

APPENDIX 1 SINGAPORE INTERIOR DESIGN

AIRBUS A380 INTERIOR OF SINGAPORE AIRLINES

The Singapore Airlines A380 seating configuration is brand new, and even in economy the travel experience is so different to any other you will get long haul.

- All seats have a seatback TV, international worldwide socket,
- The new KrisWorld – ex2 entertainment system
- Interactive colour seating chart for A380

Economy Class

- 115 degree recline
- Slightly bigger seat
- Well-designed seatback (even when the seat is fully reclined, it doesn't feel as if it is crammed into the knees of the person behind)
- 10.6 inch seatback screen
- USB port for games, music, video and working
- Reading light under the flip-out screen
- 3-4-3 pattern
- Row 31 – extra legroom/basinnette | Row 48D aisle seat with double the normal legroom | Row44 – emergency exit with no window and two screws

sitting in front of you | Row54 | 54A&K – definite seat seats | Row 60&63 narrower

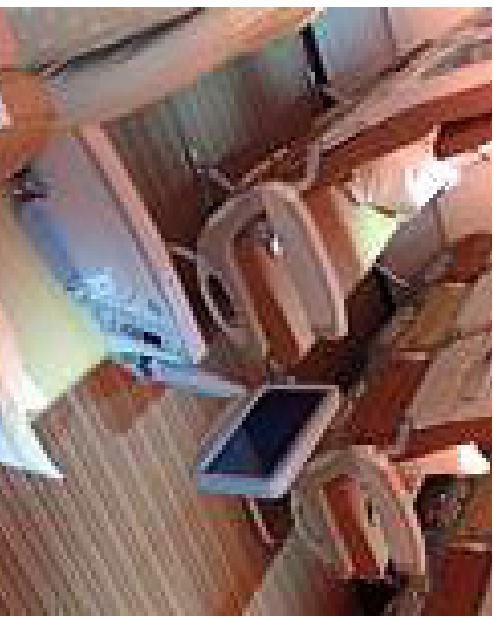
- One cabin upstairs: smaller and more intimate than the lower deck.
- 4 toilets for 88 people v.s 6 toilets for 311 people (downstairs)
- Row71 – emergency exit with a crew in front of you
- Row81 for couples – emergency exit with lots of legroom, a window and is in 2+2

Business class

- Unique seats
- 60 seats in two cabins
- 1+2+1 format
- All in upper deck
- Row11&16 are highly favored because it is smaller and service is quicker
- Toilet in front Row 11 is cast
- 34 inches of seat (too wide)
- Pitch 55 and recline 130 degree – can be totally flattened

First Class

- 12 seats: 8 single + 2 double
- 1-2-1 layout
- Givenchy-designed duvets and cushion
- Standalone full-sized flat bed
- Full adjustable leather chair
- Sliding door for providing privacy
- Table can be transformed into workplace, meeting table or large dining table
- Luggage storage space
- Personal closet
- In-seat power supply and USB port



APPENDIX 2 INTERVIEW PLAN

RESEARCH GOAL

1. Passenger' behavior and emotion in various activities in flight
2. Passenger' motivation to interact with people in flight
3. Passengers' expectation in travel with the airplane

judged as right/wrong or good/bad.

Interview technique:

The interview will be semi-structured interview. Try to guide the interviewees to answer based on the certain logic and intentions, but without any conscious.

INTERVIEW GUIDE

Introducing the project and then the duration of the interview. All the data will only be used for research analysis and all the names will not be shown to public.

Toolkits:

Consumer journey, Emotion line, Pictures slideshow

BACKGROUND INFORMATION

These questions are for getting to know the background situation better. For some answers might varies because the different ages, intentions of the travel, size, differences and so on.

- Had 10+ hour flight travel experience (transition time is not included)
- Experienced 10+ hour flight more than 3 times
- The last 10+ hour flight was within 1 year (as fresh as possible)
- Included both genders, all age ranges, all size of people, all different kinds of jobs

Interview environment:

Relaxing and informal to seduce interviewees to talk more about their personal experience instead of being

IN FLIGHT EXPERIENCE

These questions are not only getting to know the level of fresh of the experience but also warm up the minds of participants. When doing this, the relevant in-flight photos will be shown aside for recalling the in-flight memory.

