



Welcome to the design documentation for aerosense website, an aviation intelligence company based in Australia. This annotated document provides detailed design assets and instructions for freelancers tasked with transforming these concepts into a Wix-based website.

Our primary goal is to create a digital experience that reflects calmness, grace, and deliberate motion. All animations should be smooth, slow, and seamless—avoiding quick transitions or effects that may cause visual strain or blur for users. The overall aesthetic should align with the precision and sophistication of the aviation industry while maintaining an intuitive and engaging interface.

On the following pages, you'll find:

Design specifications (layouts, color schemes, typography)

Animation guide

Please ensure all animations adhere to the slow, fluid, and purposeful approach outlined in this document. Let's collaborate to bring aerosense's vision to life with elegance and clarity.

Proceed to the next sections for detailed instructions.

(More information is available on request like dimensions and assets size etc.)

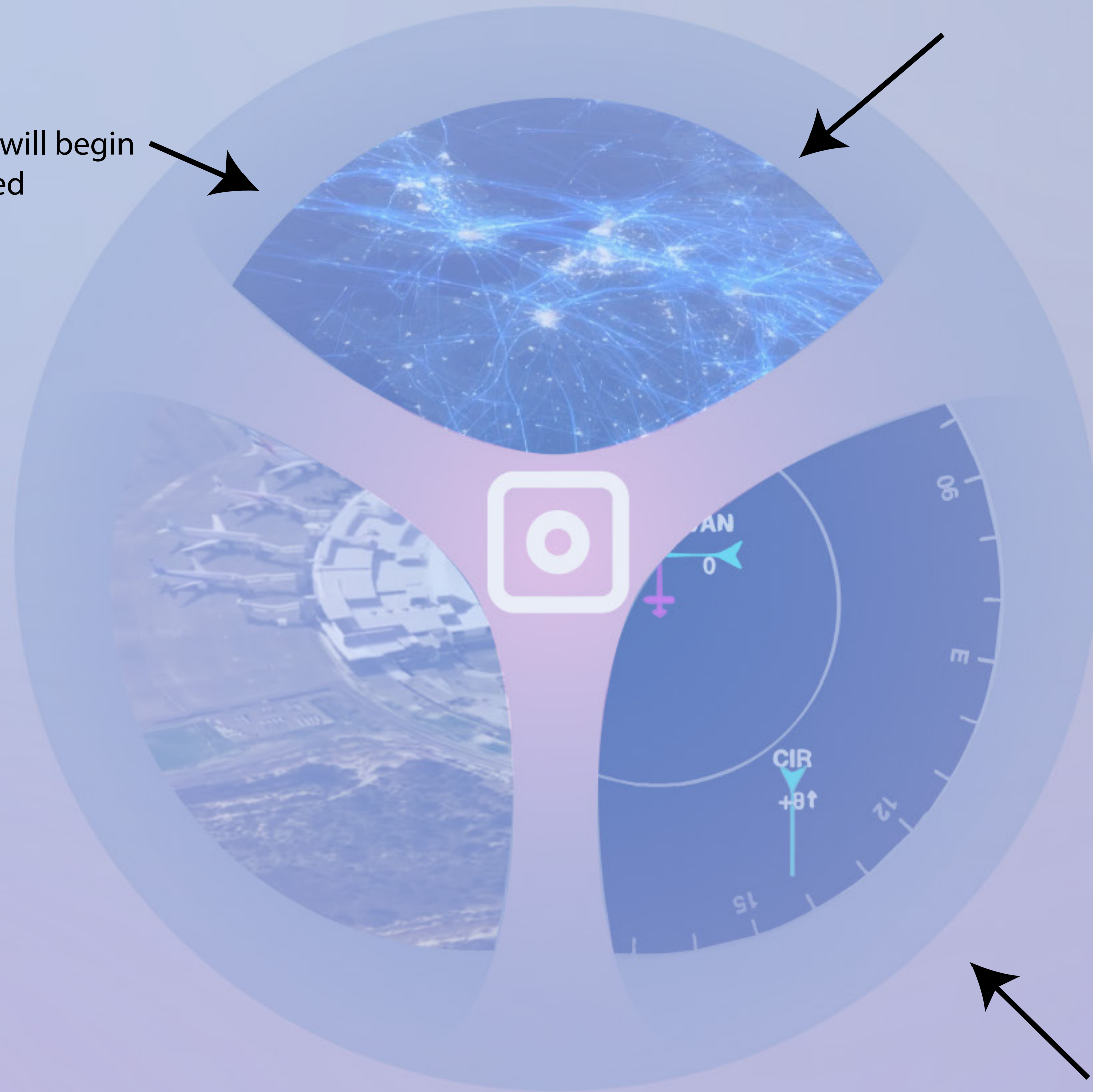


Main Home page design

The main part of the ui animattion will be how it reacts when the users cursor hovers over it section will slide out and graphic will come out, I want the animation to be smooth and steady, a fade in and fade out type situation

