

PROJECT TITLE

Aerosense Website

CLIENT NAME

Reuben Van Der Linde

BRAND PRODUCTS

Aerosense helps create strategies, delivers programs and creates digital software for aviation

PROJECT

Aerosense Brand

CONTACT INFO

POINT OF CONTACT NAME

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PROJECT OVERVIEW

PURPOSE

The purpose of this project is to format a design into professional, user-friendly website for aerosense, an aviation intelligence company based in Australia. The website will serve as a central platform to showcase the company's expertise, services, and value proposition while providing visitors with clear, accessible information. Additionally, it will function as a key contact point, enabling potential clients, partners, and stakeholders to easily reach out. The design must reflect the company's precision and sophistication, with a focus on calm, smooth animations and an intuitive interface to ensure a seamless user experience. By combining aesthetic elegance with functional clarity, the website will strengthen aerosense's digital presence and support its business objectives.

OBJECTIVE

The objective of this project is to deliver a fully functional, responsive website for Aerosense that ensures seamless performance across both desktop and mobile devices. The site must be search engine optimized (SEO-friendly) to enhance discoverability and effectively represent the company's aviation intelligence services. Hosted on Wix for ease of management and scalability, the website should feature smooth, graceful animations, intuitive navigation, and a clean, professional design that aligns with Aerosense's brand identity. Key priorities include cross-device compatibility, fast load times, and a user-friendly interface to maximize engagement and facilitate effortless contact with the company.

CREATIVE / DESIGN ELEMENTS

The AeroSense website should keep the sleek, professional aesthetic that reflects the company's core pillars: Strategy, Delivery, and Digital innovation in aviation. The design given must be balanced with technical precision and approachability, leveraging a refined color palette (as specified in the annotated assets) to evoke trust, safety, and aviation sophistication. Subtle aerodynamic motifs, clean typography, and structured layouts will be given, while animated to be smooth, deliberate animations—guided by provided timing and easing principles—that will enhance the user experience without distraction. The result should be a highly polished, trustworthy digital presence that aligns with AeroSense's industry authority and forward-thinking vision.

TARGET AUDIENCE

PROJECT TARGET

This website design attempts to win over first-time visitors with trustworthy design, while keeping navigation intuitive for returning clients. It should feature polished, impressive details to wow tech specialists, while also serving as an attractive showcase for potential recruits – balancing innovation with usability for all users.

BRAND TARGET

The design must appeal to AeroSense's core users: aviation/logistics program managers, industry executives, tech teams, government bodies & regulators, and investors. It should balance professional sophistication with intuitive functionality—projecting reliability for decision-makers while showcasing innovation for specialists, all within AeroSense's modern brand identity.

DESIRED REACTION

The website should immediately capture attention and spark curiosity, making visitors want to explore further. Through polished, professional execution and intuitive interactivity, it must subtly build trust in our aviation safety expertise while creating a desire to engage with our services. The overall impression should be: "This company understands pilots' needs and has the technical sophistication to deliver real solutions."

ATTITUDE

PROJECT TONE

The visual language should be clean, modern, and effortlessly approachable – think "ai.fantasy.co" meets aviation precision. The design aims to communicate professionalism and innovation through minimalist visuals and ultra-efficient messaging. Every element serves a purpose, balancing sleek tech-forward aesthetics with warm accessibility to resonate with target audience.

BRAND PERSONALITY

Rooted in excellence, safety, humanity, integrity and sustainability. our brand balances technical precision with human-centered warmth. We speak with the clarity of aviation professionals and the approachability of trusted partners, blending intelligence with genuine care. Sustainability and humanity anchor our decisions—visible in every interaction. The aesthetic should feel confidently expert yet never cold, where cutting-edge solutions meet unwavering ethical commitment. Think: "NASA-level smarts with neighbourly charm."

IMAGE REQUIRMENTS

GRAPHICS

Varying graphics will be provided from vector-based graphics to fonts etc to suit the scope and a Figma File which can be shared

MULTIMEDIA

To be decided upon acceptance as we have multiple versions of videos from mp4s to avi with transparency

SCHEDULE

SCHEDULE OVERVIEW

1 week

DETAILED PROJECTED TIMELINE

DESCRIPTION	DATE

IMPORTANT MILESTONES/DEADLINES

DESCRIPTION	DATE

BUDGET

AMOUNT

\$600 USD

FINANCE SOURCES

platform payment broker / escrow

ADDITIONAL FINANCIAL PROJECTIONS / NOTES

N/A

ADDITIONAL NOTES / COMMENTS

N/A