1. How many times you have taken the flight over 10 hours?
 - 1-3 times
 - 5-10 times
 - 10+ times

2. When was the last time you took a 10+ hours flight?
 - One month ago
 - 2-3 months ago
 - 3-6 months ago

3. Which class did you choose?
 - First class
 - Business class
 - Economy class

4. What was your itinerary last time?
 - From to
 - From to
 - From to

- How many people you traveled with last time?
 No companion
 1 companion
 2-5 companions
 5+ companions

- What was the purpose of the flight last time? On a vacation or a business trip?
 On a vacation
 A business trip
 Others _____

INTERVIEW QUESTIONS

The questions are formulated based on three categories: 1) Visceral level: Travel pattern 2) Behavioral level: Passengers' behavior 3) Reflective level: Passengers' expectation.

Travel patterns

- Could you recall the story about a typical flight to you? From you go boarding till the airplane's arrival at the destination. Were they the similar all the time as well as last time?

- What did you do before boarding? Please describe the episode before boarding.

Passengers' behavior

- Could you describe how did you like to spend/kill your time usually in flight?

- Do you have any impressive experience in interacting with people in flight? Something like talking or gaming? How long did it last?

- What attracted you to talk/interact with him/her?

- What discomfort you most during the flight? (Multiple choice)
 State before boarding
 (e.g. Running around in airport)
 Visual (e.g. The design of the cabin/ the chair design)
 Smell (from the cabin/ form other passengers)
 Noise (from the plane/ from other passengers)
 Temperature
 Humidity
 Cabin pressure
 Posture
 Others _____

- Do you have ever annoyed by other passengers in flight? What was the situation?

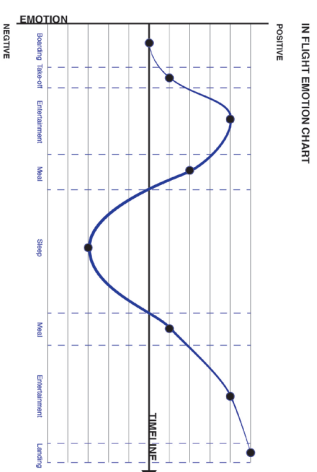
- Have you tried to complain about the problems above to the crews? How did they act?

Expectations

- How would you imagine an ideal flying experience in an economy class?

- Please try to imagine the following scenario: If we were living in a perfect world, let's say after 1000 years, how would you imagine people communicate to each other? How would you describe your vacation at that time?

