

## Improving Your EFB for End User Experience - Critical Data Availability

The value of an EFB depends on how well it's built for the end user when they're facing a critical situation – especially because of the growing need to access actionable data that's spreading throughout the industry.

Market research firm Technavio recently identified new regulatory mandates, hardware innovations, and data access as the key drivers of expectations, ideas, and innovations for EFB systems through 2021. Regarding data, it makes sense: the desire for relevant, decision-making data is amplified because of the rise of the connected aircraft, the constant need to make flight safety decisions, and continuing technology advances that offer information based on situation. (Just look at turn-by-turn driving directions or music streaming apps that personalize based on mood and activity.)

In the flight ops space today, providing end users with actionable data that's filtered and personalized for the current situation (and aircraft) is challenged by the sheer number of required data sources as well as complicated document management processes. However, these are burdens that end users, such as pilots and flight attendants, shouldn't have to bear. In time, capabilities will improve through emerging new standards such as ATA Spec 2300 and new aircraft types.

In addition, consider these 4 ways to improve your EFB program and end user effectiveness that can be applied today.

### 4 WAYS TO IMPROVE CRITICAL DATA AVAILABILITY THROUGH YOUR EFB

#### Organization for Usability

**Searchable documents library** with customized folder structure that enables end users to **bookmark and annotate for quick reference**

**Group end users by multiple characteristics** (e.g. job title, position, department, and base) to **target delivery of updates**

#### Optimized Data

**Ability for Tech Pubs to tag content** based on end user insights and use cases

**Data schemas** that maintain both data integrity and document structure

**End user and subject matter expert (SME) input** on manual construction and company dictionary of standard terms

#### Two-way Communications

**Two-way information sharing** between end users and Flight Ops for **data delivery, update, and standardization**

**Update notifications** for faster access and acknowledgment

**Compliance requirement notifications** and ability to **comply in a single system**

#### Closed Loop

**End user suggestions captured** in the **context of documents** and routed to Tech Pubs for immediate feedback

**Automated revision workflow** allowing SMEs to collaborate with authors as well as make **real-time, direct edits**

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We'll dive deeper into the above tips in the coming weeks. In the meantime, let us know if you'd like to discuss the applications for your organization by contacting us [here](#). We're always interested in learning more about your goals and how you operate.