



# Creative web design

Mixjet flight support website

Project by

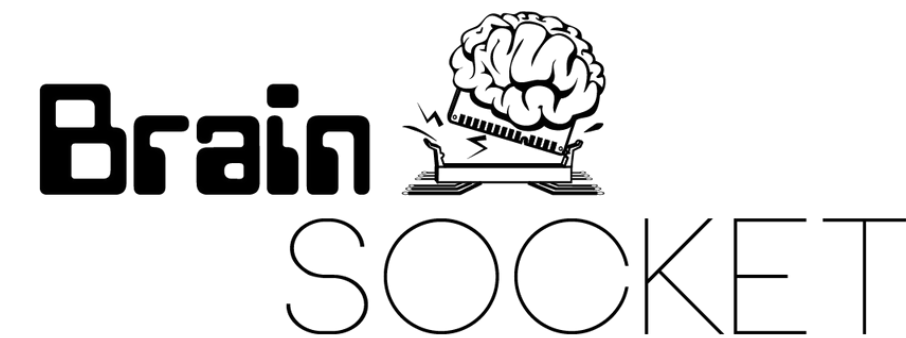


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## About the Client

MixJet is an international Flight support provider that offers logistic services for Airlines and private jets owners helping them with the flight permits, Aircrafts maintenance and fueling and lots of other flight-related logistic services.



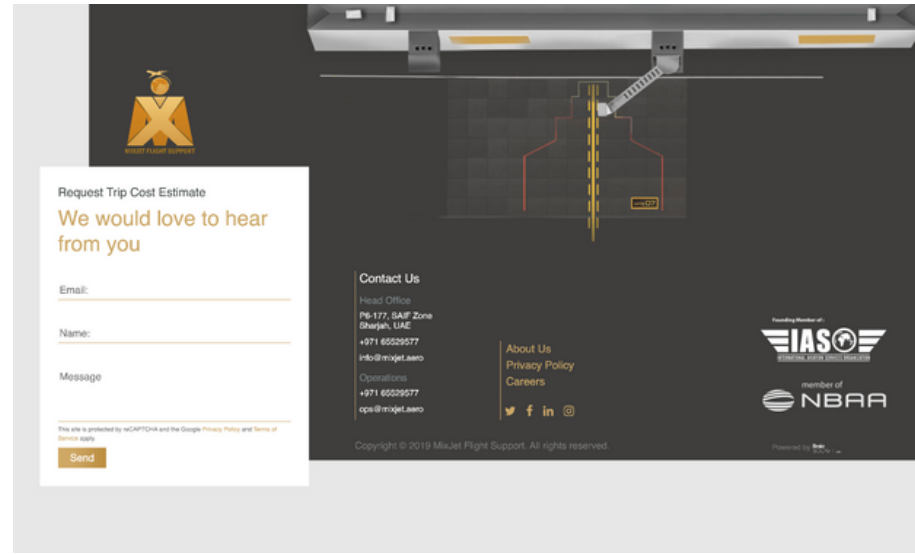
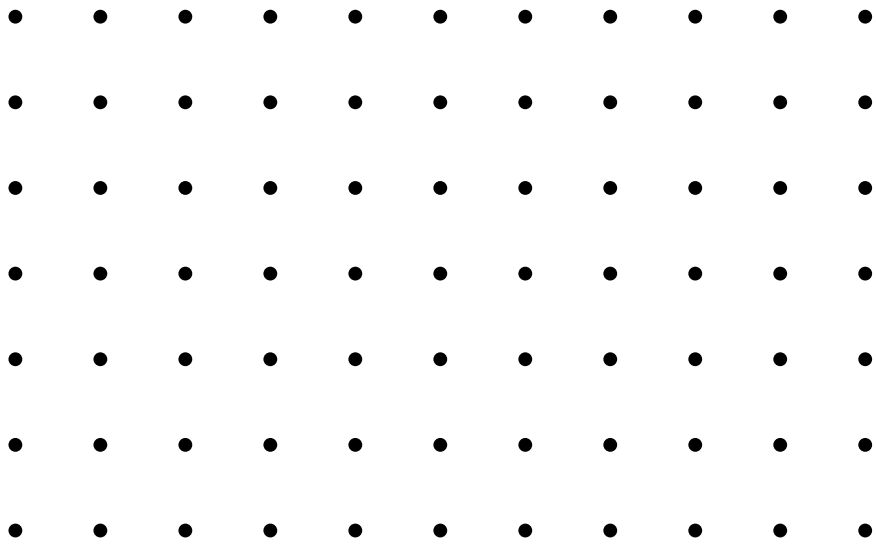
## About the Agency

Brain socket is a creative digital services studio based in syria with a deep focus on the modern advanced software development technologies, we work with well established companies and entrepreneurs of various sizes on building their startups and solutions and equip them with the technologies, software tools and marketing material based on their exact needs

