

Airbus Intern Design Project

Design and Presented by Tommy Tian

BEYOND

16 JULY

ZBAA 

23-31 

180 04MPS 

6000 

The Value Stream Mapping Tenets include respect for people, removal of waste, focusing on process and flow, generation of value, continuous improvement, and optimization of the whole. The four key elements for the Value Stream Mapping are the customer, the supplier, the product flow, and the information flow. 价值流图的原则包括尊重人、消除浪费、关注流程和流动、创造价值、持续改善、整体优化。价值流图的四个关键要素是客户供应商、产品流和信息流。



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20 AUGUST

ZBAA 

23-28 

180 03MPS 

5000 

IPCA+, or Industrial Process Control Assessment Plus, is the most typical industrial assessment utilised throughout Airbus Group in order to verify Supplier's industrial capability and capacity to meet Airbus expectations, to verify that the Supplier's industrial processes are stable, capable and under control to achieve Product On Time Delivery and On Quality throughout the life of the Product. 工业过程控制评估 (IPCA+) 是空客集团最常用的工业评估工具, 旨在核供应的工业能力和产能是否能够满足空客期望, 工业流程是否稳定、合格、可控, 在产品的整个生命周期内实现产品按时交货和满足质量要求。



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23 JULY

ZBAA 

26-37 

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6000 

Johari Window is a skill or theory of communication, also called as "Self-awareness exploration - feedback model" or "management tools in information exchange process". According to the theory, people's inner world is divided into four quadrants—open area, hidden area, blind area, and unknown area. 乔哈里视窗是一种关于沟通的技巧和理论, 也被称为“自我意识的发现-反馈模型”或“信息交流过程管理工具”。根据这个理论, 人的内心世界被分为“公开区”、“隐藏区”、“盲区”和“封闭区”四个区域。



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CAVOK 

"He who has a why to live can bear almost any how."
- Friedrich Nietzsche
“参透‘为何’, 才能迎接‘任何’。”
- 弗里德里希·尼采



AIRBUS

Content

1 Background

2 Visual print design

3 Advertisement design

4 Social media

5 Presentation design

6 Video

7 Conclusion

Background

I applied a three-month summer internship in Airbus's China Division in Beijing this summer from May to August and was selected as the "Digital Design Solutions" occupation in the "Airbus Beyond" sub-division. Airbus Beyond is a division primarily responsible for delivering airline management courses to Airbus's customers --- the airline companies. I was asked to Design the invitation webmail, the invitation card, and the name cards for the Airbus Beyond annual customer event, and the social media posts for Airbus Beyond's WeChat official account.

Project Airbus Intern Design Project

Role Digital Design Solutions Intern

Duration 12 weeks



Customer research

Richeng Li, Manager of Airbus Beyond

As the manager of Airbus Beyond, what is your expectation of experience presented at our customer day event?

Customer voice – Richeng Li

Mr. Li is the manager of the Airbus Beyond department, share a design background. As this event is the first customer event held by Airbus Beyond, he expect well-designed welcoming materials that make customer feel refreshed.

Pain point

Mr. Li has concerned about the event design and management, as the team is lacking of professional experience on how might we design the event materials to guide the customers.

Customer research

Cara Jiang, social media representative of Airbus Beyond

As the social media representative, which elements do you want your social media posts to present?

Customer voice – Ryan

Ms. Jiang is the social media representative of Airbus Beyond, and she hopes the social media platform of Airbus Beyond – WeChat official accounts, can contain some elements of airplanes and the Airbus company.

Pain point

Ms. Jiang has complained that the previous team did not have too much photography experiences, and the aircraft pictures download from internet browsers has run into copyright issues.

Customer research

Grace Nie, Customer Relations Director

As the customer relations director, what kinds of materials do you expect our customer to receive?

Customer voice – Ryan

Ms. Nie is the customer relations director of Airbus Beyond, she expect the material includes: invitation webmail, the invitation cards, and the name cards for the customers and the customer representatives.

Pain point

Ms. Nie is concerned about whether the team can handle these many materials in time.

Redesign goal

Based on the user interviews, the redesign goals are:

- Deliver the invitation webmail, the invitation cards, and the name cards for the customers and the customer representatives before August 19 2024.
- Maintain the social media platform by updating new posts every business day designed with Airbus-related elements.
- Communicate all problems and solutions with the stakeholders to make sure all the design quality.



Problem and pain point

- Tight timeline, with 1-month for all materials to be designed and approved.
- This was the first time the Airbus Beyond team was asked to design customer day welcoming materials.

Typeface: Helvetica Neue LT 65 Medium all capitals

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Descriptor size



Height of descriptor aligns with upper side of the A crossbar

Positioning the descriptor



Minimum distance between logo and descriptor = 2A

The descriptor sits on the same baseline as the logo



Maximum distance between logo and descriptor = 5A

The descriptor sits on the same baseline as the logo

Project timeline



Discover
Half Week



Define
Half Week



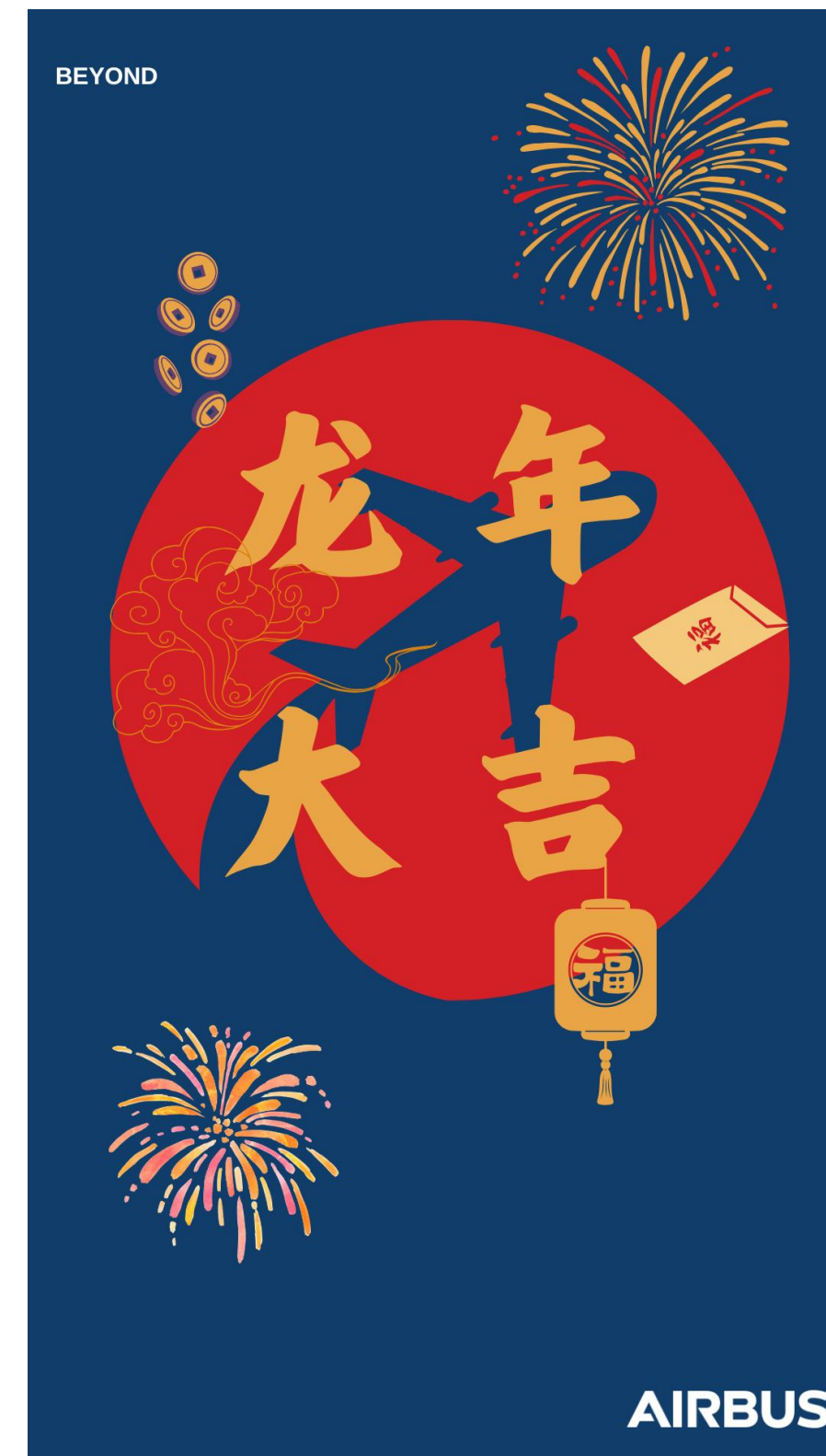
Design
2 weeks



Deliver
1 week



Social Media Platform



Social Media Platform

Aims to post famous quotes with introduction to company management and aviation knowledge. The theme of the design for those social media posts should focus on Airbus, for example, Airbus products and the official theme color of Airbus.