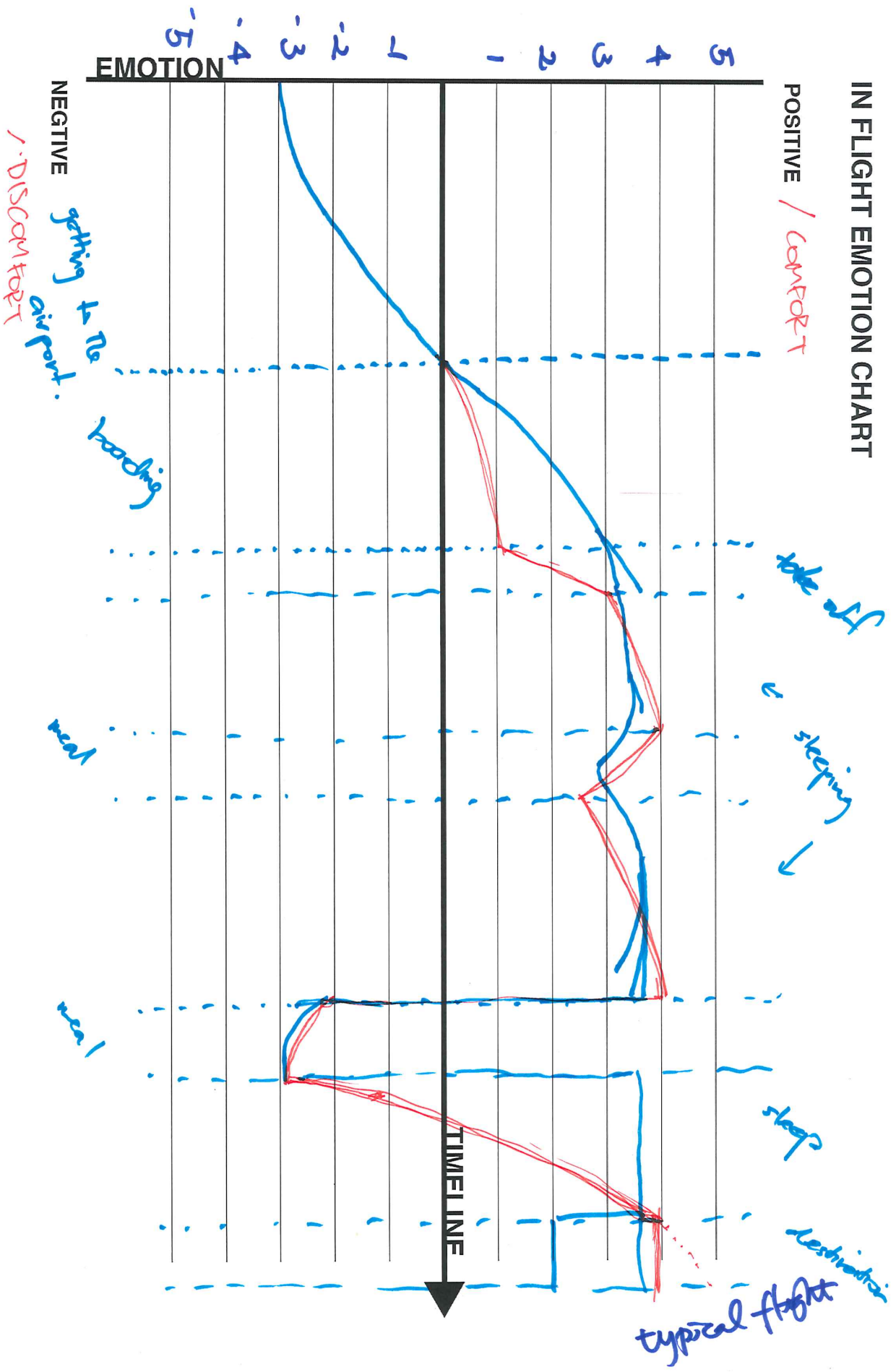
CONSUMER JOURNEY



APPENDIX 3 INTERVIEW RESULT

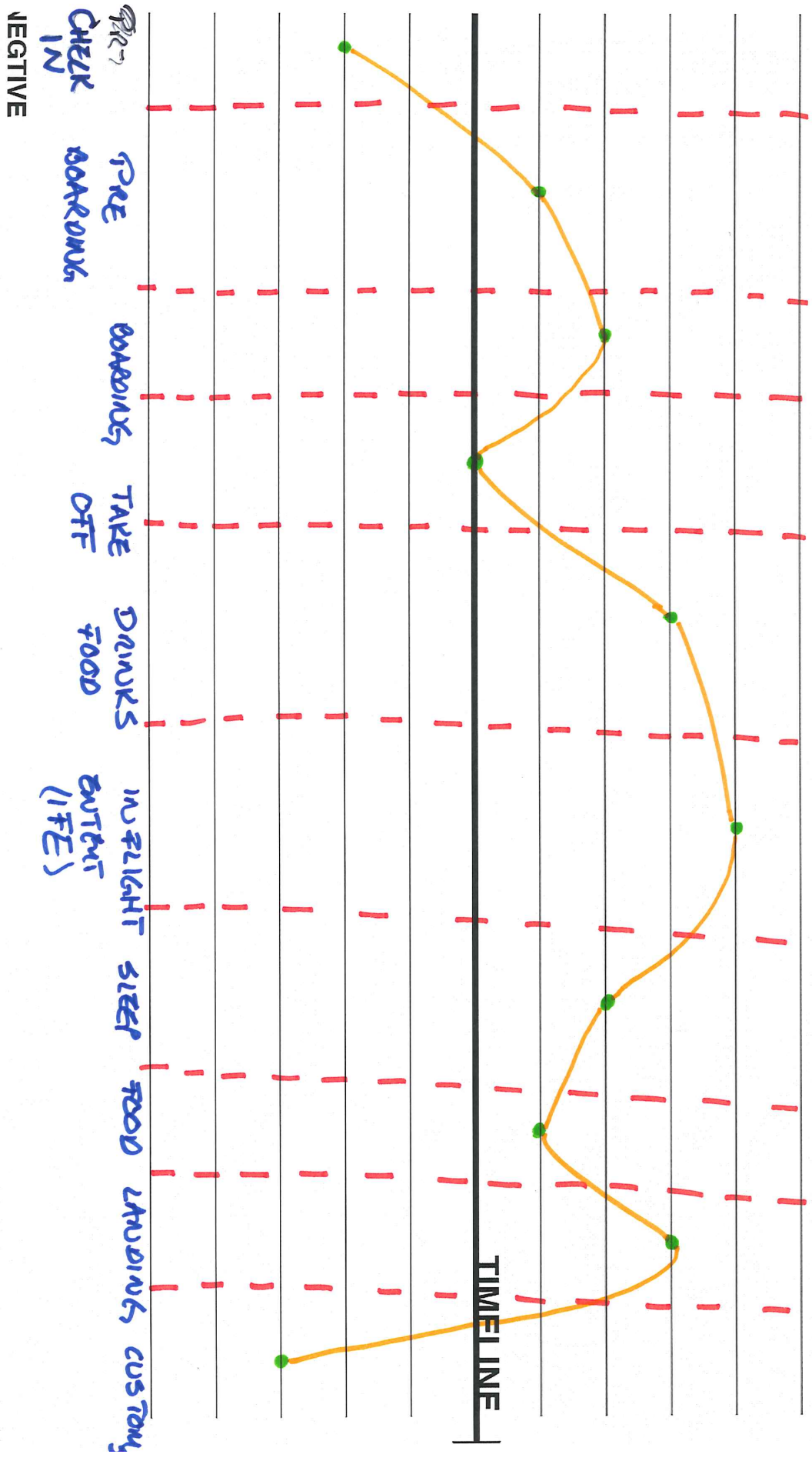
Participant	Age	Gender	Height	Weight	Nationality	Job	Companion	Travel times	Reason
1	23	M	175	85	New Zealander	student	x	10+	on vacation
2	31	M	178	70	Mexican	student	x	10+	on vacation
3	28	F	150	45	Indonesian	student	1 adult, 1 baby	1-3 times	on vacation
4	24	F	170	59	Canadian	student	x	10+	on vacation
5	34	F	168	60	American	housewife	1 kid, 1 baby	10+	on vacation
6	45	F	163	50	Korean	housewife	1 adult	5-10 times	on vacation
7	25	F	160	47	Chinese	student	1 adult	5-10 times	on vacation
8	27	M	183	100	Columbian	student	x	1-3 times	on vacation