# Project Background

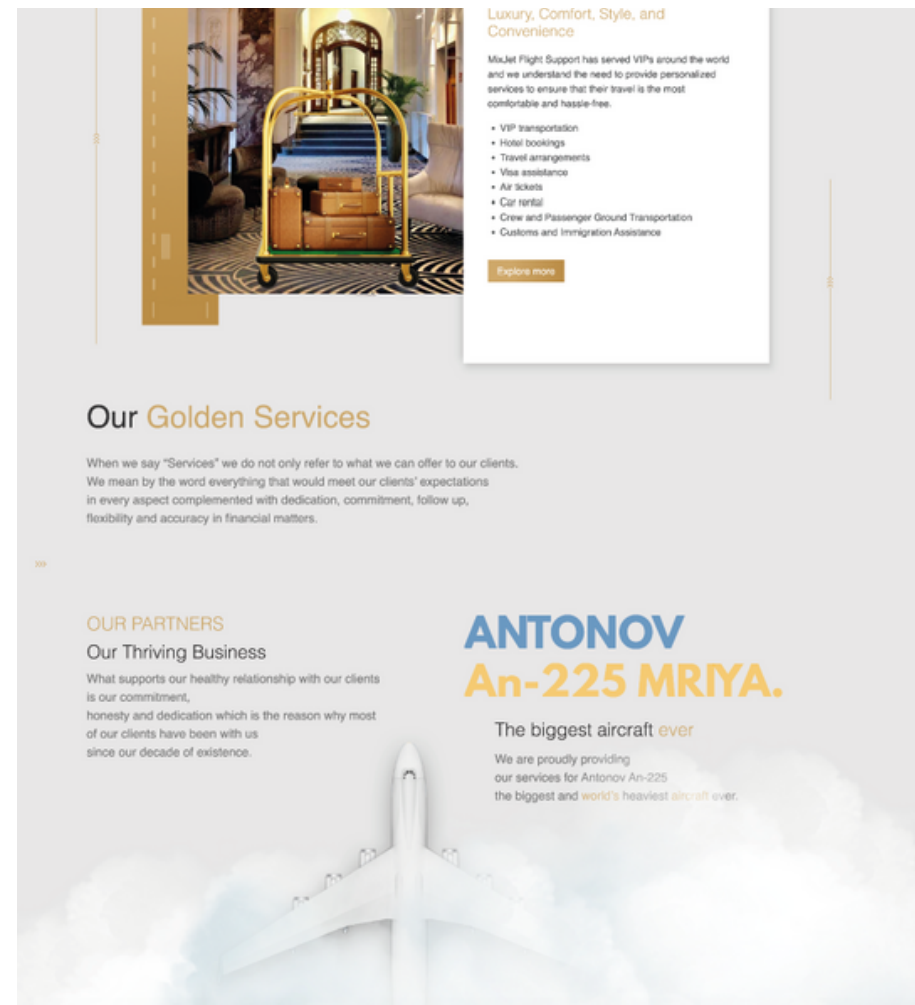
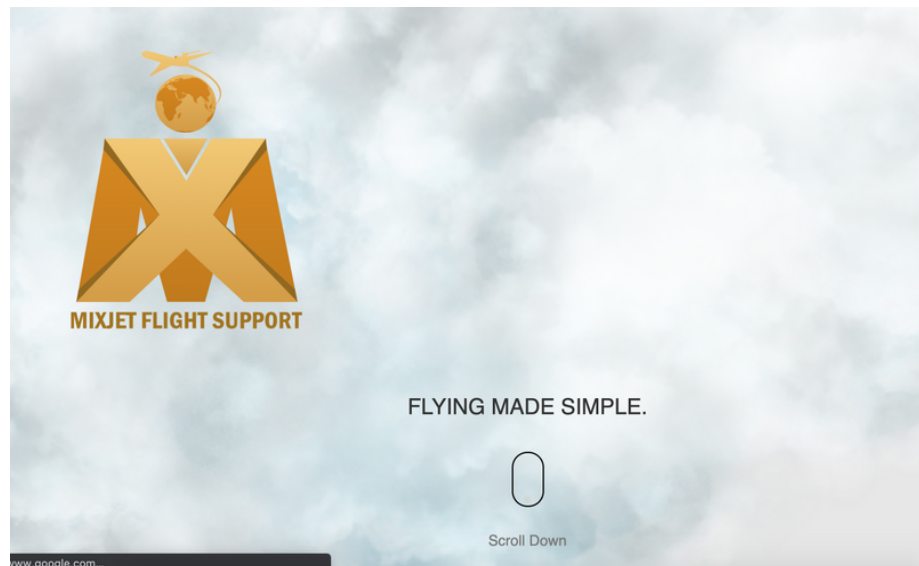
Aug 26, 2020

