

Innovation at Air New Zealand





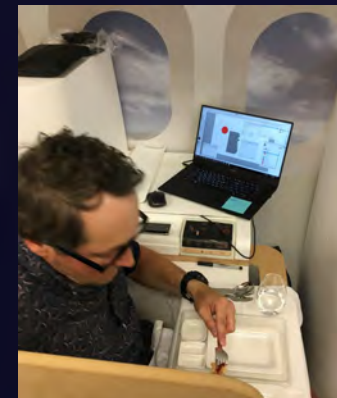
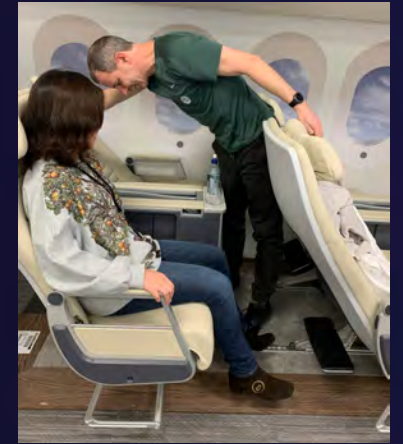
Customer insights are vital

Getting the balance of current behaviours, insights and future predictions is critical to identifying a design specification.

What people say isn't always what they do: create and develop concepts and mock-ups to check, test & observe.

Let your own opinion determine the questions not the answers.

If you explore the questions and problems to enough depth, the answers and solutions will become obvious.





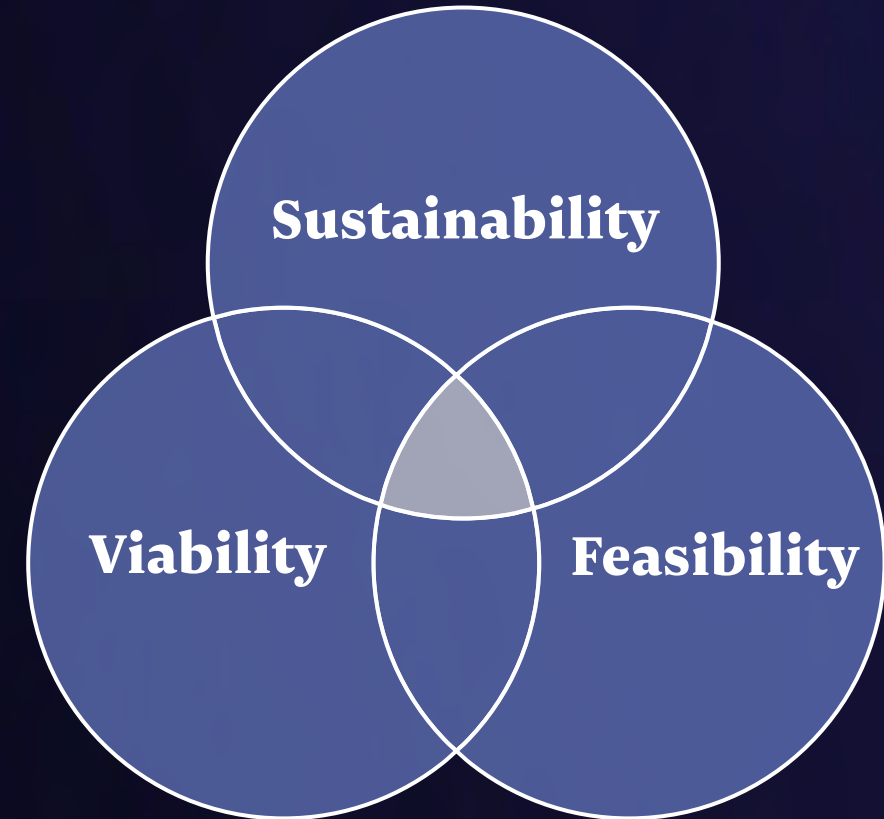
Sustainability/feasibility/viability balance

Product design is always a multitude of compromises. Cost, weight, features, durability, design, functionality and aesthetics are some of these.

New factors come into play such as sustainability, lifecycle and future proofing for technology.

How much should these new factors influence the decisions and traditional design compromises?

Development of key impact criteria to assist with this drives good decision making.





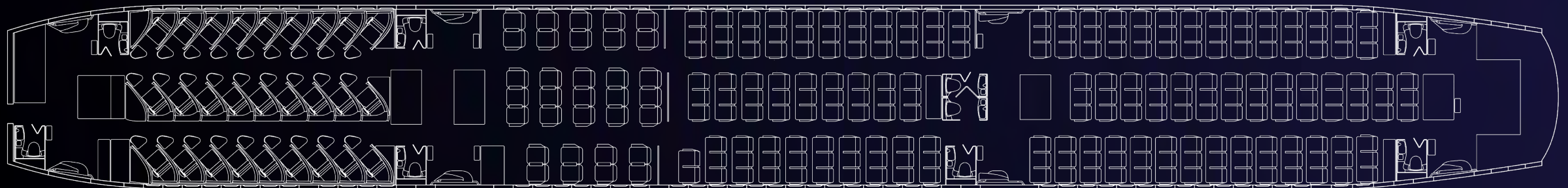
Product optimisation for the airframe

Variable airframe cabin widths provide challenges to product consistency and space optimisation.

Product selection should factor floor area efficiency vs additional design and engineering effort to optimise.

Smart design and product optimisation can often improve cabin density significantly without compromising customer value.

Smart layouts can drive significant revenue improvement over the product lifecycle.





Innovation to execution

If you think innovation is hard, wait until you try to execute and operationalise it.

Don't lose the value you have created in design through poor engineering, execution, and training.

It is easy to make something complex, but very hard to make something simple.

Innovation and creativity are more important at the execution phase than the concept stage.

Real customer value is created through things that are simple and intuitive to use.