IN FLIGHT EMOTION CHART



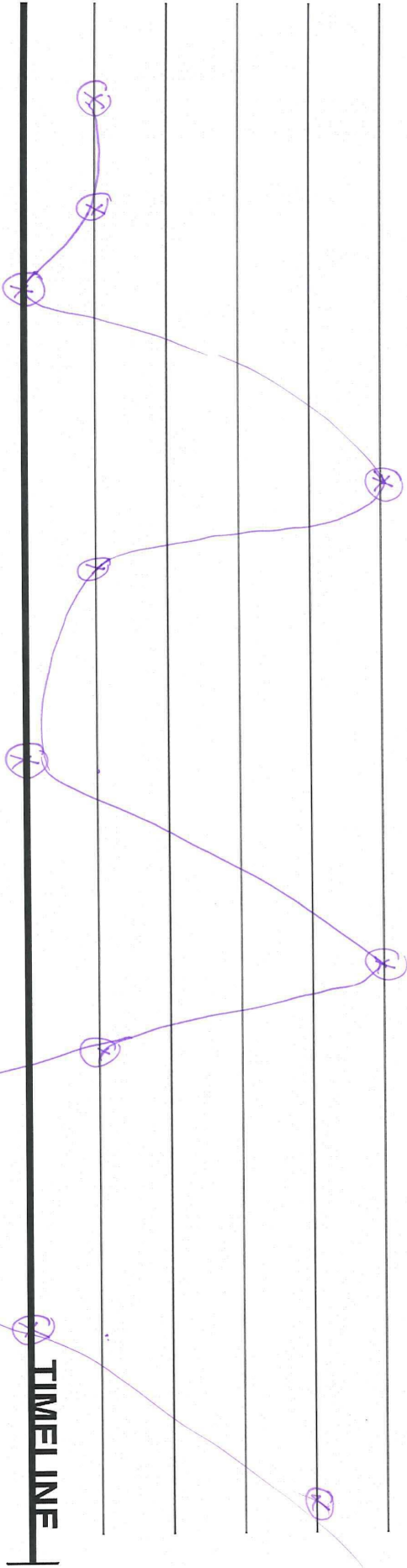
N FLIGHT EMOTION CHART

POSITIVE



N FLIGHT EMOTION CHART

POSITIVE



PHS

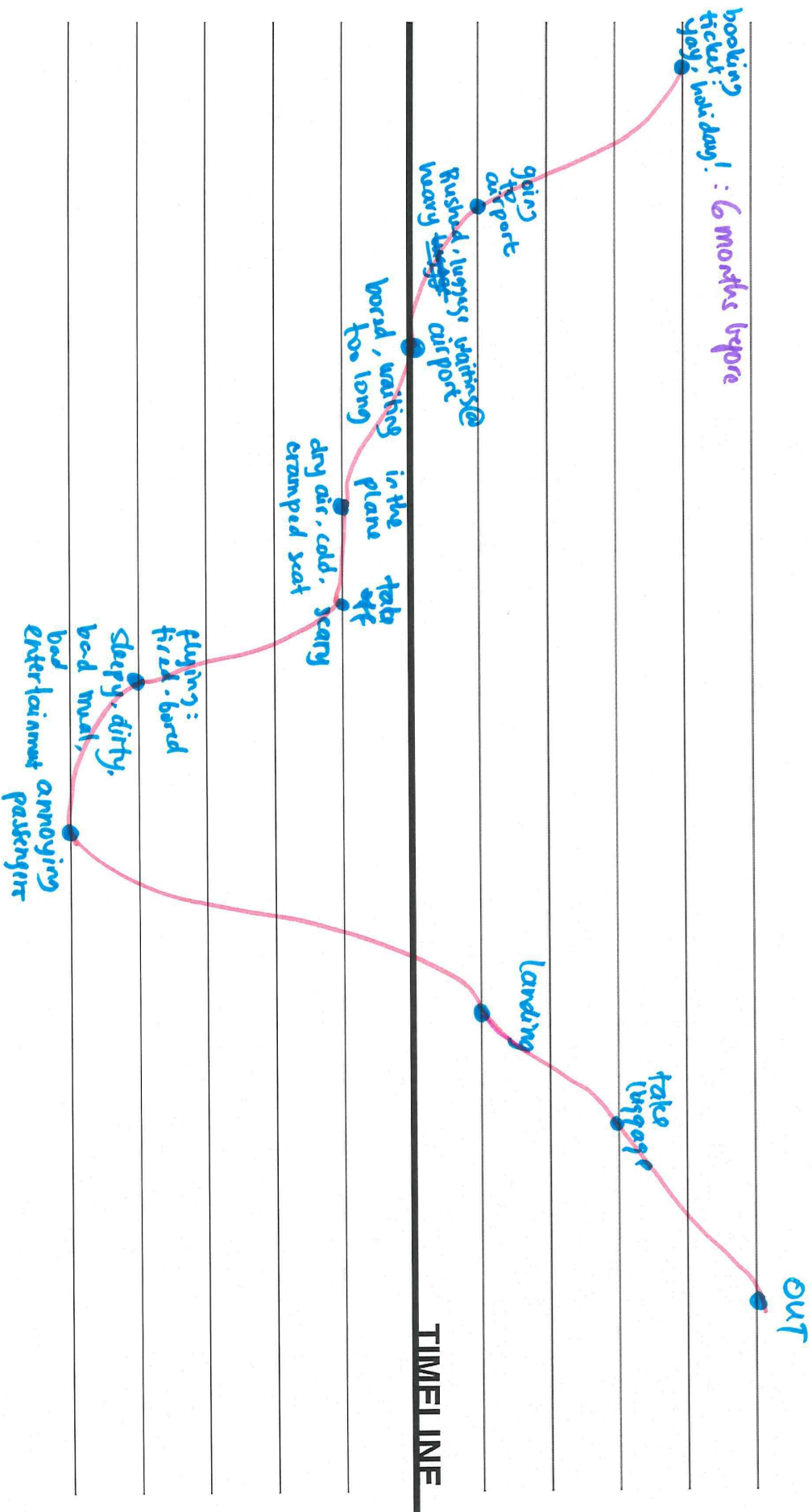
NEGATIVE

- READY @ HOME
- TRAIN
- BOARDING
