



## Transforming the Chicago Department of Aviation's Digital Brand

### Project Overview

Blackwell Global, a CGN Global subsidiary, set out to provide travelers, tourists and airport visitors with an integrated flight and city experience while increasing revenue for the airports and collaborating businesses. Through dynamic website enhancement and redesign, full mobile capabilities and social media integration, our vision was a one-stop site for a hassle-free, exciting Chicago interaction.

### Business Objectives

Blackwell Global aimed to achieve this vision through a highly dynamic, world-class website that delivers an exciting and intuitive user experience. The digital business redesign included strategy recommendations, user experience planning, visual design development and usability testing as well as software and security framework development, testing and implementation. The site would include airport/city navigation functionality and social media integration. It would also include a vehicle for revenue generation via 3<sup>rd</sup> party business and service partnerships. This interactive website was to have full mobile capabilities to enhance user experience on the go and within the terminal.

### Special Challenges

- Make complex technologies and interactivity extremely simple for end users
- Create a seamless end-to-end customer flight experience
- Allow scalability and simple addition of new features, structures, terminals to the airport interactive map
- Develop interface to existing systems
- Make website completely compliant with the Americans with Disabilities Act (ADA)

### Our Approach

Blackwell's central goal was to adapt complex technologies to create an integrated, intuitive user-friendly site. Research and analysis was performed on aviation websites around the

world to determine the key ingredients necessary for a world-class user experience.

Blackwell developed the website on Microsoft SharePoint while utilizing many other technologies to allow for interactivity. Data was integrated from all areas of the airports for mapping functionality which included hundreds of thousands of permutations organized and managed by Blackwell. The website was custom designed and developed from the ground up for a truly unique, highly innovative travel and city experience.

Throughout the engagement, Blackwell practiced disciplined Quality Assurance to ensure superior work as well as comprehensive Project Management to guarantee objectives are met and client expectations exceeded.

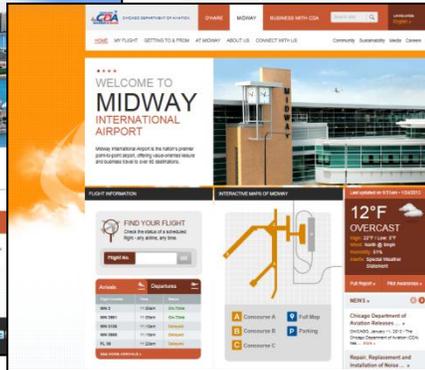
### Business Results

- Hand-picked by Microsoft as a "SharePoint Site of the Month" for December 2012
- Dynamic umbrella site for Chicago Department of Aviation and separate sites for O'Hare and Midway airports
- Created a "one-of-a-kind" mapping tool and navigation experience for both traditional desktop and mobile platforms that is unique in the industry
- "Curb To Gate" functionality to seamlessly direct users from their home to the terminal
- Comprehensive business portal for vendor/ contractor collaboration
- Excursion tool for Chicago destinations, transportation, activities and more
- Inter-airline/ airport flight-search capability for alternate flight options due to missed or cancelled flights
- Fully compliant ADA website without sacrificing interactive functionality or creative design

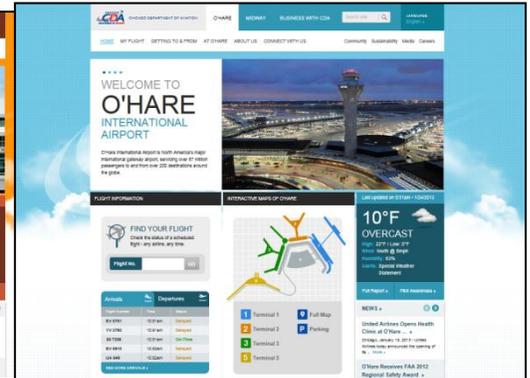
## Home Pages



Midway Home

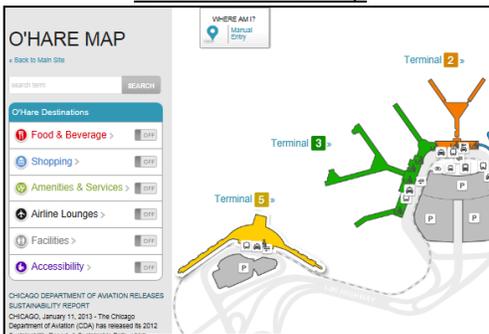


O'Hare Home

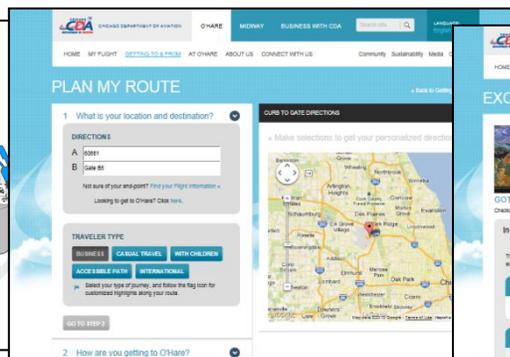


## Mapping and Navigation

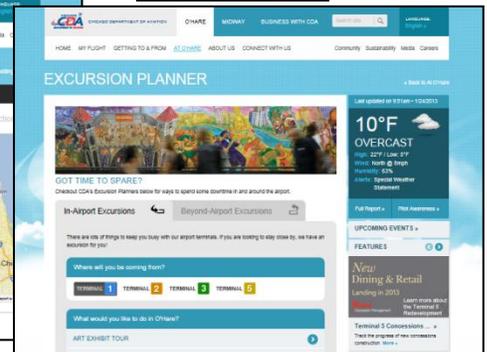
O'Hare Terminal Map



Curb To Gate

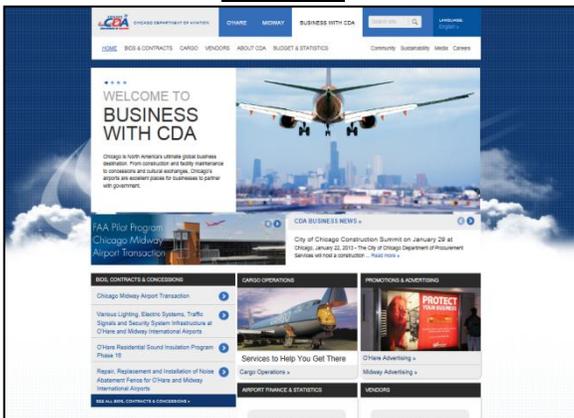


Excursion Planner

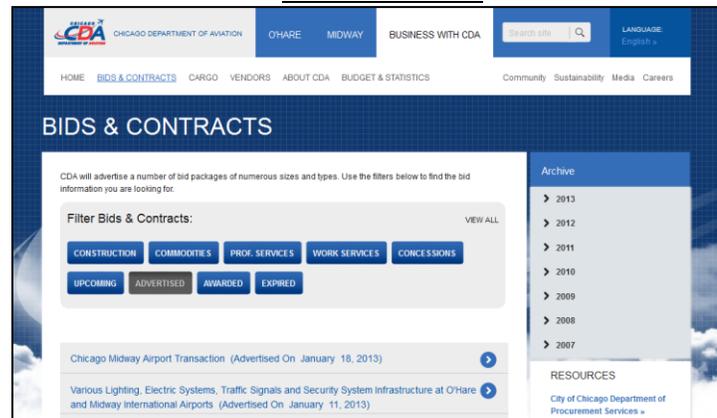


## Business with CDA

Home Page



Bids and Contracts



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