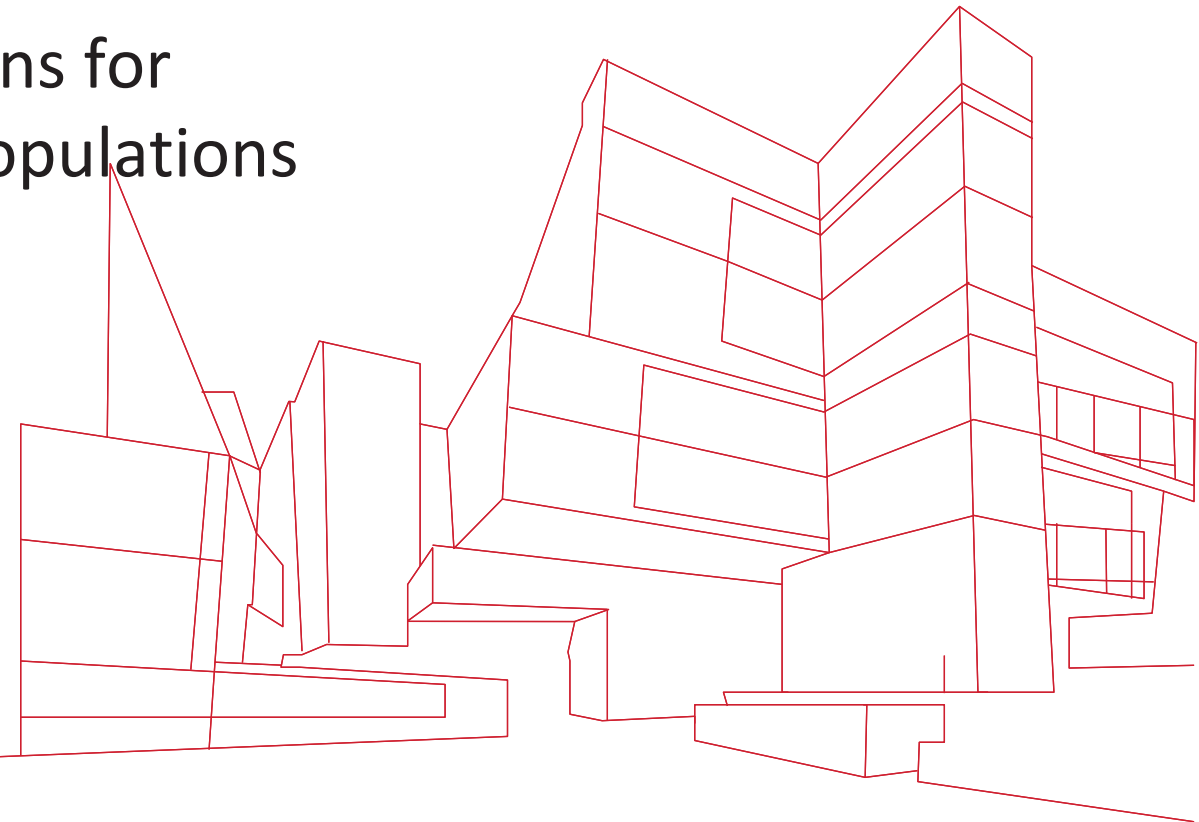


Melbourne, Australia

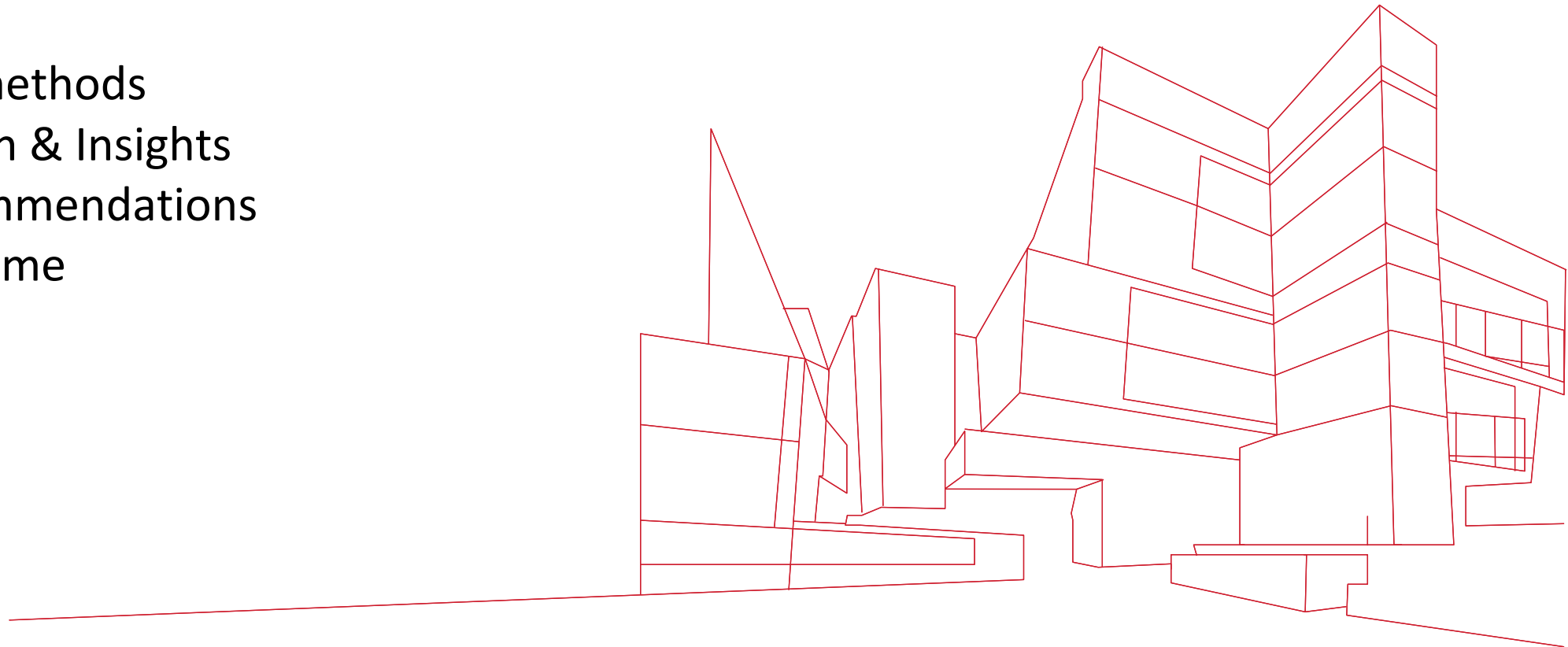
**Co-creation supporting collaboration
across cultural contexts:** Recommendations for
improving in flight packaging for ageing populations

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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

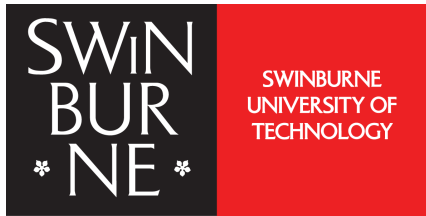
A case study of an industry-engaged research project utilising co-creation

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



<http://www.telegraph.co.uk/travel/travel-truths/the-shameful-truth-behind-what-happens-to-all-that-cabin-rubbish/>

