SAFETYEYE
Insights on safety culture

A UX /UI Case Study for Safety in Aviation Organizations

December 2021 - June 2022

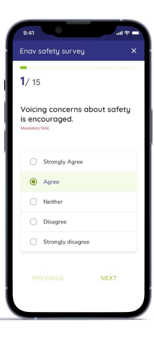
About Safemode

Safemode is a 42-months H2020 Project.
The main aim of SAFEMODE project is to develop a novel Human Risk Informed Design (HURID) framework in order to identify, collect and assess Human Factors data. Such data will inform risk-based design of systems and operation related to the aviation and maritime sectors. SAFEMODE will overcome the unavailability of systematically collected data and the lack of cooperation between different transport modes currently preventing the full achievement of these objectives.

You can read more at: https://www.safemodeproject.eu/

Safety Eye, an eye on safety perception in aviation

In the Safemode Project it was decided to build an App to easily submit questionnaires on the perception of safety to the aviation sector staff.
The App will be used by European Aiports to submit questionnaire to different target audiences such as: Pilots, Cabin Crew, Air Traffic Control, Fligth Dispatchers, and Ground Crew, in order to collect insights on their perception of safety.
The main stakeholder we worked for, is an important international organization from the field of safety in air traffic management across Europe. Name cannot be displayed for privacy reasons.
The UX Research process cannot be displayed here for disclosure reasons.



App Design

App first ideation

We started the project by doing a remote focus group and several meetings to investigate expectations and envisionign about this tool. Our client had a clear idea of the final outcome but we wanted to be sure to capture the need and contextual conditions of use of the users. Unfortunaly we were not allowed to conduct research with all the future users. We were not able to get in contact with aviation staff but we worked closely with the adopters who will use the app to submit the questionnaire.
At the end of summer 2022 we will some pilot tests with real users to validate the tool before putting it on the app store.
Some of the ideas we started from:

Start from the context

People will be asked to fill in questionnaire in their working environment. They don't have time to waist and their cognitive effort required needs to be light.

A thoughtless experience

People will be asked to dowload the App to fill in a questionnaire.
We don't to use much data of their space in the storage. We want our App to be light and pretty simple

Just culture in a nutshell

We wanted to use this intreaction as an opportunity to raise awareness of the Just Culture.
We decided to use the onboarding tutorial to provide some explanatory information about it.

Data Visualisation

In order for data to be usefull we will provide an analytics dashboard for data reading.

Challenge #1

The main challenge on the App was the rebranding under the new visual identity.

Solution
Thanks to the libraries I had build in Figma and use of components, rebranding the app with the new visual identity was pretty fast and simple.

Challenge #2

The main challenge on the App was the rebranding under the new visual identity.

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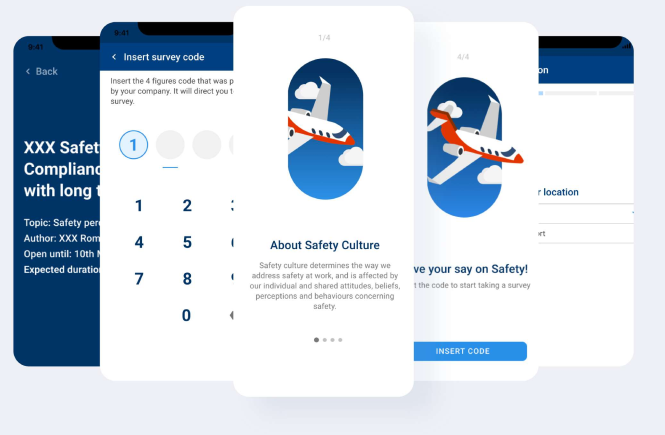
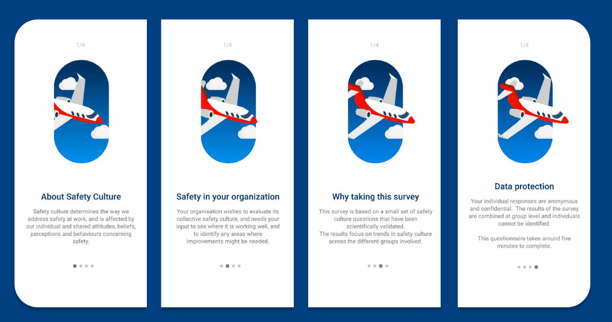
Mock-up



Onboarding



Rebranding

New brand identity

One year later, the Faith App was developed and ready to be used in trial. With data coming in, we realized we were in need of a customized web dashboard that data analysts and clinicials could use to monitor the data collection. Several factors could have hindert this crucial part (For example: participants not providing the data or dropping the trial, usability challenges, system bugs). Clinicians needs to be able to quickly spot which participants are not providing data in order to contact them and understand their reasons.