These graphics will be videos that will begin playing when they are fully exposed

Hamburger menu will pop open when clicked (see page 6)



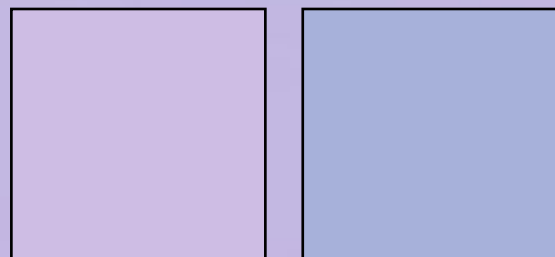
For this project, prioritize smooth, deliberate animations to maintain user attention without feeling sluggish.

Buttons and transitions should use longer durations (400ms-700ms) with ease-in-out easing for a natural flow. Avoid abrupt movements—fades, slides, and scales should feel intentional, like a "gentle push" rather than a snap.

Micro-interactions (e.g., hover effects) can be slightly faster (300ms) but still smooth. Ensure page transitions have a consistent delay (e.g., 200ms overlap) to guide the eye. Test animations to confirm they feel premium but never tedious.

UI will tilt and lean in the direction of the cursor aka reacting to cursors movement

Colour Scheme





Main Home page preview/state 1

The videos will be replaced in the future so please make them customisable and I need to see how they match the enviroment so I can make adjusted changes

aerospace ecosystem futures

When hovering over a section the aircraft and text come out and the video starts playing this will be the same for all section on the UI