HTTPS://MIXJET.AERO/



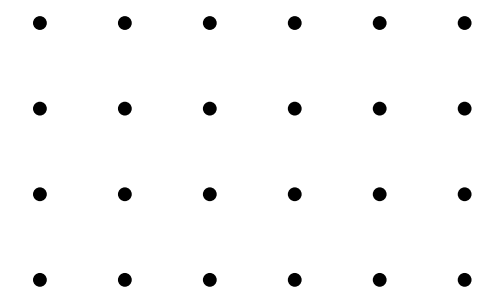
# Project overview

A creative web design project that we have done for Mixjet featuring a unique navigation experience and expressive animations that presents the services of Mixjet company in an attractive and unique way

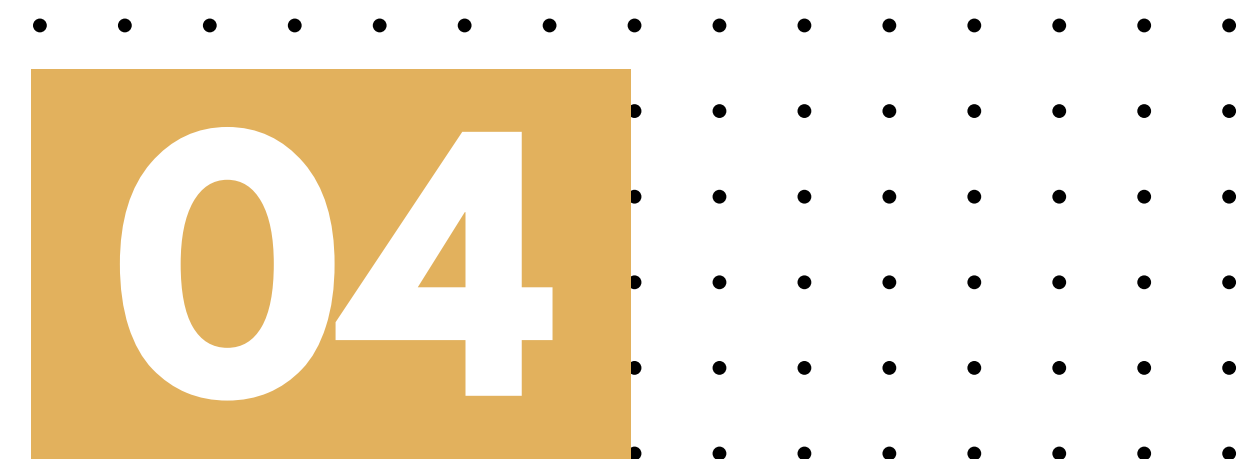


03

# Shortstory Creative Brief



THIS IS A SHORTENED VERSION  
OF THE CREATIVE BRIEF WE  
CREATED FOR THE PROJECT ON  
BEHALF OF THE CLIENT



## 01 Project Objective

MixJet is intending to participate in the world-class flight event "Dubai Air Show", its an international fair that takes place once each 2 years in Dubai and Mixjet wants to stand out among the other flight services providers during the event with a stunning website that is out of the box

## 02 target Audience

Clients of Mixjet are mostly private jet owners and VIPs who do flights occasionally, they look for a full-service provider that they can trust, they are not savy about the service its self and you can easily lose their attension.

## 03 MixJet image

Mixjet promotes it self as a full-service flight support company with high quality services and precise timing, creative yet in the same time formal and professional

## 03 The message

MixJet is one of the biggest players in the filed of flight support and its the only provider you need



# 05

# The Website Concept

## Overview

the Unique navigation experience  
the art style  
How to showcase the services  
details pages

# Simulating the trip of a plane

the main concept of the website

## The first impression

to make sure the first interaction of the user with the website leaves a good impression we have introduced a welcome page for the website that features at the beginning the logo and slogan of the company .