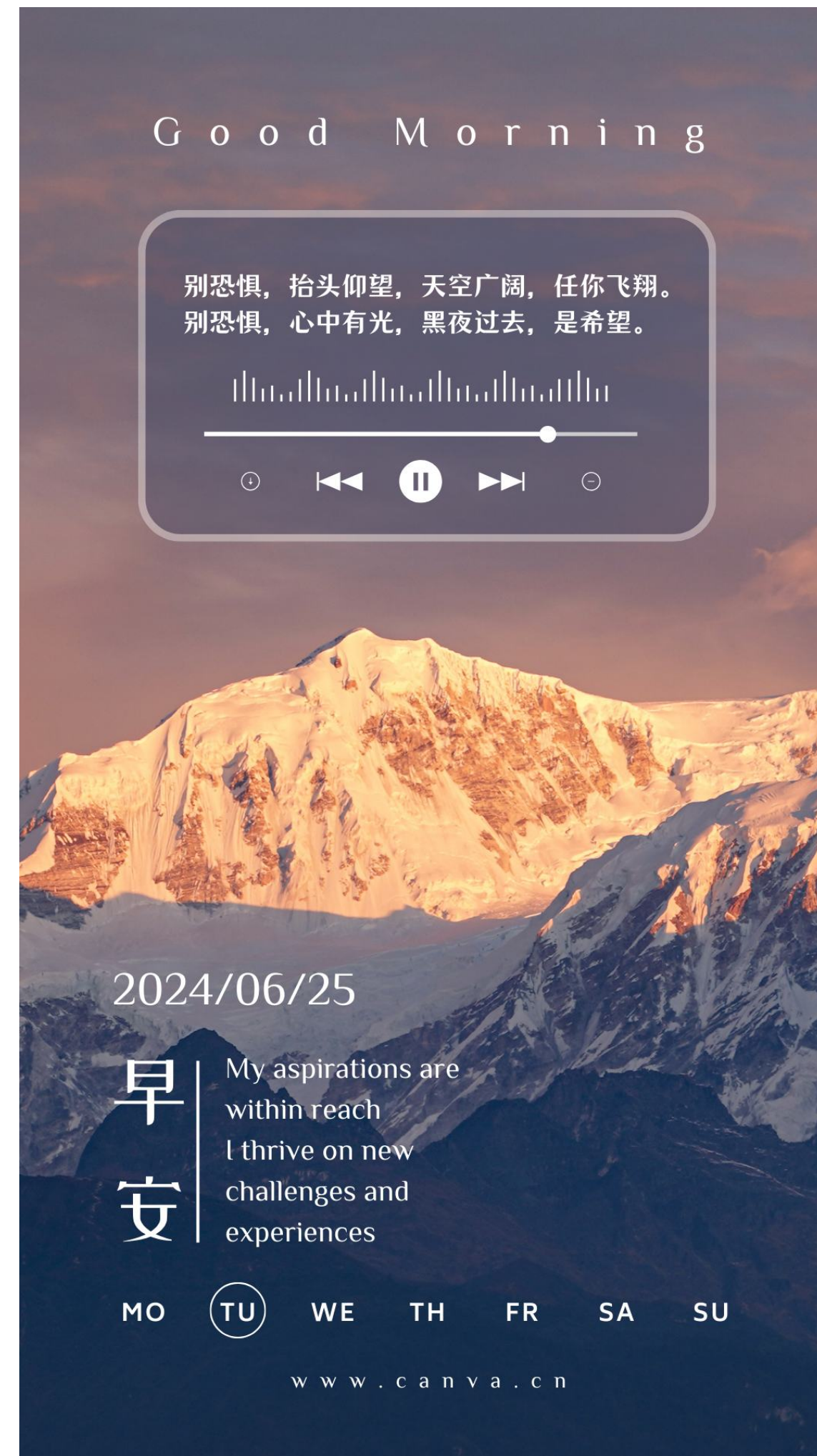
Social Media Platform

Problems of the previous design

These two examples are the previous versions of the social media post, which doesn't have any elements or themes related to Airbus or aviation at all.

The content is only saying good morning to people, which does not have relationships with aviation.

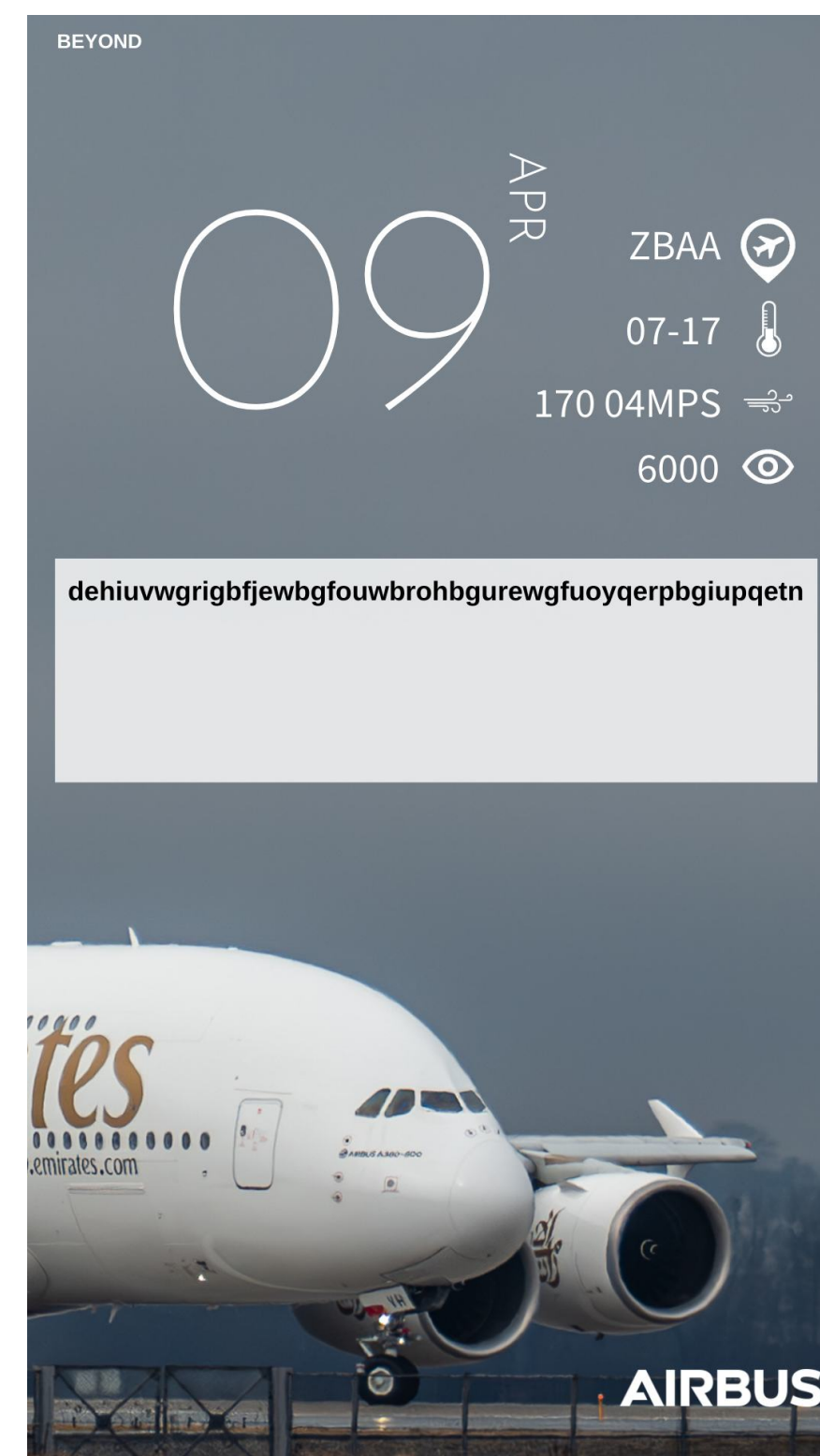
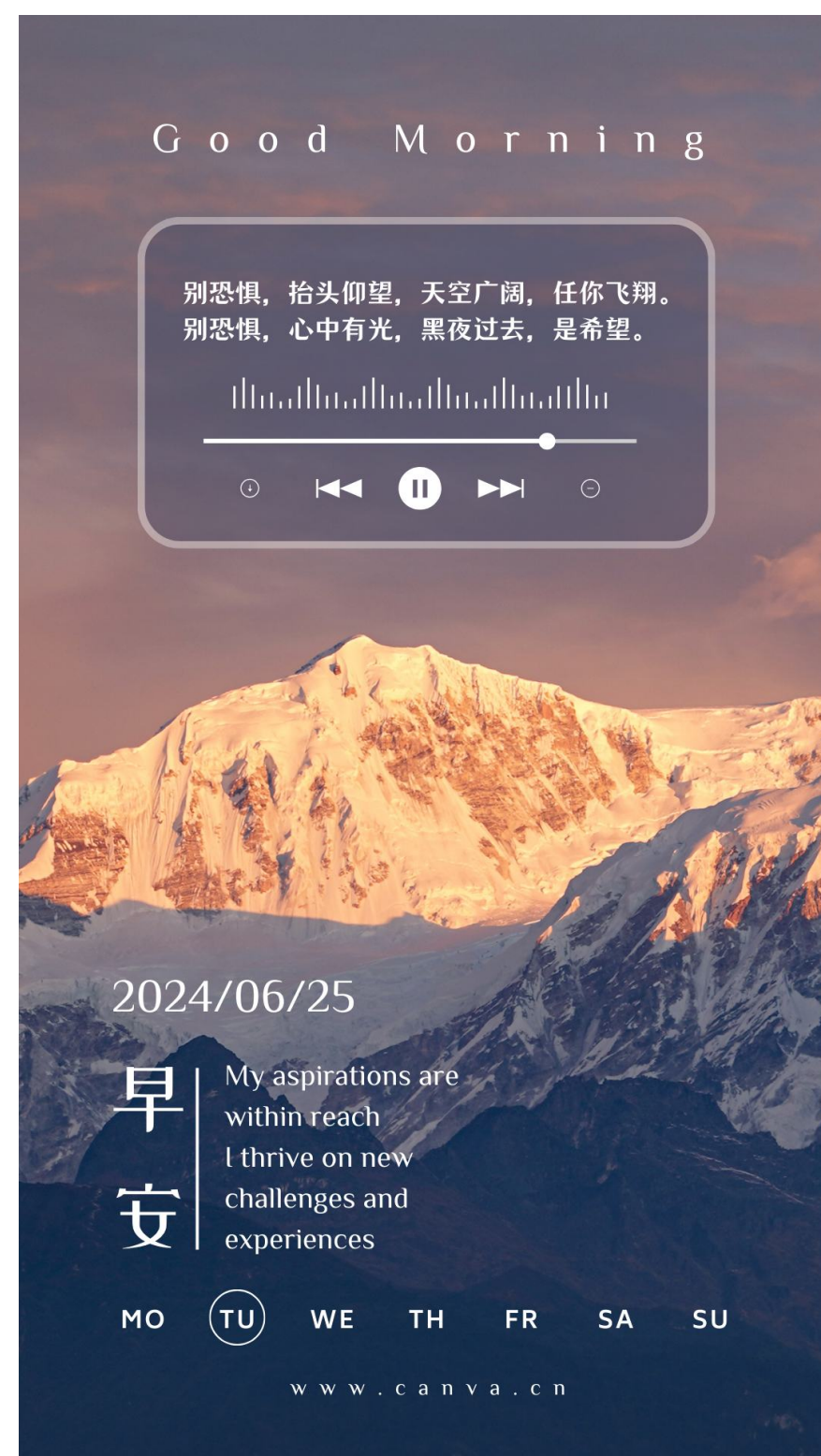
As our target customers are airline companies, there should be some element that make them feel resonate about our social media posts and feel interested about contacting and building relationships with US.