The air craft should look as if they come from the centre



The ui will shift down/left or right to make space

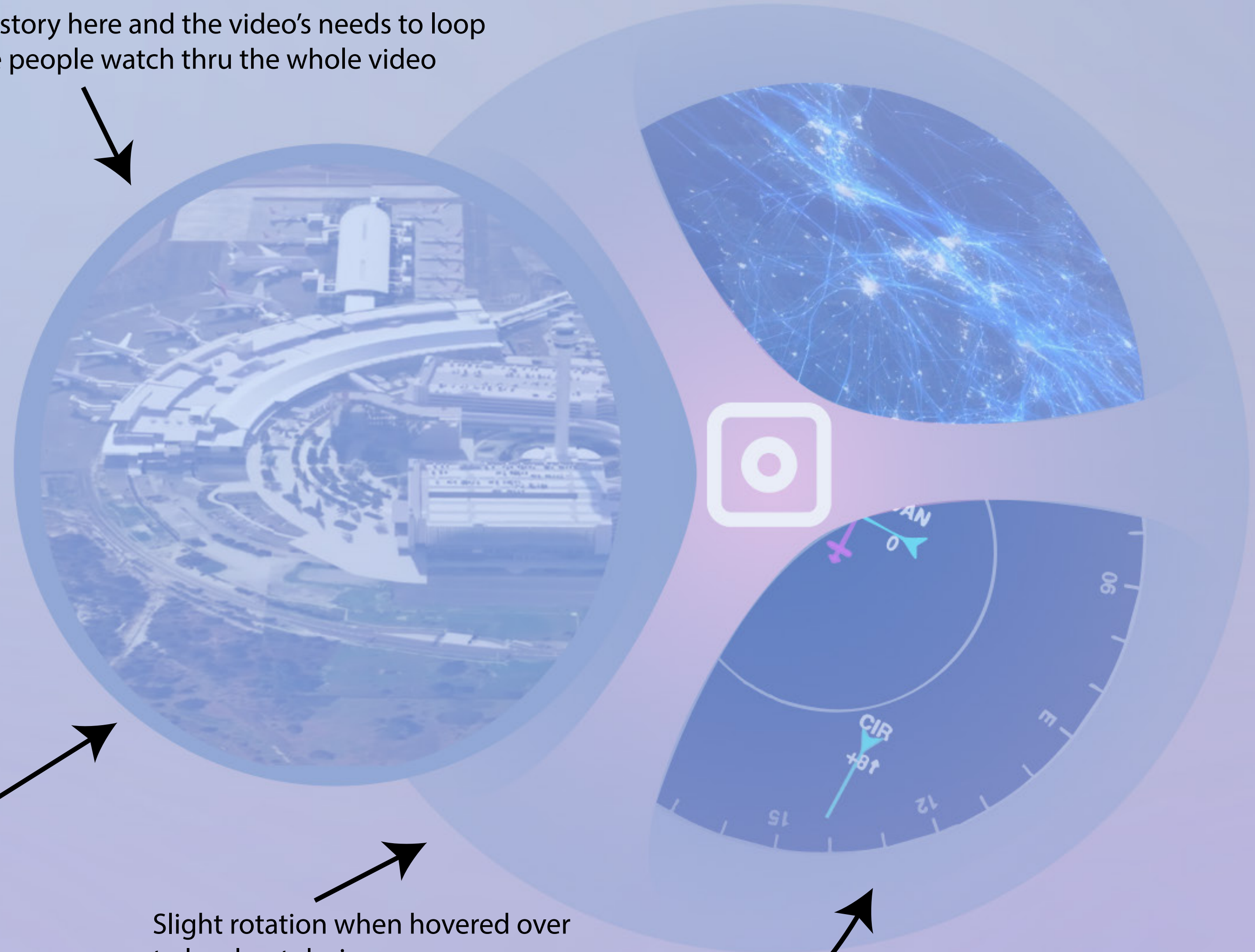


Main Home page preview/state 2

Same story here and the video's needs to loop incase people watch thru the whole video