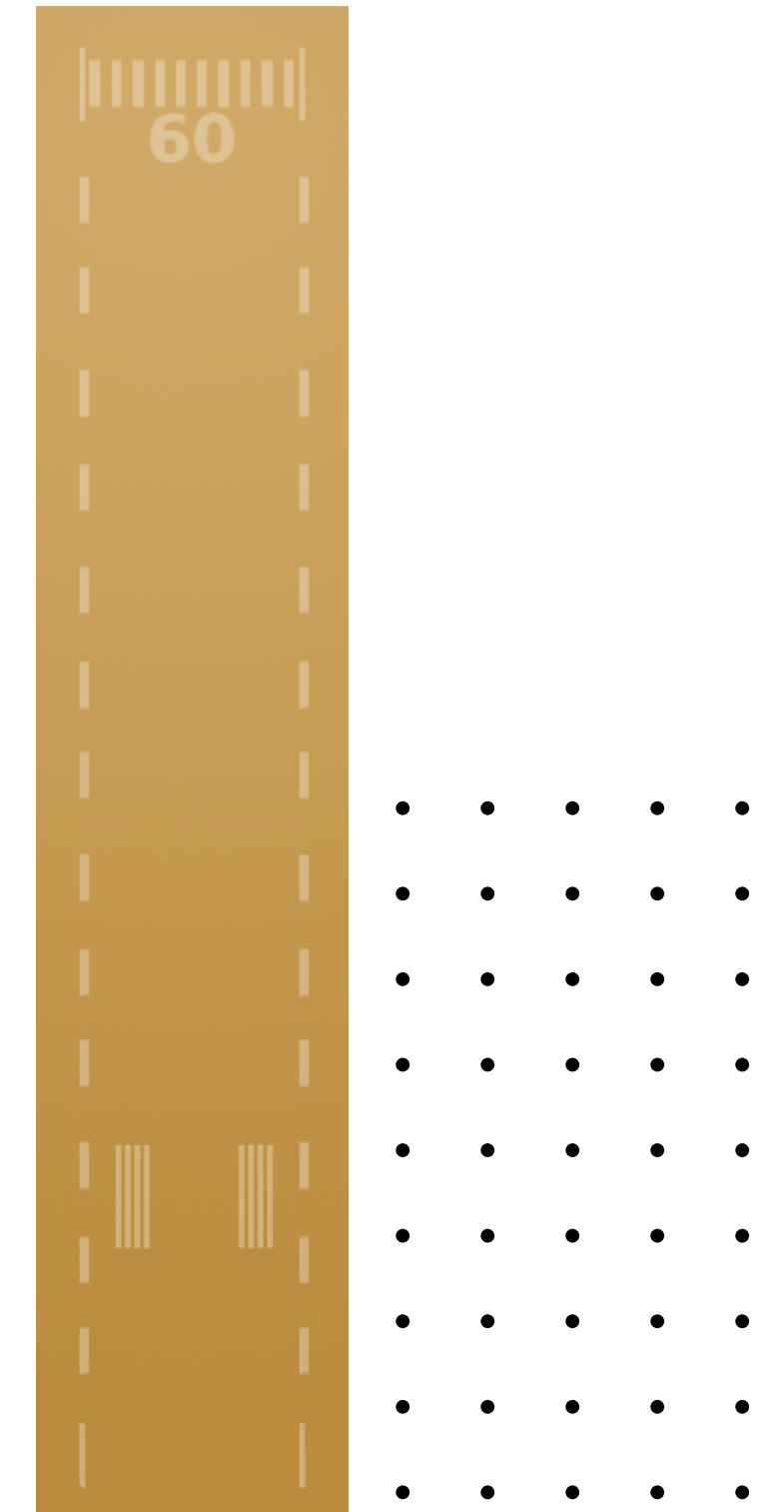
once the user tries to scroll the website as he usually do with any website he will find himself diving through the clouds into the second scene of the website, an unexpected behaviour that will guarantee the user will be engaged enough to keep on surfing the website.

## Planes go up ..... the website should too

the main idea of the website is to simulate the trip of a plane from taking off at the website header till landing on the website footer while going through all the company services and website sections during this trip, so we reversed the positions of the header and footer the user will start his journey on the website header at the bottom and finish at the top, this reversed scrolling behaviour will also surprise the visitor and fuel his curiosity to navigate the website.

## No navigation bar

most websites usually have a navigation bar at the top to help the user navigate through the sections of the website, yet in this case we decided not to implement a navigation bar though it's the convention just to keep the scene more seamless and that the view port should not contain any fixed element on the screen that move with the user scroll except the plane.



THE DESIGN CONCEPT

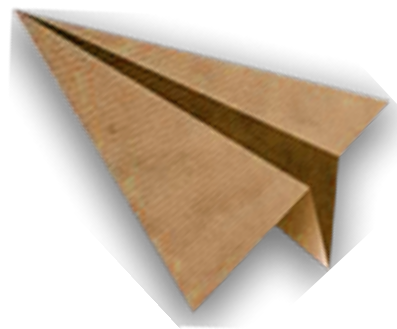
# Simulating the trip of a plane

the main concept of the website



## A loader that is relatable

to make sure the website is being presented to the user only when its properly loaded we have introduced a pre-fetch page that shows a dark BG with loading spinner in the center that mimics the rotation of Jet engines just to prepare the user for what he is going to see