Social Media Platform

Step one

The first idea is to include the elements, like an Airbus Aircraft, the Airbus Logo, and date/weather. With even bolded text, to increase the readability on a light-color background. Also, I made the Airbus logo's position adjustable to avoid covering the aircraft, but as long as the Airbus logo is there, then the goal of including Airbus elements is achieved.



Social Media Platform

Step two

I have provided all the photo and authorized the company to use my photos, so there are no copyright issues, meanwhile I have made sure those photos are all Airbus aircrafts model. Paid additional attention on page lay out and use of elements of travel, like the airport control tower, sky and landscape outside of a plane.

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22 AUGUST

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23-35 
160 03MPS 
CAVOK 

"We are what we repeatedly do. Excellence, then, is not an act but a habit."
- Aristotle
"每天反复做的事情造就了我们，然后你会发现，优秀不是一种行为，而是一种习惯。"
- 亚里士多德

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19 AUGUST

ZBAA 
22-29 
130 04MPS 
6000 





"Objective ignorance accumulates steadily the further you look into the future."
- Daniel Kahneman, *Noise: A Flaw in Human Judgment*
"越往今后看，客观无知就越多。"
- 丹尼尔·卡尼曼，《噪声：人类判断的缺陷》

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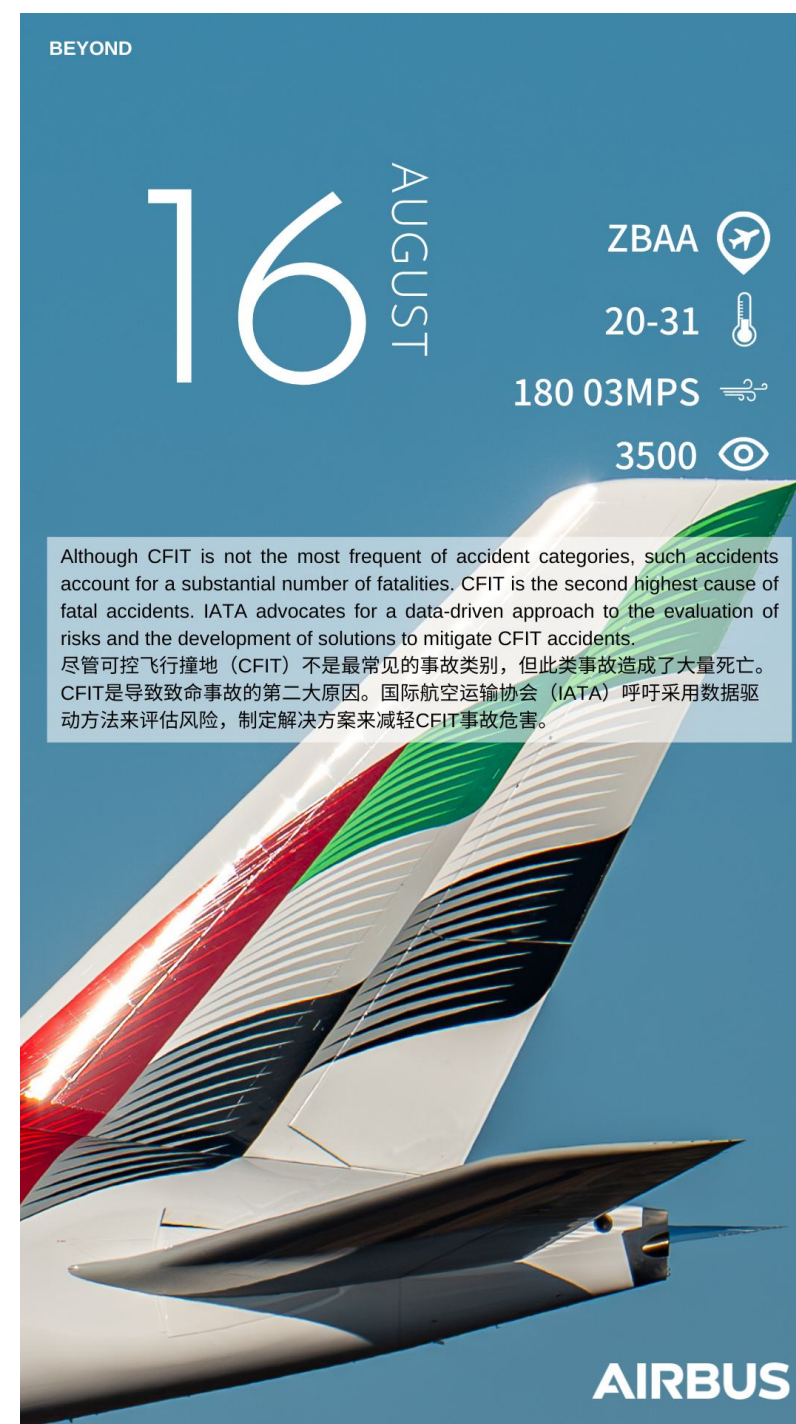
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16 AUGUST

ZBAA 
20-31 
180 03MPS 
3500 





Although CFIT is not the most frequent of accident categories, such accidents account for a substantial number of fatalities. CFIT is the second highest cause of fatal accidents. IATA advocates for a data-driven approach to the evaluation of risks and the development of solutions to mitigate CFIT accidents.
尽管可控飞行撞地 (CFIT) 不是最常见事故类别，但此类事故造成了大量死亡。CFIT是导致致命事故的第二大原因。国际航空运输协会 (IATA) 呼吁采用数据驱动方法来评估风险，制定解决方案来减轻CFIT事故危害。

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15 JULY

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22-30 
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5000 

"Judgment is not a synonym for thinking, and making accurate judgments is not a synonym for having good judgment."
- Daniel Kahneman, *Noise: A Flaw in Human Judgment*
"判断不是思考的同义词，做出准确的判断也不是具有良好判断力的同义词。"
- 丹尼尔·卡尼曼，《噪声：人类判断的缺陷》

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Social Media Platform

Final deliverables

The final deliverables contains all kinds of elements people can think about Airbus, aircrafts, and the aviation industry.


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Ishikawa diagrams (also called fishbone diagrams, herringbone diagrams, cause-and-effect diagrams) are causal diagrams created by Kaoru Ishikawa that show the potential causes of a specific event. Common uses of the Ishikawa diagram are product design and quality defect prevention to identify potential factors causing an overall effect. Each cause or reason for imperfection is a source of variation. Causes are usually grouped into major categories to identify and classify these sources of variation.