integrated information delivery

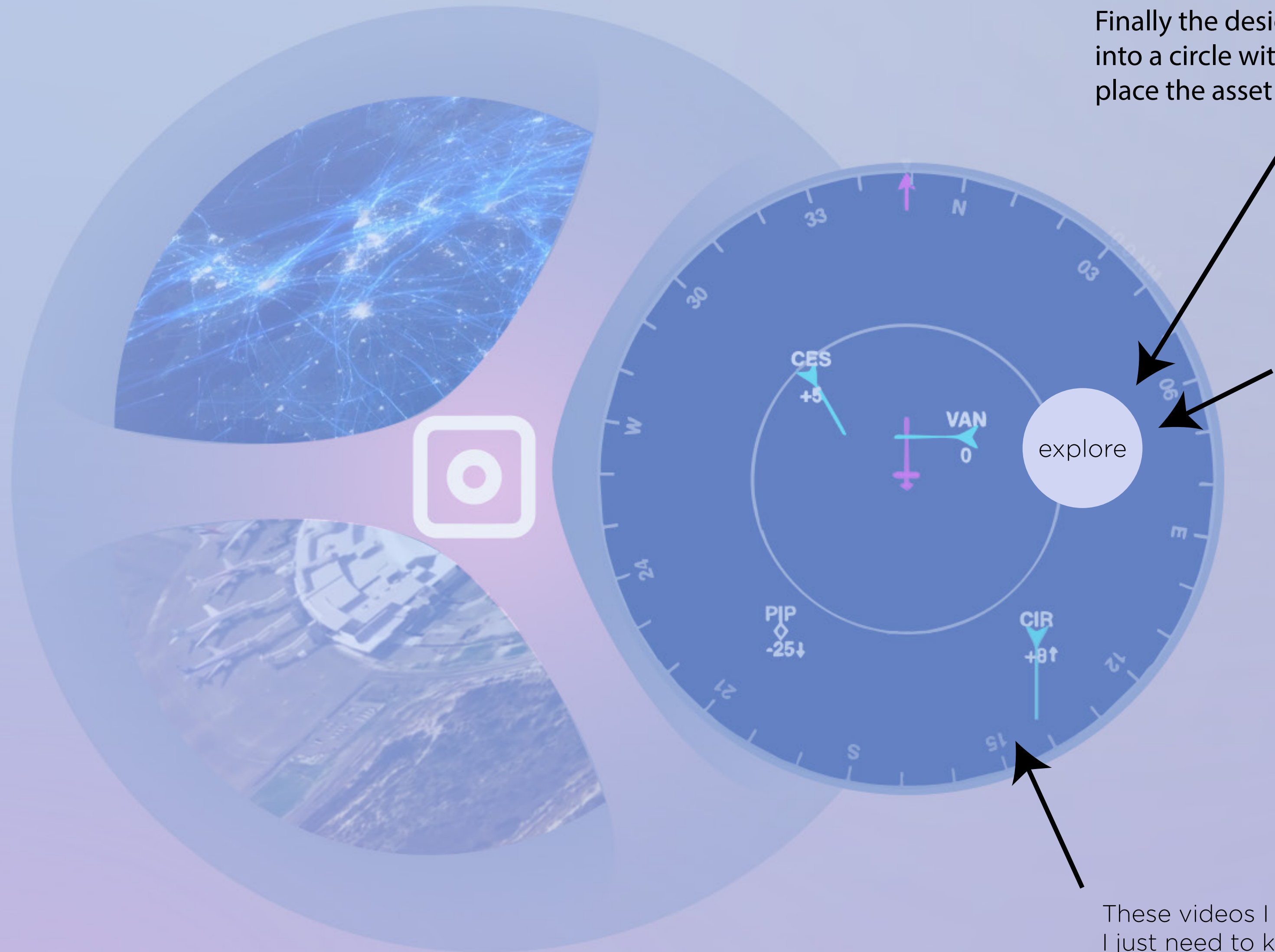


The videos shouldn't be rotating unlike my design and should always be in correct orientation

Slight rotation when hovered over to level out design



Main Home page preview/state 3



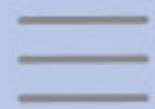
Finally the design when the cursor hovers over a section it should transform into a circle with explore in the centre let me know where you like me to place the asset in figma

When clicked on this will take you to the info pages next page explains in detail how

aeronautical ecosystem insights

These videos I can send them to you in any format and I just need to know which format you prefer to work with,

I can send in any video type (mp4, avi, mov)
I can send transparent videos as well

