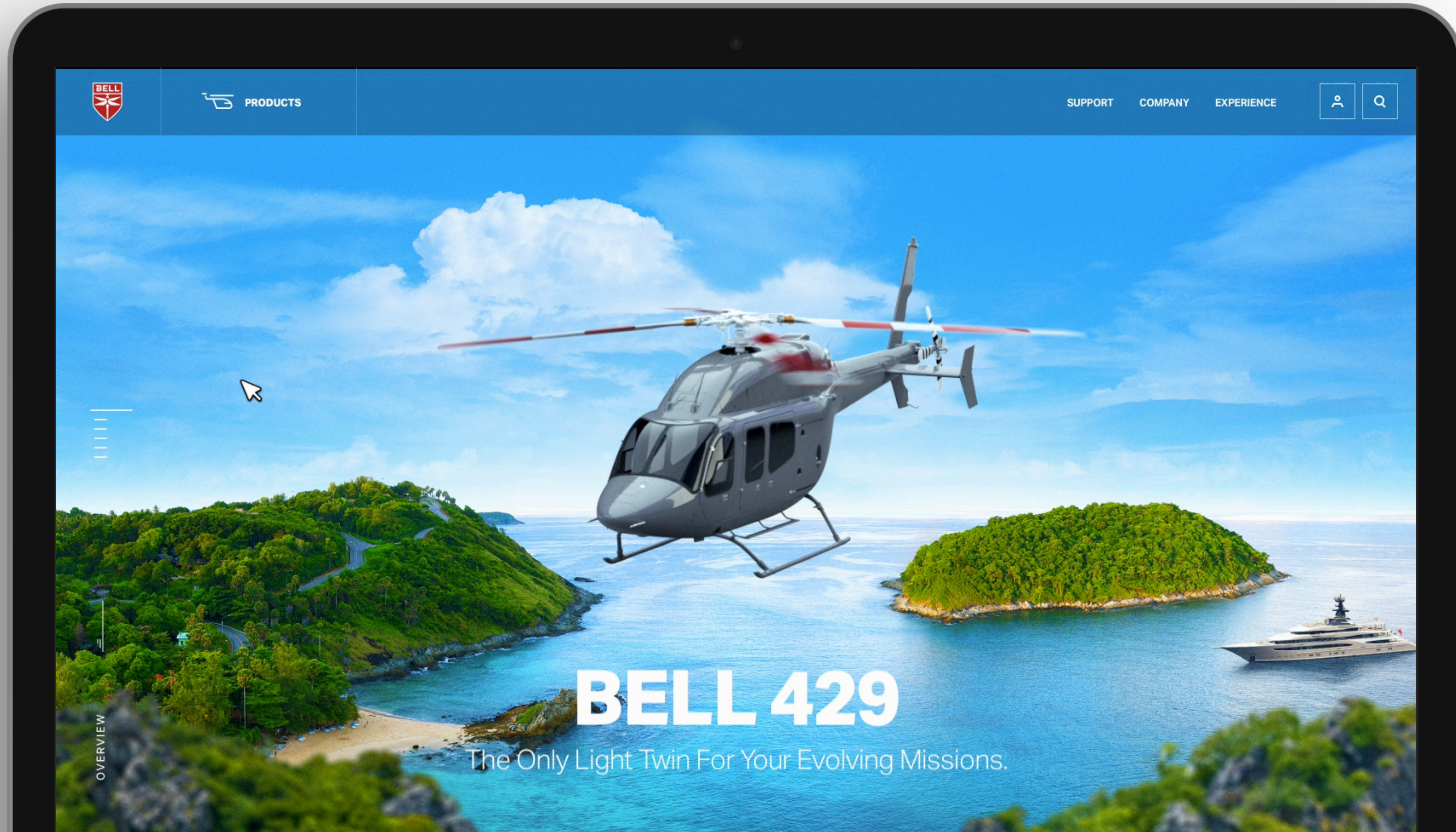
Final Designs



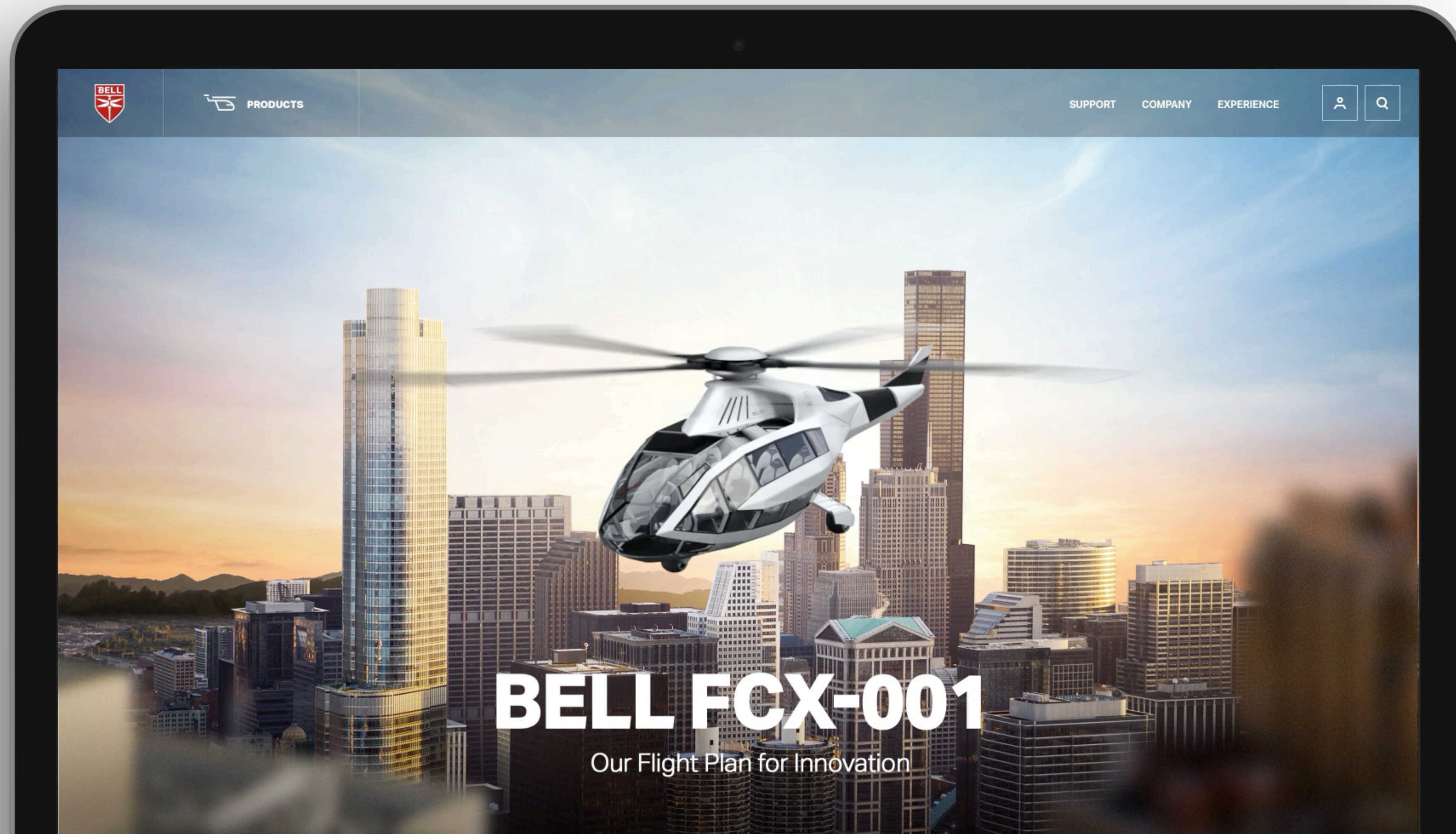
Capturing the Bell magnetism.



Elevating innovation in flight.



Embodying the future of vertical lift.



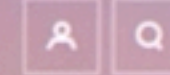


PRODUCTS

SUPPORT

COMPANY

EXPERIENCE



We make history and create

THE FUTURE OF FLIGHT

▲ 01

At Bell, thinking above and beyond is what we do best. For more than 80 years, we've been reimagining the experience of flight – and where it can take us.