石川图 (又称鱼骨图、人字图、因果图), 是由日本学者石川馨创立的一种图解展示一定事件的各种潜在原因的方法。石川图常用在产品设计和、或是质量缺陷预防, 以识别造成问题的潜在因素。每一个不完美的原因或理由都是变异的来源。通常会原因分为几大类, 用于识别变异来源并分级。



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"Good judgments depend on what you know, how well you think, and how you think."
- Daniel Kahneman, Noise: A Flaw in Human Judgment

"良好的判断取决于你的知识、思考能力和思维方式。"
- 丹尼尔·卡尼曼, 《噪声:人类判断的缺陷》



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AIRBUS

Airbus Beyond Advertisement Video



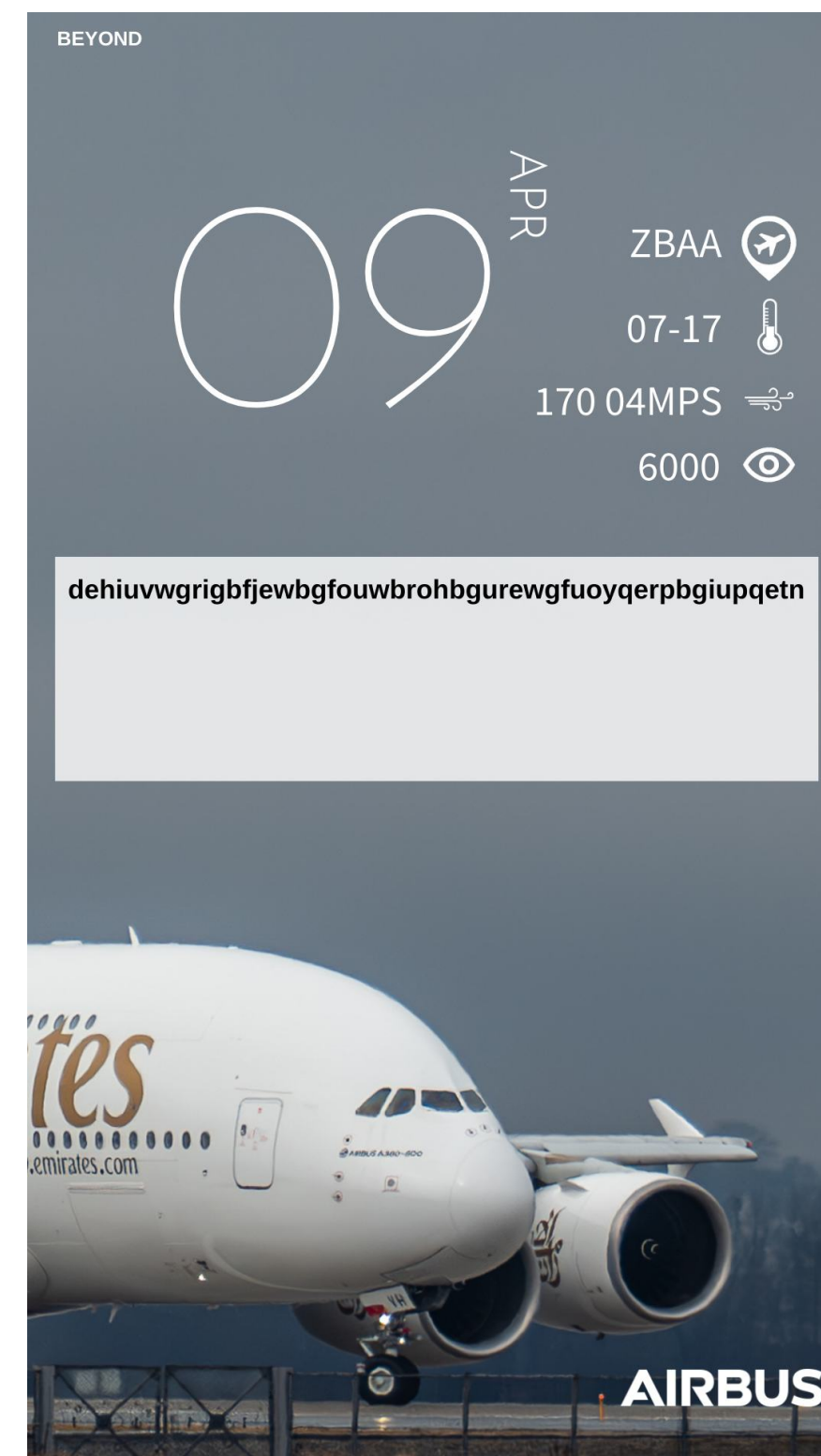
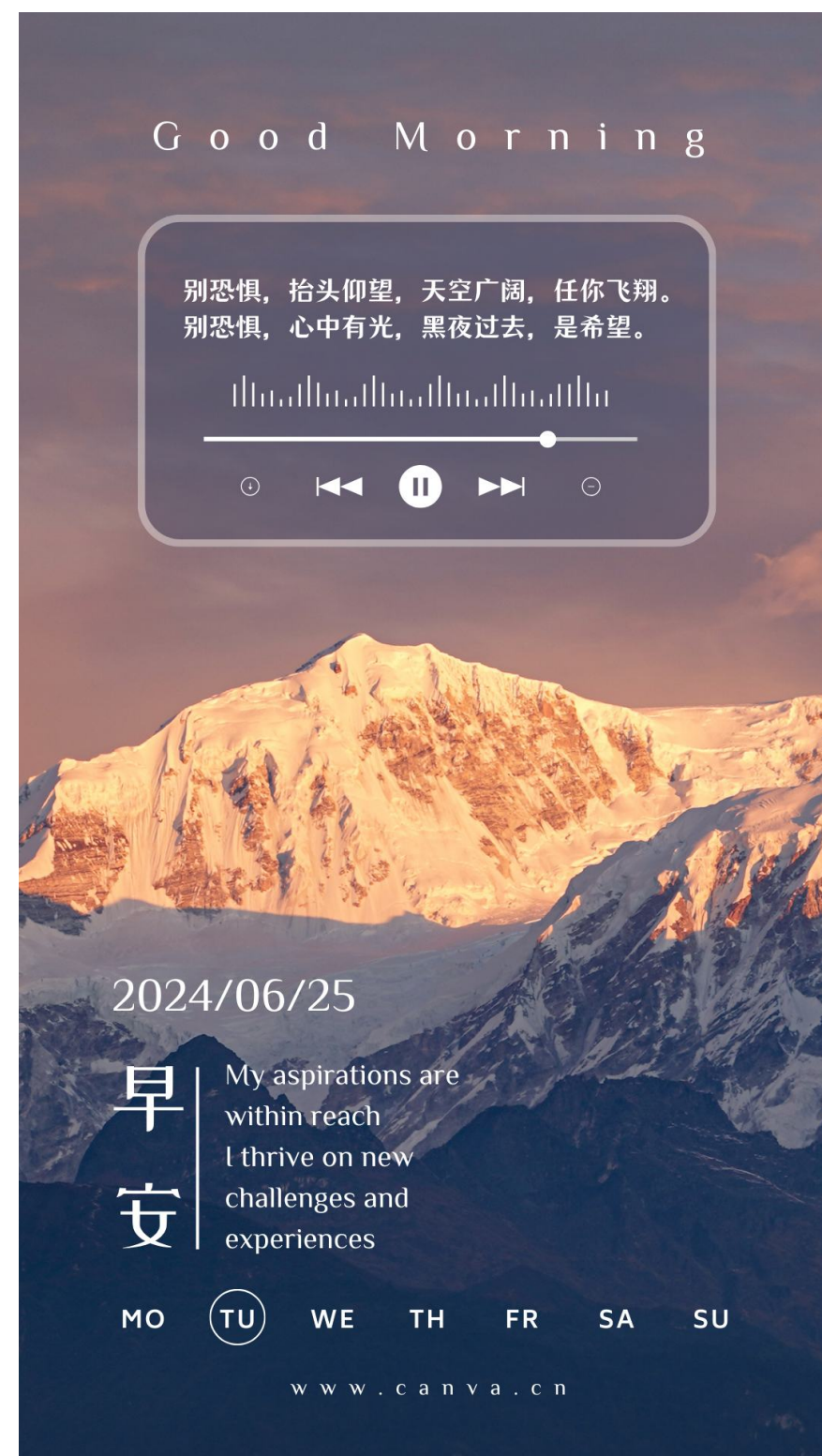
Airbus Beyond Advertisement Video English-to-Chinese Translation

The advertisement video was from Forbes's interview with the CEO and other managers of Airbus Beyond from Airbus's headquarters in Toulouse, France talking about the services and goals provided by the program. The video only had English version before, and the goal was to translate it into Chinese version for the Airbus customer companies in China.