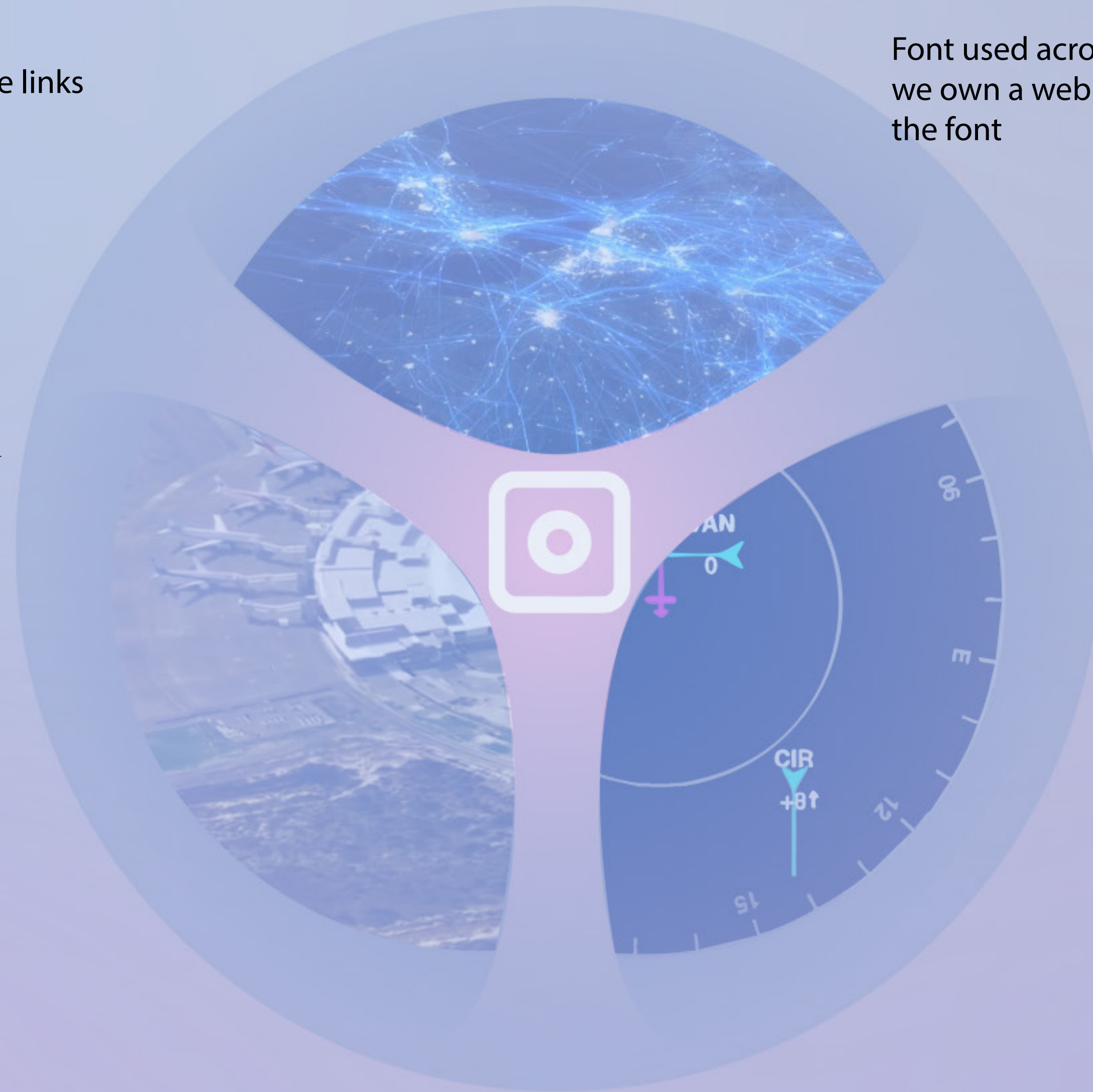


about strategy delivery digital contact us

Hamburger bar when opened will show page links

Font used across the website is called gotham rounded light we own a web version and desktop version and can give svgs of the font

When the explore button is clicked will take you to the info pages next page the animation consists of the ui sliding/rolling to the right and having the graphics and text fade in and the ability to scroll becomes an option