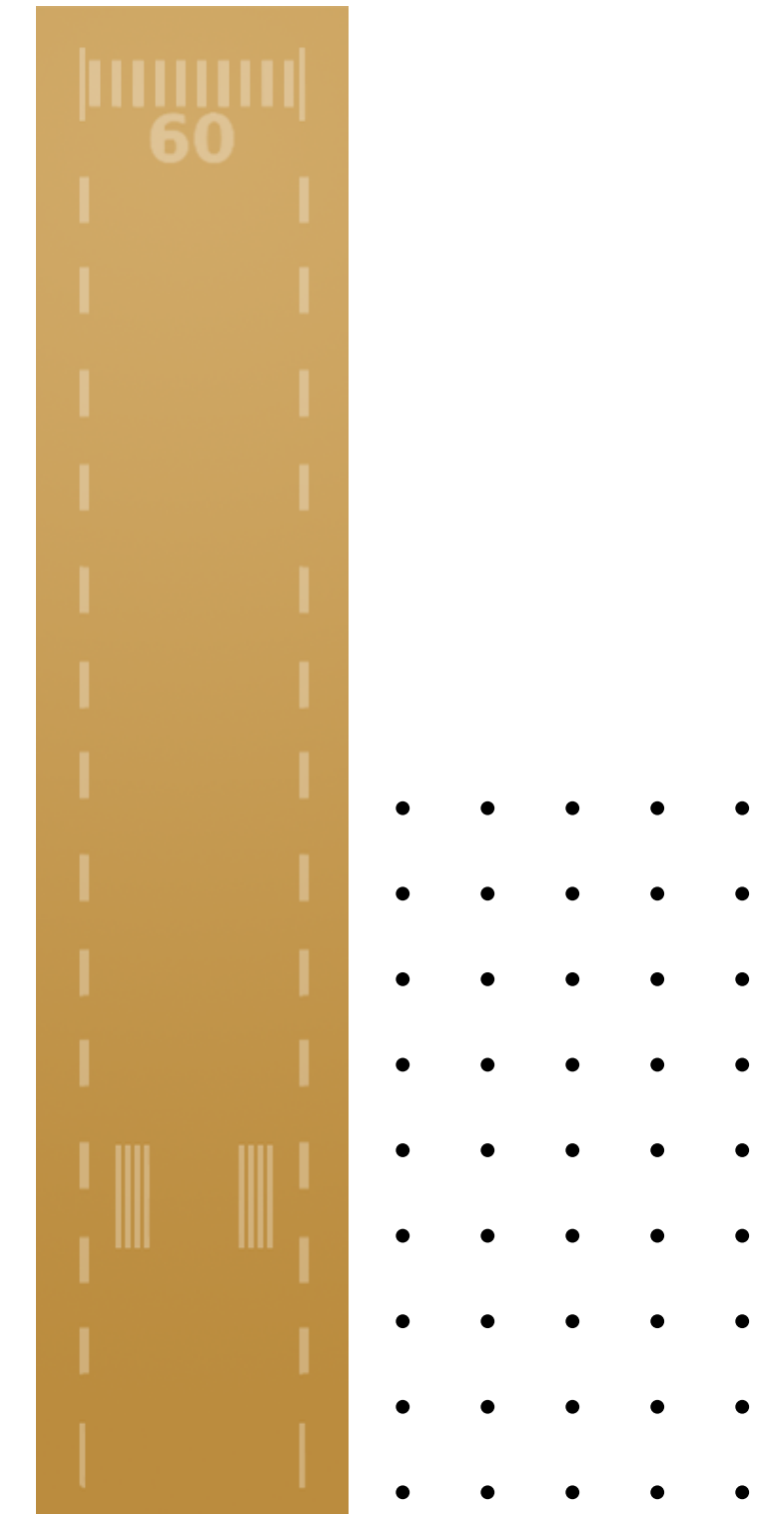
## Meaningful services animations

the main Plane animation comes with a downside, it might distract the user from checking the actual content and services in the website, so we implemented some eye-catching and meaningful animations for the services sections each one represents the core of the services in discussion.



## Seamless transition into the details pages

Navigating into the services details pages happens instantly without the user having to wait and see a blank page till the new page gets loaded like other traditional websites,, also this transition happens with an animation that involves ascending the camera into the clouds "except for the Blog pages these where a latter addition per the client request"



THE DESIGN CONCEPT

# Some of the Challenges

## 01 Size optimization

though the website makes a heavy use of animations and art resources we have utilized lots of advanced techniques to make sure the loading time stays acceptable "5.5 MB" which is considered as very acceptable size in this category of websites