Airbus Beyond Advertisement Video

Step one

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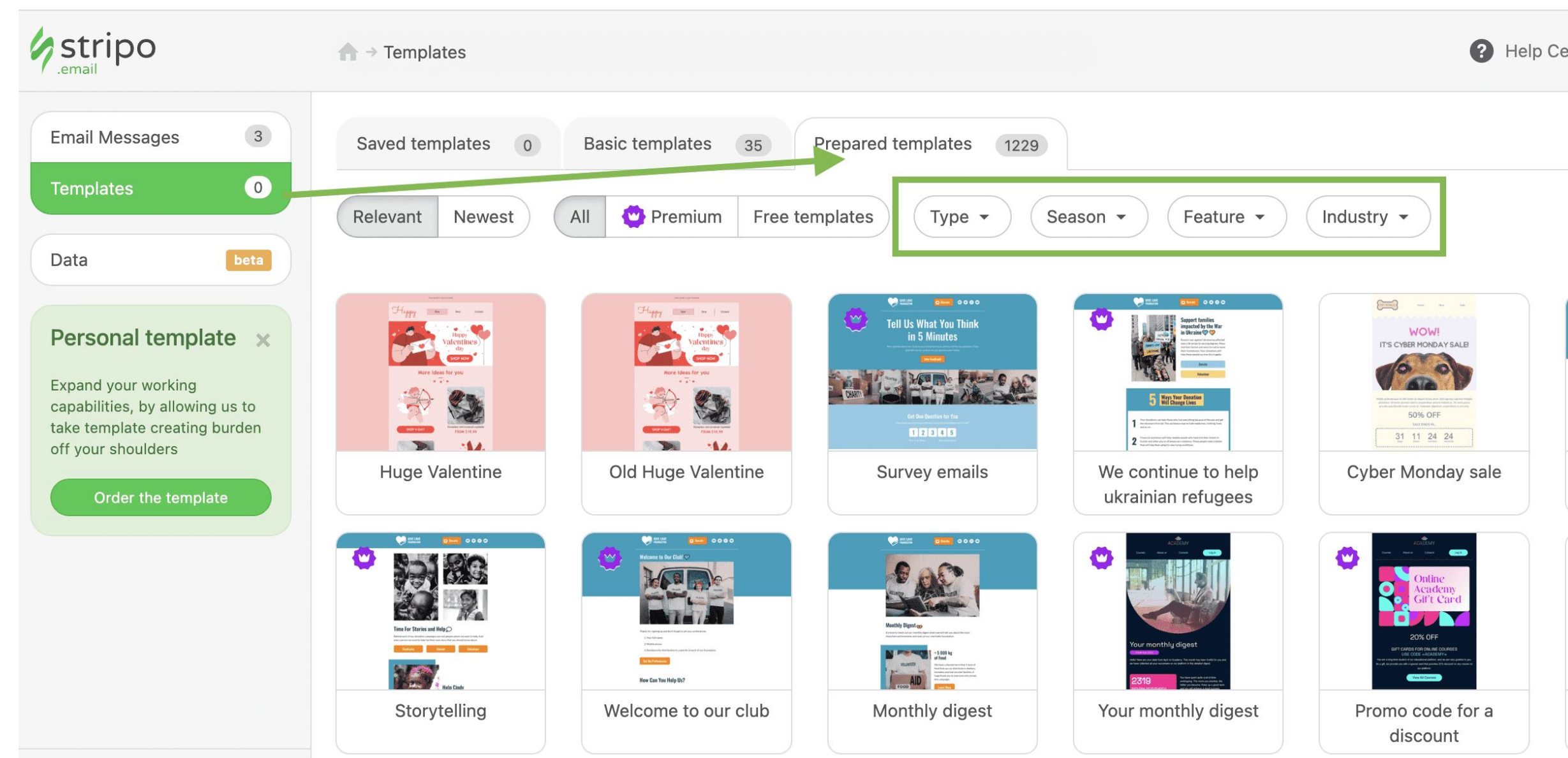
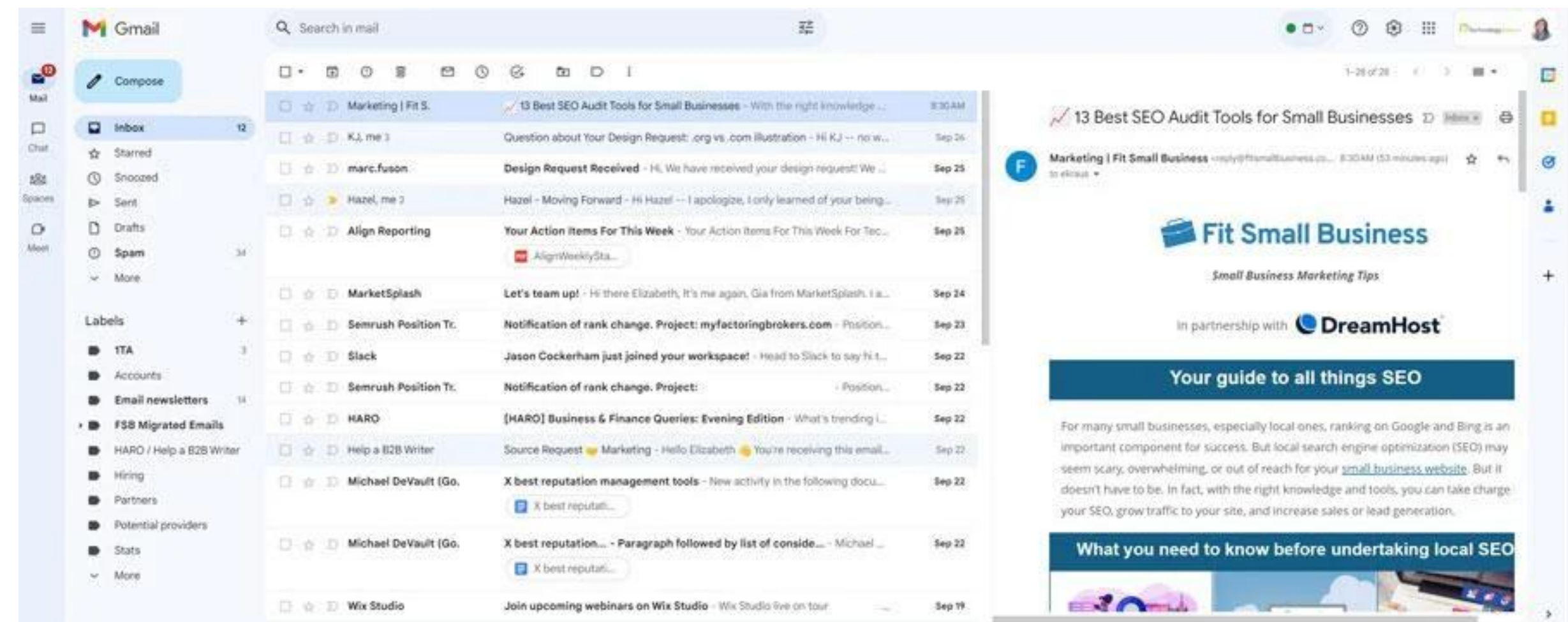


Invitation Webmail

Invitation webmail

Webmail is a new form of event announcement used by large companies to notify customer events and important announcements, it's basically an website-like email that has design theme of the company sent it, and has links people can click in, for example, to sign up for the event, look up the location of the event, and access the company's websites.

This is our department's first experience to build webmail so there are researches need to be done, for example, what functions does webmail have in common, and what does a sample webmail look like.



Invitation Webmail

Research



After comparing multiple webmail examples, I have discovered all of them allow people to access more detailed information besides the text provided, include but not limited to taking surveys, registering for seats, giving feedbacks, clicking into map navigations, and access company websites.

We have chosen Stripo as the webmail constructing tool, it's not quite expensive and runs smoothly on major website browsers like Google Chrome. It also allows our team to collaborate online during the design process.

The image shows a Shopify feedback email template. At the top is the Shopify logo. The main heading asks "How can we make Shopify work for you?" and states "We want your feedback about everything". The email is addressed to "Dear Matthew," and explains that the company is always working to improve its retail business and that the recipient's feedback is valuable. It offers a \$800 Apple voucher as an incentive to complete the survey by Tuesday, July 7th. A prominent green button labeled "Start the survey" is centered at the bottom. The footer contains unsubscribe and contact information for Shopify.

The image shows a "Quick Feedback" survey form. It starts with a smiley face icon and the question "How was your onboarding Experience so far?". A short introductory text asks for feedback on the product experience. The form includes a text input field for "Name of the courses that you registered earlier*", a dropdown menu for "Would you like to continue using our product?", and a 10-point rating scale for "How satisfied are you with our product?". A pink "Submit & Next" button is at the bottom. Below the form, there is a link to visit the website for more information. The footer includes social media icons and contact details for a company in New York.

The image is a blue banner for a Descript live session. It features the Descript logo and a "LIVE" indicator. The main text reads "Unlocking content creation & collaboration for marketing teams with Descript". Two speakers are introduced: Harmony Jiroudek, Customer Success Manager, and Jack Blanchat, Strategic Accounts Manager. The session is scheduled for Thursday, January 19th at 11 am PT / 2 pm ET.

How do marketing teams at companies like Masterclass, Chili Piper, and more harness the power of Descript to streamline and supercharge their content creation? Come to this session on [Thursday, January 19th at 11 am PT / 2 pm ET](#) to find out.

We'll show **you** how marketing teams of various sizes quickly create compelling content — social media assets, podcasts, YouTube videos, **you** name it. **You'll see** how Descript's AI-powered tools free marketers from the technical grind, so they can stay focused on storytelling, creativity, and collaboration. Join us live to get real-time answers from our team and learn how marketers get the most out of Descript.

This session will be recorded and sent out in a follow-up email to all registrants after the event.

Register [here](#) to join us on **Thursday, January 19th at 11 am PT / 2 pm ET**.

Save my seat

Project goal – Invitation Webmail

Step one

I first started with the layout and content about the event in Canva, reviewed with our manager on the contents and design style, then converted the visuals to the webmail building platform.

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空中客车航空商务学苑

2024年首届民航管理人才培养研讨会

AIRBUS

研讨会主题 | Theme

本次研讨会旨在探讨人才管理对于高效组织管理的重要性，共商管理中遇到的挑战和新趋势，以及思考相应的解决方案。

活动时间 & 地点 | Time & Location

2024年8月26号, 09:00 --- 17:00
空中客车中国公司, 北京市顺义区临空经济核心区天柱东路8号

活动时间表 | Agenda

09h00-09h30	办理手续
09h30-09h45	开幕致辞: 张绚, 空中客车中国公司事务与公共事务总裁 Adam McGonigal, 空中客车航空商务学苑CEO
09h45-10h15	空中客车及航空商务学苑介绍 --- 李日成, 空中客车航空商务学苑中国区负责人
10h15-10h40	集体照拍摄 & 茶歇
10h40-12h00	圆桌论坛: 共话人才培养 嘉宾演讲: 宁斐 --- 空中客车人力资源及工作场所副总裁 徐良 --- 中国南方航空培训中心干教部副经理 人才发展沙龙
12h00-13h30	欢迎午餐
13h45-15h15	走进空客: 参观华欧模拟机和直升机
15h15-15h25	茶歇
15h25-16h25	专家解析: 领导力领航新征程
16h25-17h00	会议总结暨闭幕致辞
18h00-20h00	欢迎晚宴