INFO PAGE - STRATEGY

THIS IS THE FIRST PAGE USER WILL SEE AFTER INTERACTING WITH HOME UI

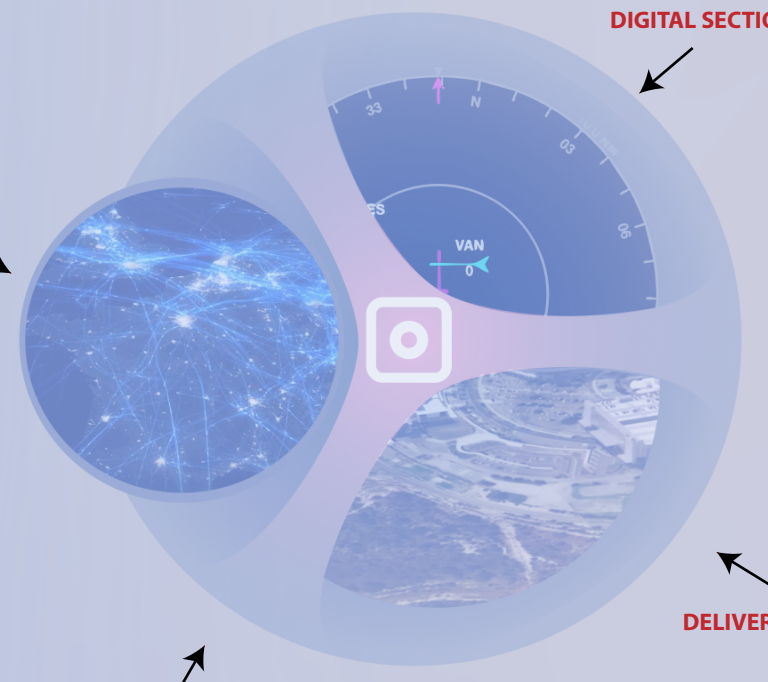
Strategy

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]



THE SQUARES WILL BE LOGOS

STRATEGY SECTION



DIGITAL SECTION

DELIVERY SECTION

WHEN CLICKED ON IN THE PREVIOUS PAGE, THE HOMEPAGE GRAPHIC WILL SMOOTHLY CONTRACT AND SPIN TO THE SIDE, THEN EXPAND BACK TO THIS STATE. THE TRANSITION BETWEEN PAGES WILL FEATURE A SLOW FADE-IN/OPACITY EFFECT FOR A SEAMLESS REVEAL.

Sub-head 1

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

GRAPHICS THAT WE ARE COLLECTING WILL BE PLACED HERE

Sub-head 2

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 3

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 4

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 5

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

INFO PAGE - DELIVERY

HAMBURGER MENU STAYS THE SAME

THE BACKGROUND DOESNT MOVE ONLY THE GRAPHICS (NOT THE ARROWS OR HAMBURGER MENU) AND TEXT MOVE

Delivery

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]



A GRAPHIC LIKE THE FIRST PAGE WILL BE HERE THIS IS CURRENTLY A PLACEHOLDER

THE ARROWS ARE GOING TO BE THE METHOD TO NAVIGATE THRU THE PAGES AND THE WHOLE PAGE WILL SLIDE OVER

THE ARROWS ALSO NEED TO STAY IN THE PLACEMENT RELTIVE TO THE SCREEN WHEN THE USER IS SCROLLING SO THE CAN ALWAYS NAVIGATE

Sub-head 1

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 2

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 3

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 4

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 5

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

INFO PAGE - DIGITAL

Digital

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]



Sub-head 1

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 2

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 3

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

Sub-head 4

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]

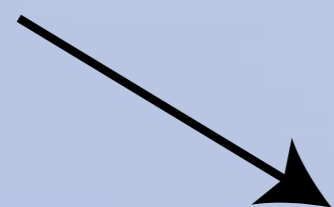
Sub-head 5

goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]goifsefhw[iafhwafiwfhfo[wfpihwafhwiah[fowihfhwai[fwai[ofwio[hfwa[ofwaio[hfwa[howafih[owai]



aerosense

LASTLY A MESSAGING BOX WHICH WILL BE ACCESSED THRU HAMBURGER MENU OR ARROWS



GET IN TOUCH

First Name

Last Name

Email

Message

SUBMIT

Discover More

