Co-creation supporting collaboration across cultural contexts: Recommendations for improving in flight packaging for ageing populations

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Today I’ll cover

• Method
• The Project
• Case study methods
• User research & Insights
• Design recommendations
• Design outcome
Introduction

Increasingly universities are adopting a collaborative approach to ensure research outcomes have industry-relevant impact.

A co-creation approach in collaborative research can assist in navigating these challenges by empowering all stakeholders including industry, the academy and the community.
Introduction

Co-creation’s collective method supports negotiation across complexity and various stakeholder points of view (Coddington et al., 2016).

More importantly for industry-engaged research, it supports the articulation of value amongst the various stakeholders (Degnegaard, 2014).
Method

A case study of an industry-engaged research project utilising co-creation

The project investigated opportunities improving the ageing population’s user experience with in-flight packaging.

Project Partners

Partnering with Design Factory Melbourne and a northern European international airline Research with staff and students of universities from Australia and Singapore.
Project Challenge and Context

The northern European airline identified a growing market with the 50-plus age consumer travelling to and from Asia. Singapore focused on as a major hub.
Case Study Methods

Applying case study method, data collected included

1. in-flight observations
2. expert interviews
3. co-creation workshops
4. prototyping
User research

1. **In-flight observation** was undertaken by 12 Australian design students on their flight from Melbourne to Singapore.

2. **Expert interviews** were undertaken with 2 staff members at the Live Well Collaborative around their knowledge of designing for ageing populations in Asia and in particular their work with air travel experience design.

User research

3. **Co-creation workshops** with staff and students of the Live Well Collaborative Singapore and Nanyang Polytechnic. **An empathy exercise** with the ‘Silver Suit’, a suit which mimics the physical impairments that occur in the 50+ age group.

4. **Prototyping** in the co-creation workshops and further iteration upon return to Australia
User insights

Data analysis synthesized: personas and journey mapping
Design Recommendations

- **Accessible**: ergonomic and usable for 50+ consumer
- **Sustainable**: stackable, lightweight; renewable & compostable materials
- **Legible**: clear labelling in multiple languages
Design Outcome

A more accessible and sustainable in-flight meal packaging system solution will support the airline in expanding its Asian market while better servicing the needs of the growing 50+ consumer market.
Conclusion

**Challenges** included negotiating the uncertainty of working across cultural contexts with staff and students collaborating from both Australia and Singapore.

**Opportunities** of the co-creation approach included bringing together the various disciplinary knowledges and various perspectives of the stakeholders from users to designers to industry experts in the area around the challenges of ageing populations and in flight experience design.
Conclusion

These findings suggest that co-creation can support collaboration across the complexity of cross-cultural research projects.

Further work includes more testing with the end user as well as interviewing stakeholders on the benefits and challenges of co-creation.
Thank you