## 02 Responsiveness

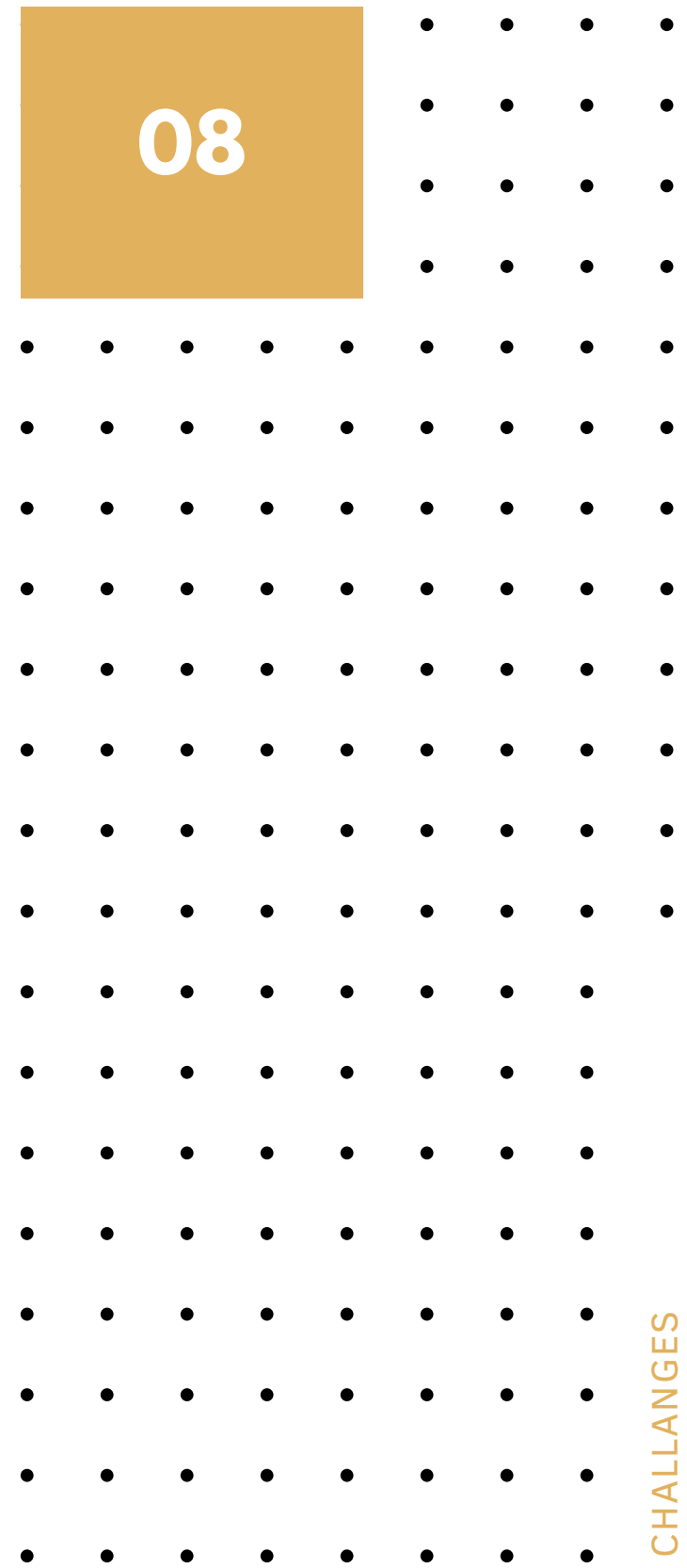
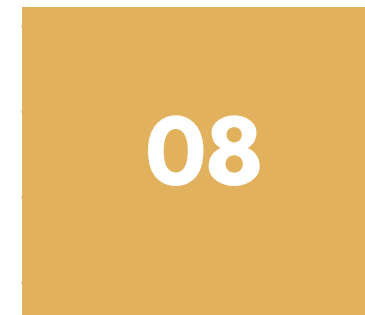
MixJet is designed to work on all browsers sizes, even on mobile, this was not an easy task to do specially with the heavy use of animations and custom scroll

## 03 Clouds dive effect

Implementing the clouds dive effect in the first scene of the website involved using some edge technologies, techniques and features of modern day browsers to achive this 3D effect of diving into the clouds

## 04 Custiom scroll behaviour and reversed scroll

the way that the website behaves when the user scrolls is nothing like the default behaviour of the browser, this meant that we needed to implement it back from scratch on our own and handle lots of cases specially with the mobile application browsers