出行建议 | Transportations

出租车/专车: 市内打车到活动地点大约半小时到一小时, 建议提前一小时出发。
地铁: 花梨坎地铁站, 距离1.1公里, 步行约16分钟。
公交: 空港A区北站, 距离136米, 步行约2分钟。

酒店住宿选择 | Hotel Choices

- 全季酒店 (首都机场店) 含1份早餐大床房: 371元, 含2份早餐双床房: 479元
 - 据空客园区3.4公里, 打车预计8分钟
 - 距附近商圈祥云小镇5.8km, 打车预计14分钟
- 得瑞国际酒店 (北京新国展首都机场店) 2份早餐大床房: 581元, 含2份早餐双床房: 613
 - 据空客园区4.5km, 打车预计10分钟
 - 距附近商圈祥云小镇3.6km, 打车预计9分钟
- 桔子酒店 (北京首都机场孙河店)
 - 含1份早餐大床房: 477元, 含两份早餐双床房: 511元
 - 据空客园区7.4km, 打车预计17分钟
 - 据附近商圈祥云小镇8.1km, 打车预计15分钟
- 北京临空皇冠假日酒店高级大床房/双床房含早餐协议价: 681.1 (若想加一份早餐需加100元)
 - 豪华双床房: 含早餐协议价: 809.47 (若想加一份早餐需加100元)
 - 距空客园区2.7km, 打车约8分钟到达
 - 距祥云小镇 (附近商圈) 4.1km, 打车约11分钟到达
- 北京首都机场东海康得思酒店
 - 大床房含早餐协议价: 700
 - 双床房协议价 (含一份早餐): 700 (若想加一份早餐需加100元)
 - 距空客园区7.3km, 打车约17分钟
 - 据祥云小镇9.3km, 打车约23分钟

活动当天天气信息 | Weather

星期日 2024-08-25		晴转多云	23°C ~ 31°C
星期一 2024-08-26		晴	20°C ~ 31°C
星期二 2024-08-27		晴	20°C ~ 32°C

安全提示 | Safety Tips

当您在空客场所参观、培训时:
请时时将访客卡戴在明显处
请遵守所有类型的标志
安全使用人行道并小心车辆
遵守吸烟和使用电子设备的规则
对不安全的情况保持警惕

如果您遇到紧急情况:
带上处于危险中的人
使用指定的逃生路线
不要使用电梯
在指定集合店集合
通知Airbus Beyond代表紧急情况

公司介绍 | About Us

Who we are? | 我们是谁?

我们是空客全资子公司。
我们引领人才和组织超越现有界限, 为航空业树立新标准。

What do we do? | 我们做什么?

我们引领超越。
我们赋能专业人士, 助力其应对航空业挑战, 点亮创新之光。我们赋能团队组织, 助力其拥抱变革。

What do we deliver? | 我们提供什么?

我们提供数字为先、面向全球的航空业人才培养解决方案。

联系我们 | Contact Us

日程安排: 聂丽军, grace.nie@airbus.com, 01080475109, 13810840531
会务: 李姝, shu.li.external@airbus.com, 01080475308, 18907128367

公司地址 | Company Address

空中客车中国公司
万源博航
营业时间: 周一至周五 09:30-18:00
直线<100米
顺义区临空经济核心区天柱东路8号2楼
电话: 西1门 18907128367 北1门 01080475109

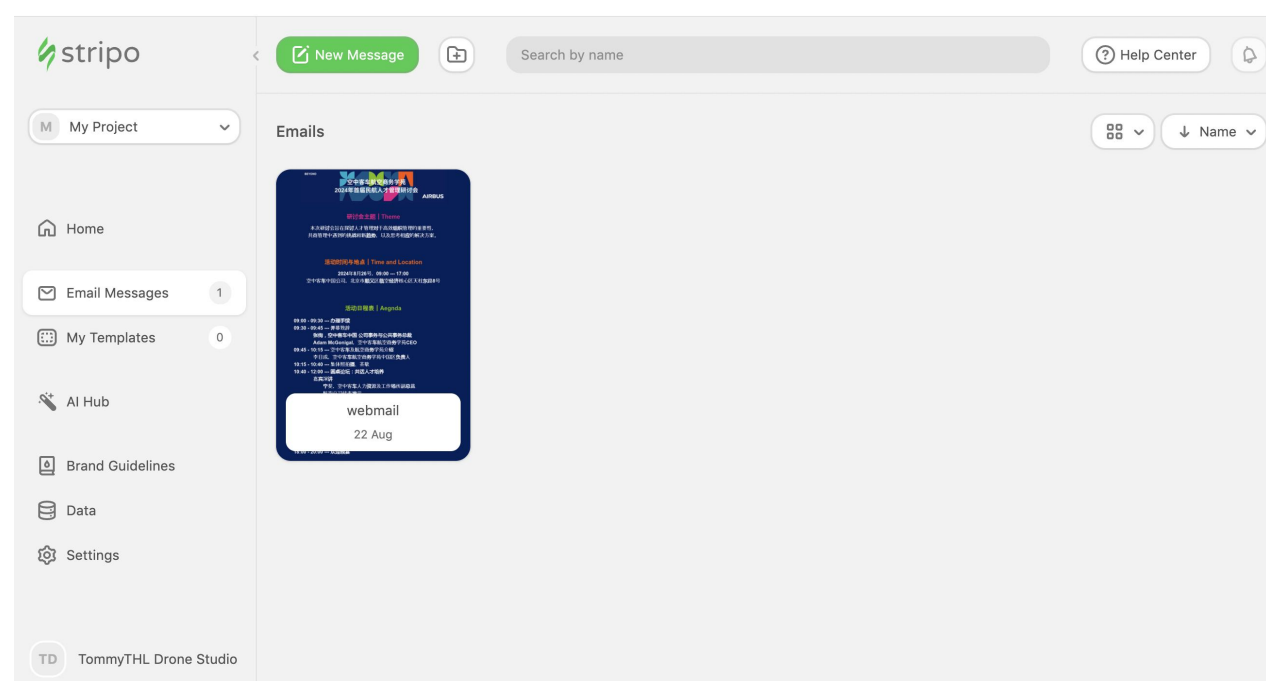
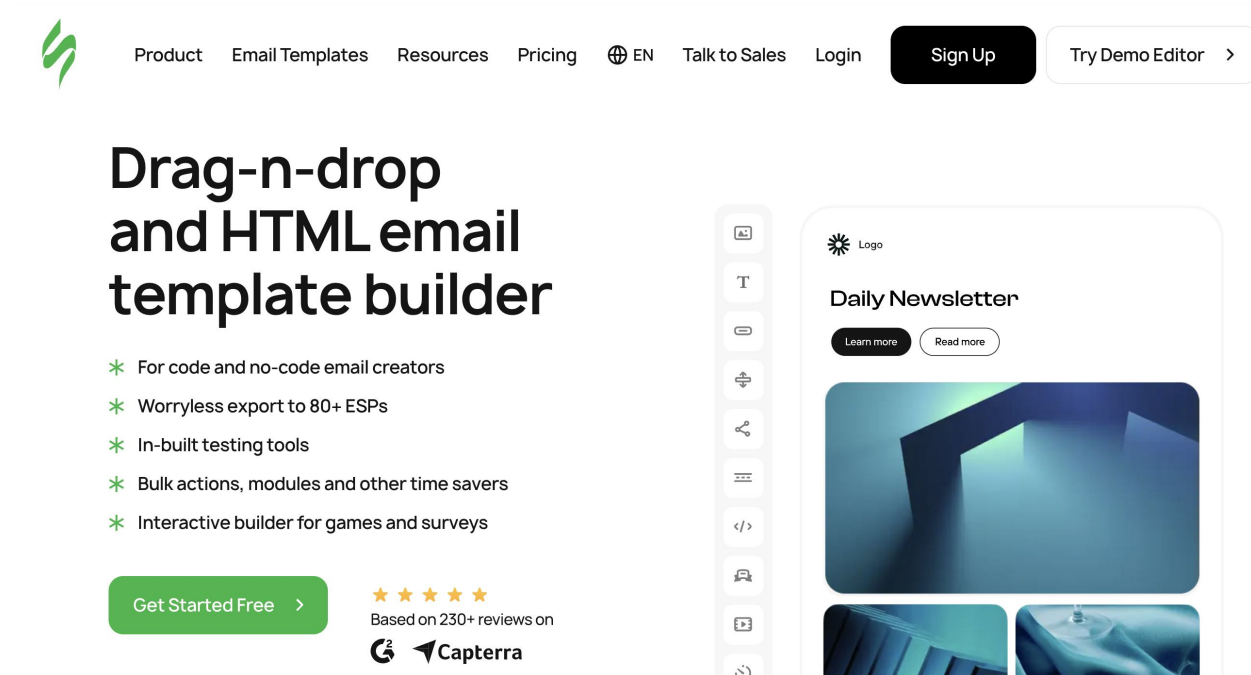
空中客车航空商务学苑 | Airbus Beyond
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<https://beyond.airbus.com>

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Invitation Webmail

Step two

Learning about the Stripo platform to create and layout the approved content and design. Adding the website link and making sure the url is directing our customer to the right place.



Step three

I collect some pictures that helps the customer representatives understanding the location, weather, and schedule of our customer event, including a picture of the company building, a weather information screenshot, and a QR code of our company's social media platform.



