

Blue Skies Flight Training

Design Brief

I. Introduction

Blue Skies Flight Training is a world leader in recreational and private pilot training. BSFT's main goal is to spread the joy of flying that its skilled, experienced, and professional pilots have enjoyed for a combined 70 years. BSFT also wishes to increase their awareness in the Pembroke Pines community through business partnerships and existing sponsorships of a Make-a-Wish chapter and Skies-the-Limit outreach program.

II. Website Goals

- Promote Blue Skies community involvement.
- Become a first stop for flying and flight information, like outings, weather, rentals, lessons, ...etc.
- Increase student enrollment by 15% in 1 year.
- Be a network site for local pilots and staff as a communication hub for corporate information.

III. Site Outline & Organization

The Blue Skies Flight Training web site will be broken down into 4 main sections: program information, Blue Skies background and staff information, contact information, and community involvement. The home page will contain featured content, such as recent news, current weather at the airfield, featured photos or videos, and announcements for Skies-the-Limit. The program section will include information on the ground school and flight lessons, as well as the student referral program.

1. Home

- 1.1. General Information
- 1.2. Current weather at the airfield
- 1.3. Skies-the-Limit / Into the Blue Skies Information
- 1.4. Student Referral Information
- 1.5. Featured Video

2. Programs

- 2.1. Ground school
- 2.2. Flying lessons

3. Tours and Rentals

- 3.1. Tours (with pilot)
- 3.2. Rentals (you are the pilot)

4. About

- 4.1. Staff
 - 4.1.1. Staff information
 - 4.1.2. Founder and owners
- 4.2. Equipment
 - 4.2.1. Photos

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Blue Skies Flight Training
Web Site Design and Planning

4.2.2. Descriptions

4.3. FAQ

5. Community Involvement

- 5.1. Local business partnerships
- 5.2. Skies-the-Limit Benefit Information
- 5.3. Make-A-Wish Chapter Information
- 5.4. Blue Skies in the local press

6. Contact

- 6.1. Location
- 6.2. Hours
- 6.3. Phone and email
- 6.4. Contact form
- 6.5. Refer a friend form

IV. Technical Specifications

Screen Resolution: 1024x768 and larger

Supported Browsers: Firefox 3.6+, Internet Explorer 6+, Chrome 10+, Safari 5+

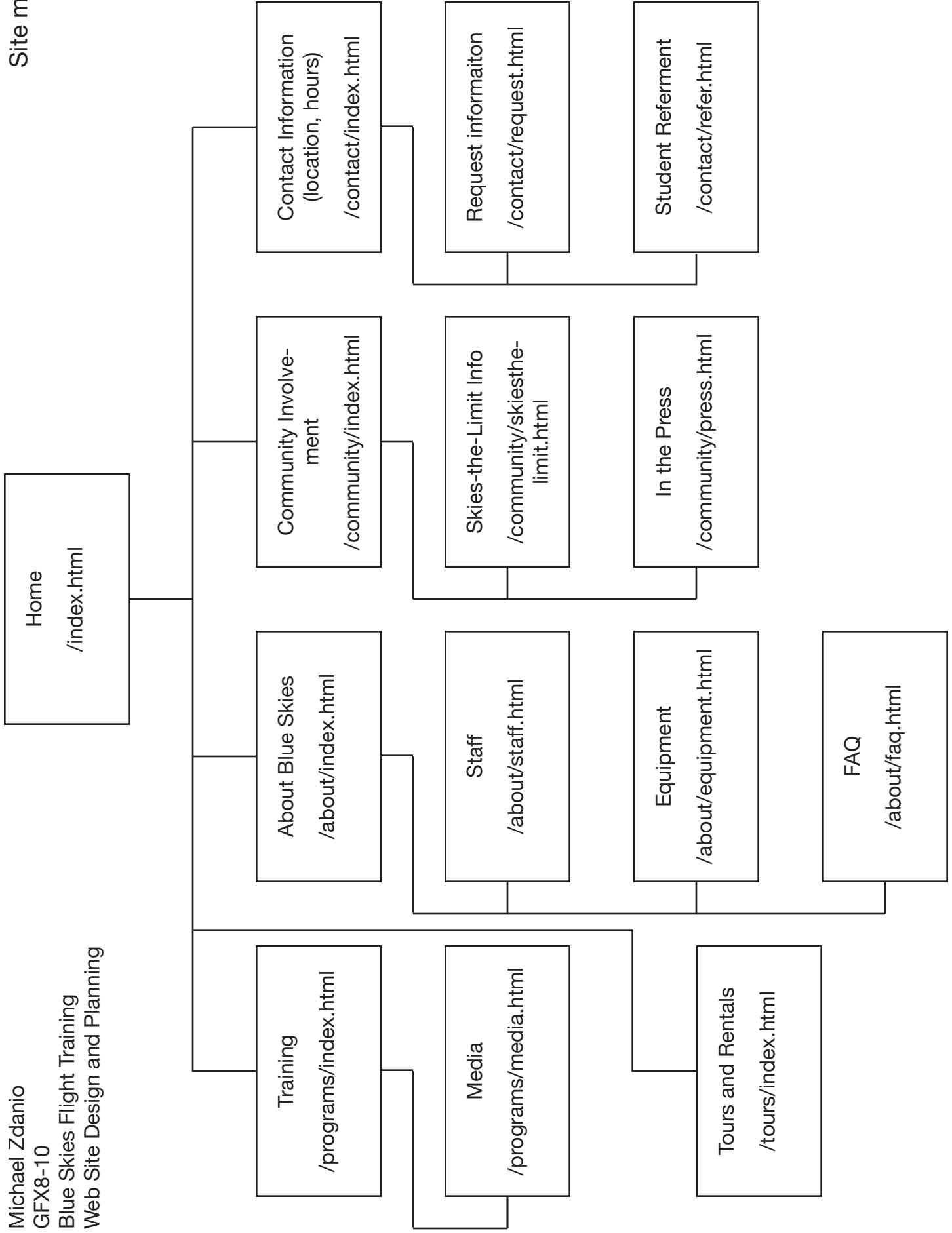
Page size: 50K-150K

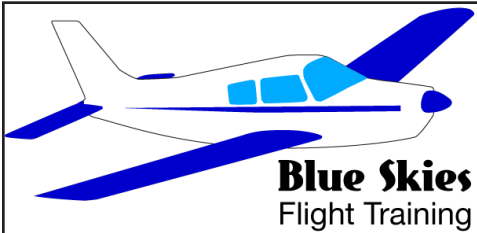
Fonts Used: Verdana, Arial, Helvetica

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Site map





(123) 456-7890

Main Navigation

Newsletter Signup

Featured Content Block

Featured Content Block

Content Area

Featured Content Block

Featured Content Block

Sidebar Content

Footer with Secondary Navigation



Blue Skies
Flight Training

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Main Navigation

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