

## AIRBUS IS CHALLENGING YOU TO CREATE THE NEXT GENERATION OF CABIN CONCEPTS FOR SENIOR PASSENGERS! APPLY NOW!



Airbus is a leading aircraft manufacturer whose customer focus, commercial know-how, technological leadership and manufacturing efficiency have propelled it to the forefront of the industry.

Passenger comfort has always been a major consideration at Airbus in order to ensure the highest levels of comfort, services and efficiency and the best possible passenger experience. Not only are Airbus cabins innovative and attractive, they are continuously being improved to offer travelers the quietest, most comfortable and enjoyable journeys.

Especially the needs of elderly people (e.g. poor visual, acoustic or motion abilities) are demanding and call for future concepts. Taking the trend of a continuously aging population into account (2030: 65+ >40% of total population worldwide expected), solutions are even more relevant.

*Your challenge will be to understand and develop innovative future cabin-concepts for elderly passengers.*

10 students will have the possibility to master this semester's challenge within the university class "InnoLAB" provided by the Institute for Entrepreneurship and Innovation (WU Wien). You will learn how to hands-on apply the human centered innovation method "Design Thinking" (Stanford University) to develop new product concepts and functional models/ prototypes.

This class starts with a Kick-Off Workshop, where you will playfully learn the skills needed for the project. Based on an analysis of market, needs and trends, the project focus will be on idea generation and functional modeling. Existing solutions will systematically be questioned and adapted to today's challenges (trends, target groups, needs).

At the end of the term a tested functional model will be presented. Students are provided with necessary (prototyping) materials needed throughout the semester. Experience innovation from a new perspective, learn to understand other disciplines and materialize your ideas of the future flying experience!

*Benefit from knowledge exchange and support by experienced coaches and experts. Work together with students from interdisciplinary backgrounds (e.g. design, engineering, economics) and develop innovative ideas, concepts, and prototypes for a real company challenge by applying the method "Design Thinking".*

**Who can participate?** Open-minded students from all disciplines and universities.

**How can I participate?** Application (short motivation letter and curriculum vitae) until 11 October 2011 (ilse.klanner@wu.ac.at).

Reference: Airbus@InnoLAB

Concurrent enrollment (=Mitbelegestudium) at the WU Wien, further information at Kick-Off meeting.

**Course details:** 3,5 ECTS (WU), credit transfer to other universities possible.

Official class language: German, Documents and Findings need to be in English.

**Syllabi /further information:** VVZ WU Wien, Course Nr. 1985

**Dates Winterterm 2011/12:**

17.-18.10.11 Kick-Off (HUB Vienna)

Mondays Jour Fixe: weekly teamcoaching

Additional Workshops: Google-Workshop (27.10.),

Presentation skills (18.11.) Creativity Training (22.11.)

t.b.a Midtermpresentation Research & Insights

t.b.a Final Projectpresentation