08/25 周日



小雨

22~30°C

08/26 周一



大雨

21~30°C

08/27 周二



小雨

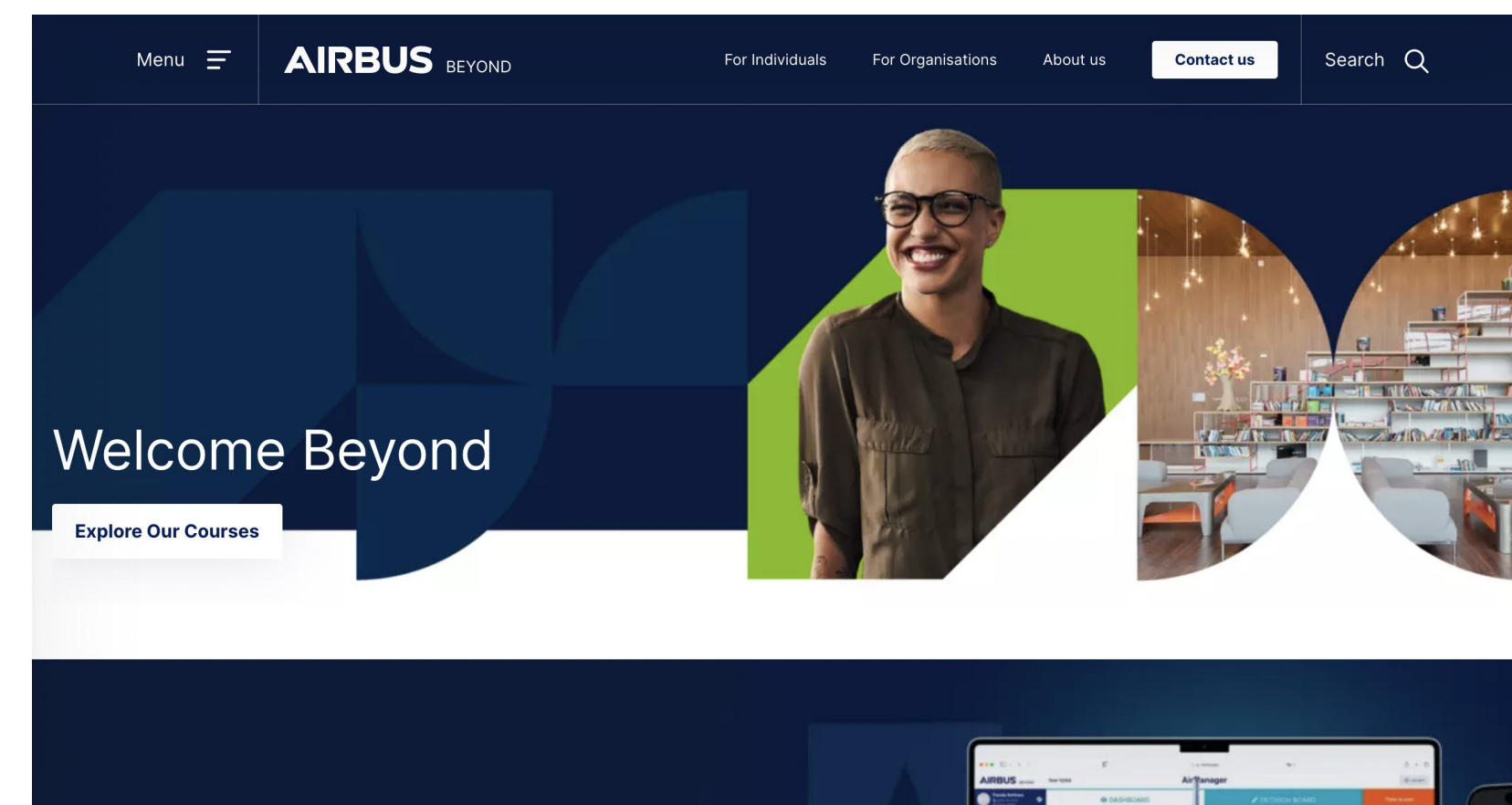
20~31°C



Invitation Webmail

Step four

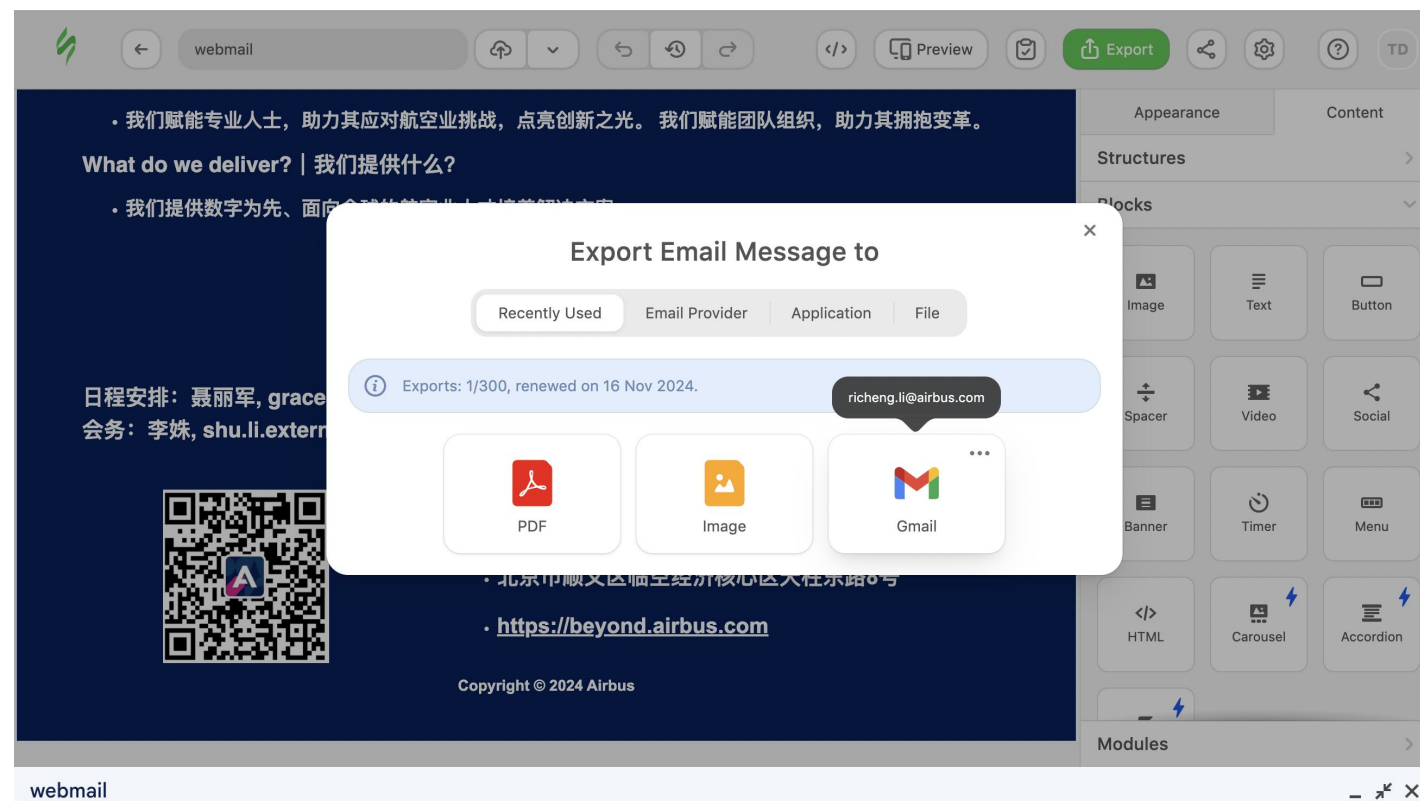
I updated the design elements to the webmail building platform, also added the company website to the title of the webmail, which can be clicked.



Invitation Webmail

Final deliverables

I also added the live weather forecast information to the weather forecast picture, since the weather can change anytime. After reviewed with managers, the content was converted into a HTML code which can be pasted in an email and then turns into a webmail, which is visible to customer representatives as a graphic with functional links that direct audiences to the company websites.



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BEYOND

空中客车航空商务学苑
2024年首届民航人才管理研讨会

AIRBUS

研讨会主题 | Theme

本次研讨会旨在探讨人才管理对于高效组织管理的重要性, 共商管理中遇到的挑战和新趋势, 以及思考相应的解决方案。

活动时间与地点 | Time and Location

本次研讨会旨在探讨人才管理对于高效组织管理的重要性, 共商管理中遇到的挑战和新趋势, 以及思考相应的解决方案。

https://urldefense.proofpoint.com/v2/url?u=https-3A__beyond.airbus.com_en&d=DwMFaQ&c=slrrB7dE8n7gBJbe00g-IQ&r=npg4LPuRQ9Ms_LDNnhULTQ&m=RHnoW4dZu10dQcXw9szT1f4sCKImVwrau-iKEEUvXoAP1SaC885gT6v6kxA0XZaL&s=0qZz5UGGLmH4yn91XXRGZM7LtrOJZ5WaMQACHzJm1M&e=

The email link of the Airbus Representatives also works.

<https://viewstripo.email/187911bc-3a66-484e-9bab-44393483449e1723794211639>

Name cards and invitation cards

Ideation

In customer events and conferences, invitation cards will be sent to people before they start the event, and name cards will await on the tables to guide people to where they should sit.

The team had a discussion about the theme of the name cards and the invitation cards. We all agreed the design should contain Airbus elements and show the theme of flying.



Project goal – name cards and invitation cards

Research

The team all agreed that the design theme of the invitation card can be a boarding pass which combined with the elements of Airbus.