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

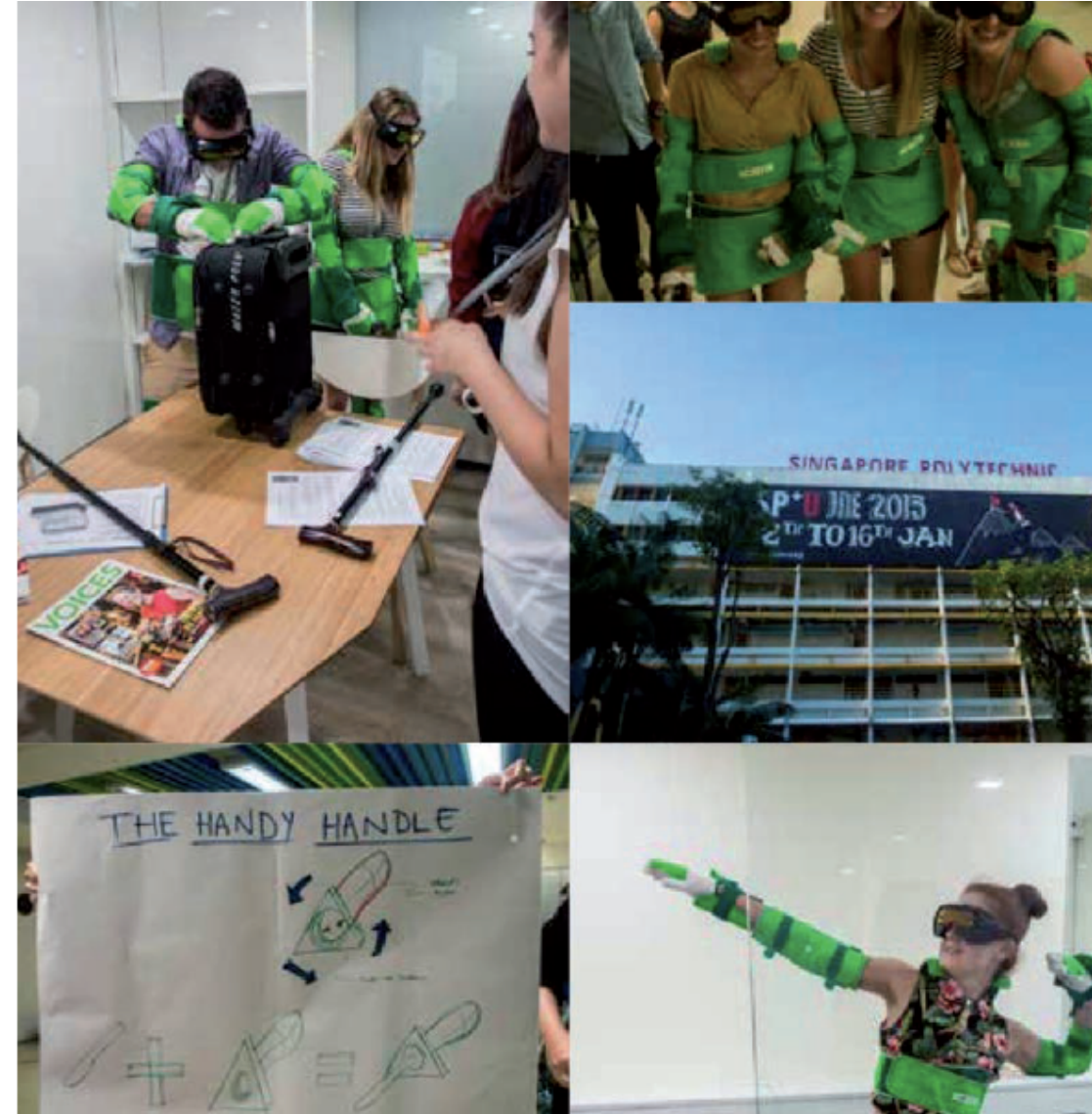
1. **In-flight observation** was undertaken by 12 Australian design students on their flight from Melbourne to Singapore.
2. **Expert interviews** were undertaken with 2 staff members at the Live Well Collaborative around their knowledge of designing for ageing populations in Asia and in particular their work with air travel experience design.

https://www.vice.com/en_id/article/4xyqj9/this-is-how-thai-airplane-food-gets-made-353



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

Business Frequent Flyer



Name: Lee Toyoshima
Age: 50
Occupation: Investment Banker
Ethnicity: Japanese
Hometown: Osaka
Salary: 200K+
Marital status: Married
Reason for travel: Business

Lee is a 50 year old business man, living and working in Osaka. Lee lives in a large inner-city apartment with his wife Suni and their two children, Yuki (13) and Kato (17). The Toyoshima's also have a live-in housekeeper who takes care of the general household chores and looks after the children when both Lee and Suni are at work.

Lee works long hours in a bank in central Osaka. He is known as a focused and passionate worker and has achieved his senior position in his company through many years of hard work. He will often personally take out clients for dinner and drinks after work and is known as a likeable man amongst his colleagues.

Lee is passionate about his work – often working long nights and weekends when it is needed. Lee is also focused on supporting his family – now and in the future – and making sure his children get the best start in life.

Because of the long hours he works, Lee doesn't get a lot of free time to relax so when he does he likes to spend it with his family.

His senior position at the bank means Lee has many business meetings all over the world, making him a frequent traveller. Lee has travelled on many airlines and knows what he wants from a travel experience. He is a busy man so he is focused on the convenience of travel: appreciating ease of check-in, swift transfers and in-flight perks to make his flying experience more pleasant. Lee will often work while he flies and will choose an airline that has Wi-Fi so he can stay connected while in the air. Lee is opinionated and influential and has little patience for inconveniences - he will definitely voice his opinions if he has a bad experience.