Safemode Logo and identity

SAFEMODE
Strengthening synergies between Aviation and Maritime in the area of Human Factors towards achieving more efficient and resilient MODES of transportation.
– Logo + Acronym

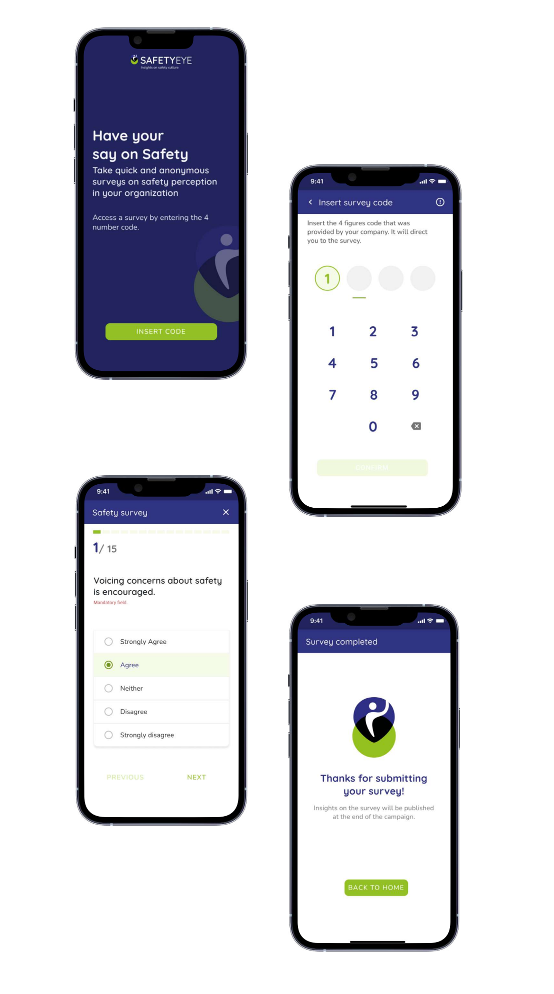
SAFEMODE
– Plain logo

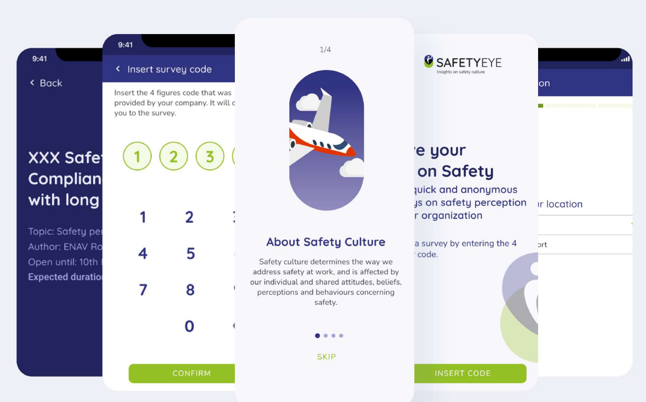
– Icon

SAFEMODE
– Plain logo negative version

New style tile

SAFETYEYE
Insights on safety culture





Dashboard Design

Dashboard and analytics

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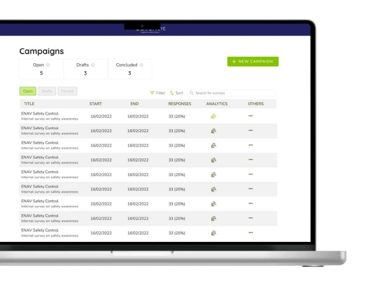
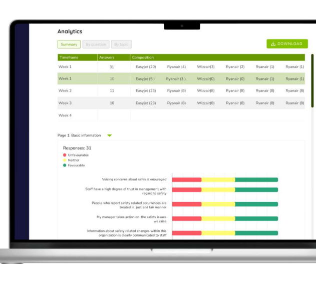
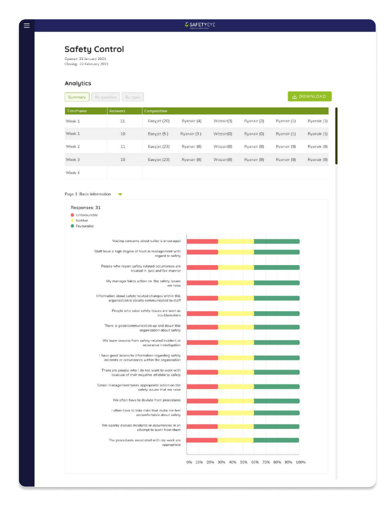




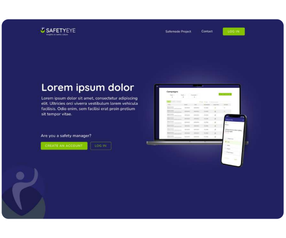
Different view modes allow to better intepreter the data



Favourable/Unfavourable gradients on overview mode

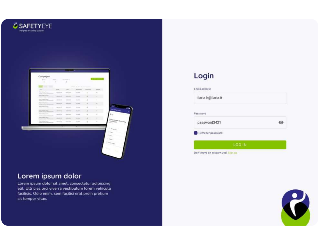
Web page

Studies for web hero page



Hero page with Login and possibility to request an account

Hero page with integrated Login



See it online

Safety Culture Web

Want to be updated on the App release on App store?
Contact me: ilaria.b@outlook.it