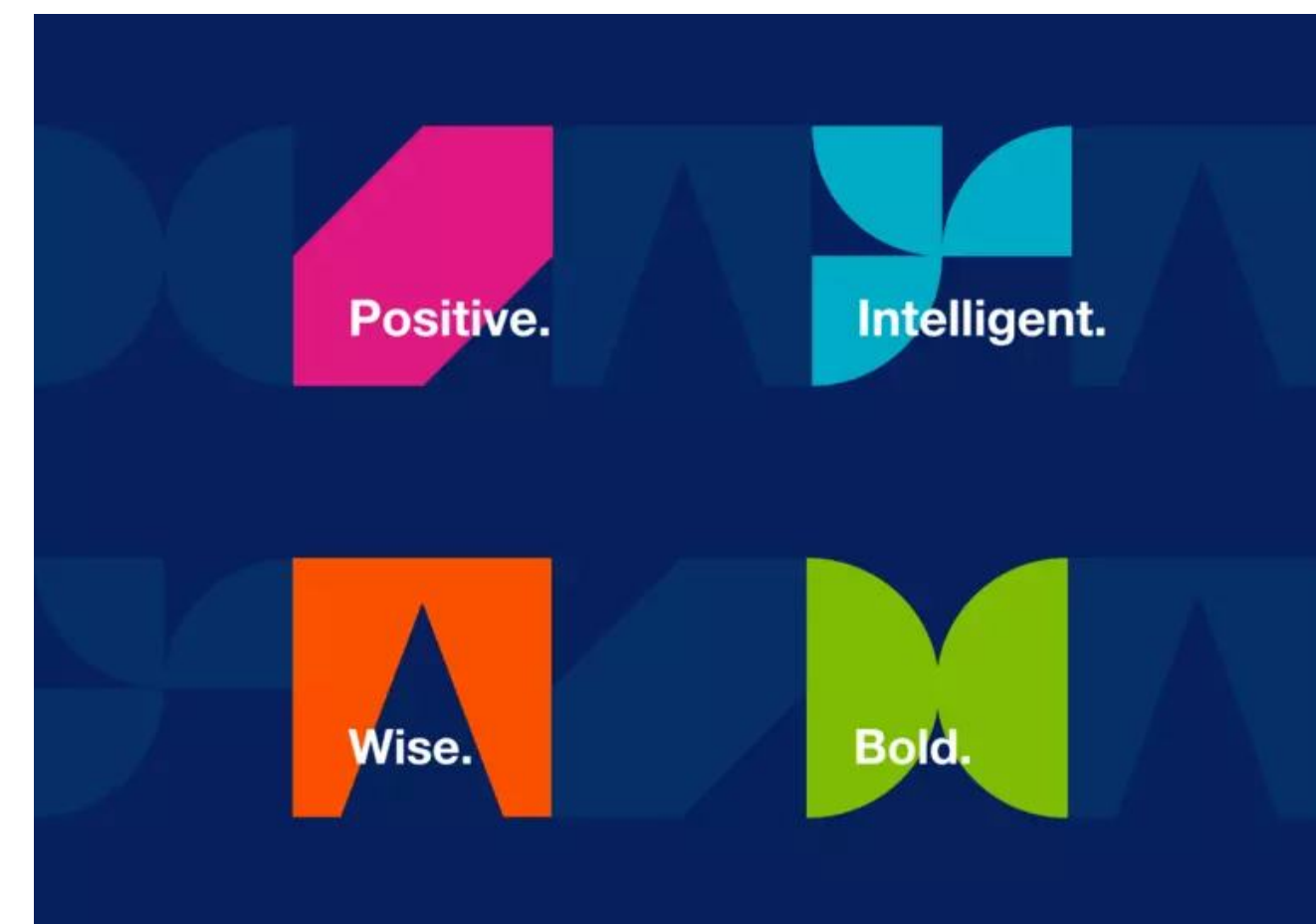
The name cards, which should appear on tables, will be designed as the outlook of regular triangular-shaped name cards, but should also insert some Airbus elements there.



Name cards and invitation cards

Background idea

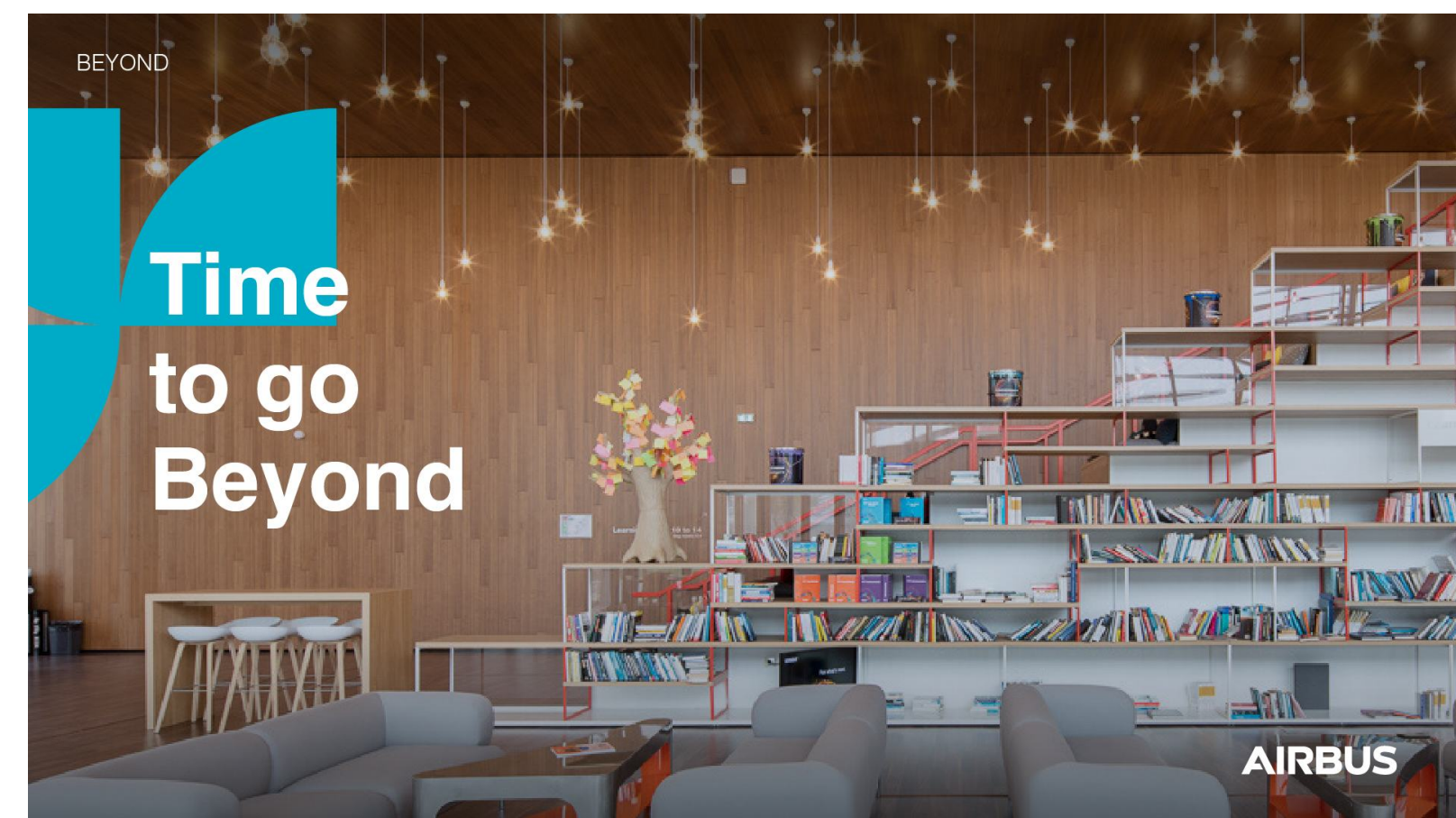
The first background design of the invitation card was a combination of the Airbus Beyond patterns, the idea is to communicate the Airbus vision and focus on a flat pattern bold color pattern. After reviewed with the team, the feedback is the mixed pattern seems a bit to messy and busy from visual perspective.



Name cards and invitation cards

Background interaction

The second iteration design of the invitation card background is to replace the pattern with picture of Airbus headquarter. From discussion with our manager and team to create the clear and cozy vibe, with additional layer dimmed to make the texts clear enough to read.



Name cards and invitation cards

Content design

For the invitation card content, I still adopted the Airbus beyond patterns but were only used for decoration of texts.

I also added an element of airplane windows that circle the important information, like time, room, and seat number.

Air tickets also have a meaning of flying far and high, meaning the relationship and cooperation between the customers and Airbus will continue to grow. With added the schedule at the back of the invitation card so the customer representatives can also see the full schedule by flipping the invitation card.



Name cards and invitation cards

Content iteration

I enhanced the text alignment issue in the early draft and I added the schedule at the back of the invitation card so the customer representatives can also see the full schedule by flipping the invitation card.



Name cards and invitation cards

Final deliverables

I applied the same design ideas to the triangular-shaped name cards. It's background is also the photo of Airbus Headquarter. The text is assignment with the theme color of Airbus. I designed this upside-down layout because after it is printed out, it can be flipped through the middle and form a triangular shape.



Finally

All of those materials were finished in time and have all checked by the manager before they were delivered to the customers.



Conclusions

Take aways

During this design process, I advanced my Figma skills, like creating a presentation and meanwhile using the skills I have learned in UI/UX design to make the presentation look better. I also stored all those materials in the cloud drive of Airbus Beyond so every team member can still access it in the future and look for ideas before the next customer event.

I also gained much more experience in problems solving, especially for the first time trying certain design software and designing so many materials. I will continue to enhance my skills of using those design software in the future.