Solitary World Explorer



Name: Jan Xiurong
Age: 57
Occupation: Freelance
Ethnicity: Chinese
Hometown: Singapore
Salary: 40K
Marital status: Widowed
Reason for travel: Adventure

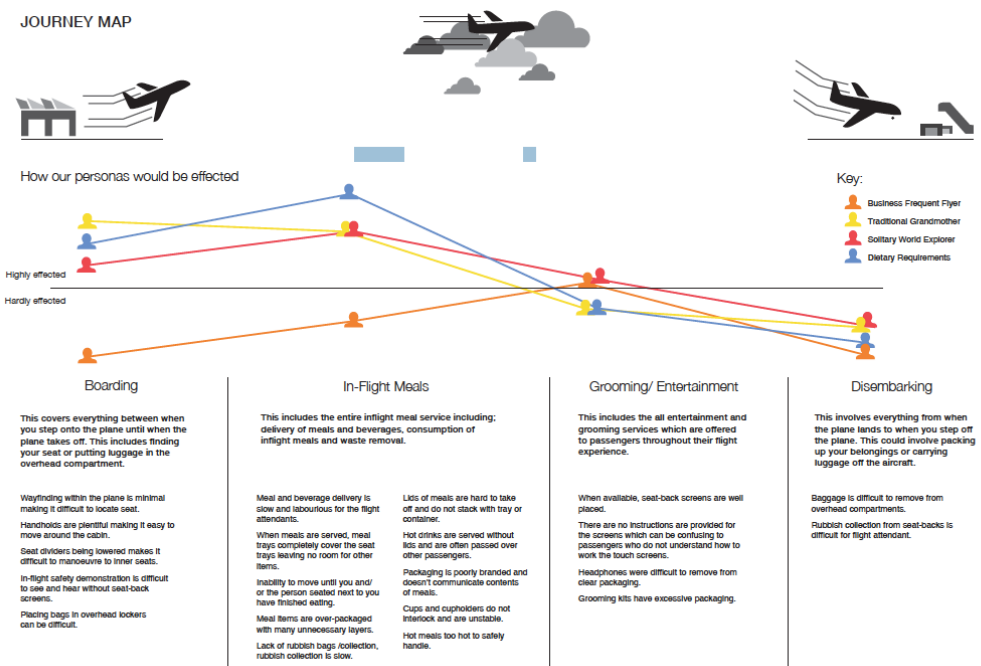
Jan is a 57 year old woman of Chinese descent who lives in Singapore. Originally from Nanjing, she moved to Singapore at age 6 with her parents. Jan married at the age of 19 to Hon, a local Singaporean man, and they had two children. As well as being a mother, Jan worked as a freelance architect from home and enjoyed Tai Chi every morning. Once their children were grown and independent, Jan and Hon spent their time traveling locally and exploring different countries. They quickly discovered a love for travel and took every opportunity they had to explore the world. They decided together to try and make it to every country.

Sadly, Hon passed away when Jan was 54, leaving Jan alone. Since Hon's passing, Jan has not been confident enough to travel by herself but with the help of her children, has rediscovered her love of travel. Jan has decided to honour the memory of Hon by continuing

to travel to the places that they had visited together and to new places that they never made it to.

As she has grown older, Jan's eyesight has begun to deteriorate. While still fully mobile, she has trouble reading small print and finding her way in large areas. Now that she is travelling alone, Jan notices the problems with her eyesight more than ever without Hon to help her read. She is a frugal spender, preferring to get the most out of her money now that she is dependent on her savings and a single income.

JOURNEY MAP



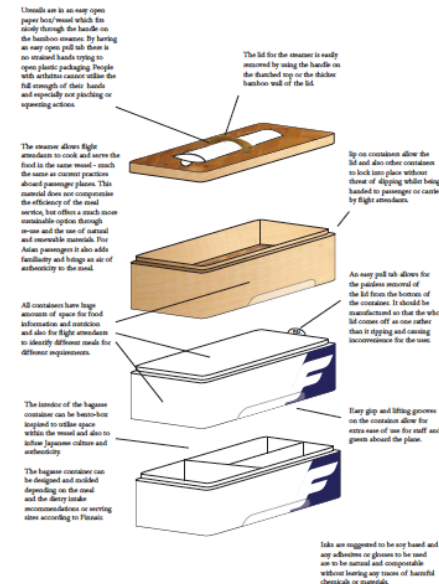
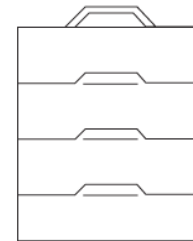
Design Recommendations

- **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.

design concepts



Proposed design, stacked



The “tingkat” or mangkut tingkat in Malay is a stackable meal system or lunchbox common in Singapore, Malaysia, Indonesia and India.

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