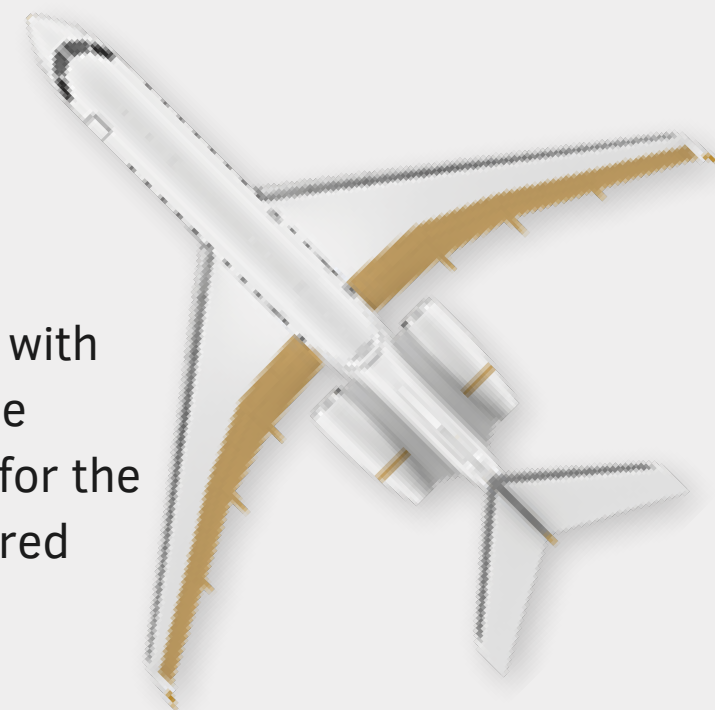
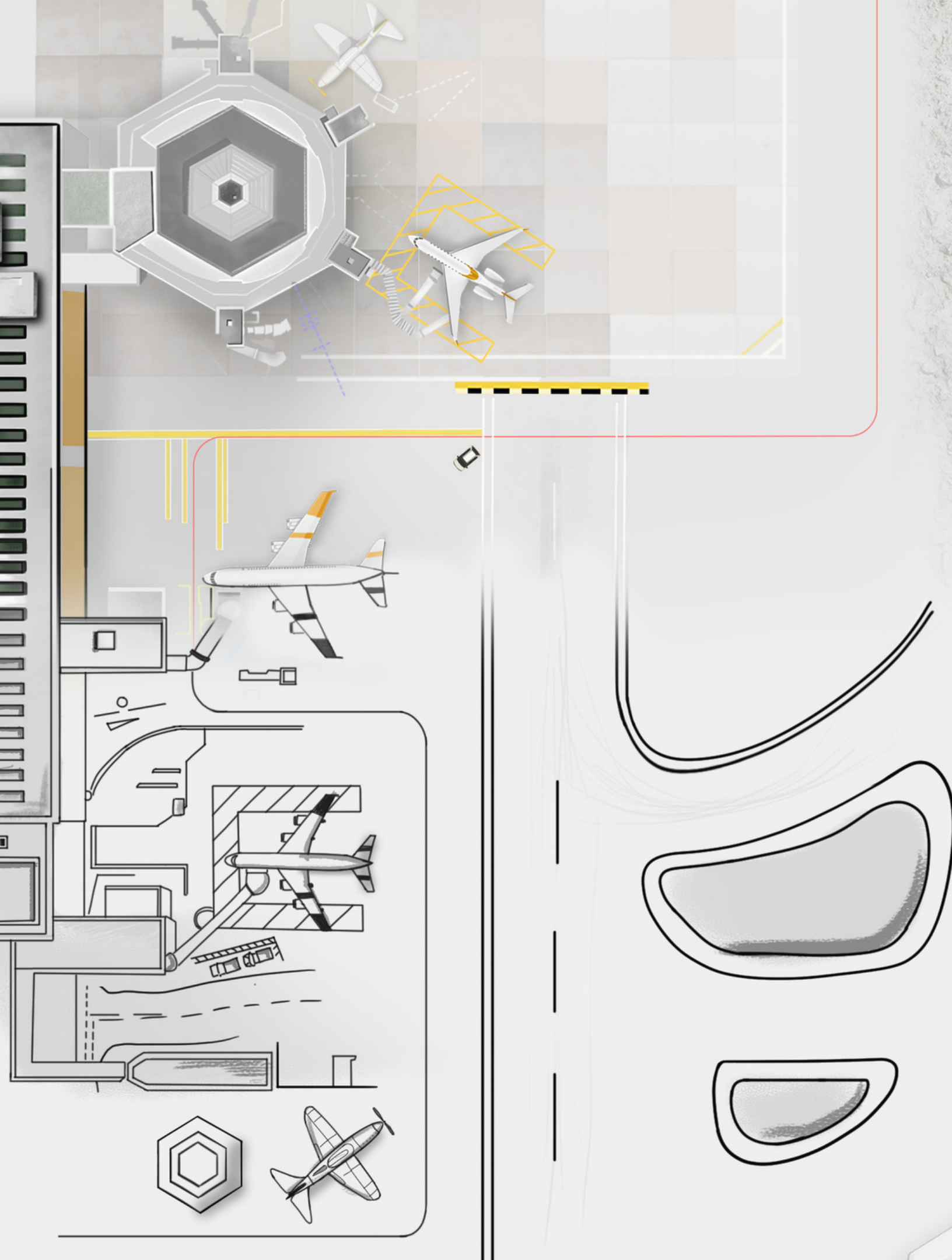




# Developing custom art resources

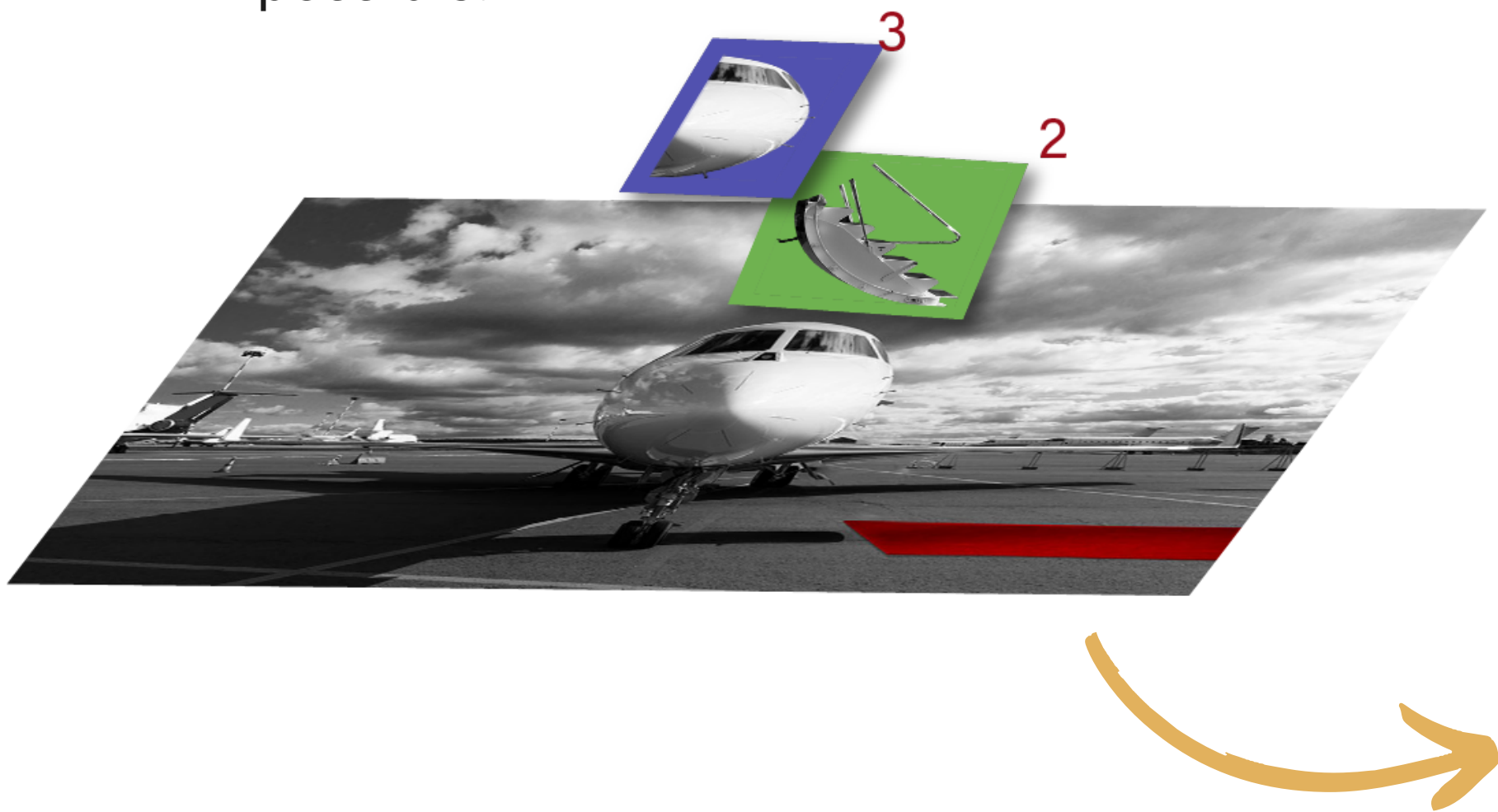
Creating this project involved drawing and experimenting with lots of art resources, we payed the highest attention to the copyrights and to develop our own original art resources for the website and even the footage used in the website is acquired under proper licensing

It took lots of research and collecting lots of resources to draw realistic figures and designs, for example we have used the original blueprints of the famous plane Antonov 225 to draw the figure we have using for this website



## New ideas require unique execution techniques

Each of the services provided by mixJet has its own unique animation that is synchronized with the user scroll, each of this animations has its own trick to be executed without having to add any videos to the website and preserve it as lightweight as possible.



# Project Team



Molham Mahmoud

Art director, Concept development and UI design

Rami Al-Zaibak

Web development, Project tech-lead

Walaa Ghraoui

Illustrator, Animator

Yazan Al-Zaibak, Leen Al-Fallah

Web development



[BRAIN-SOCKET.COM](https://brain-socket.com)



# Thanks for taking the time

We're here to answer any questions you have