- TALKING NEIGHBOUR
- MEAL
- POST-MEAL
- SLEEP / MOVIE
- MEAL
- POST-MEAL
- TRANSFER
- BOARDING
- ARRIVAL VAN



N FLIGHT EMOTION CHART

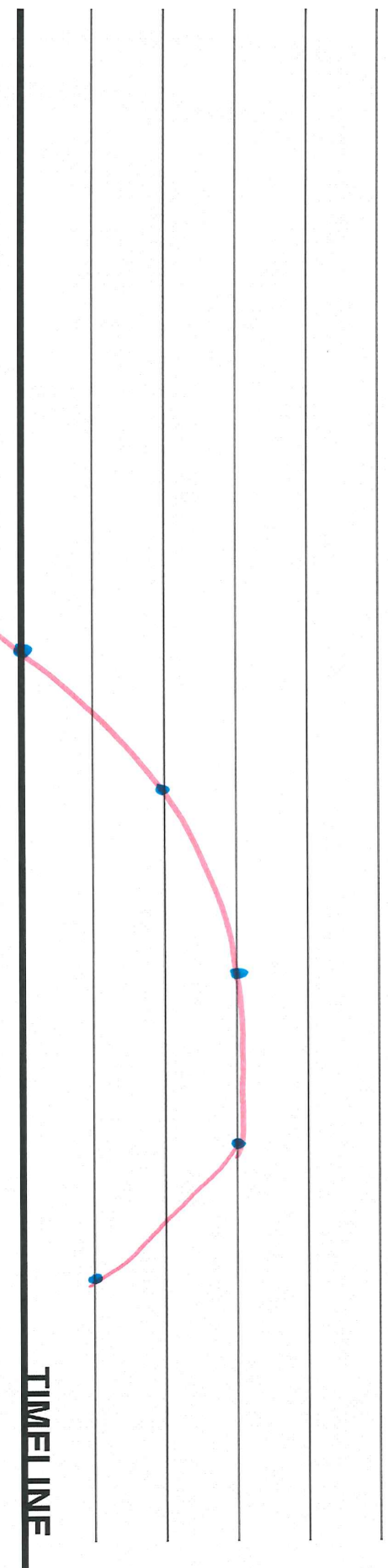
POSITIVE



NEGATIVE

N FLIGHT EMOTION CHART

POSITIVE



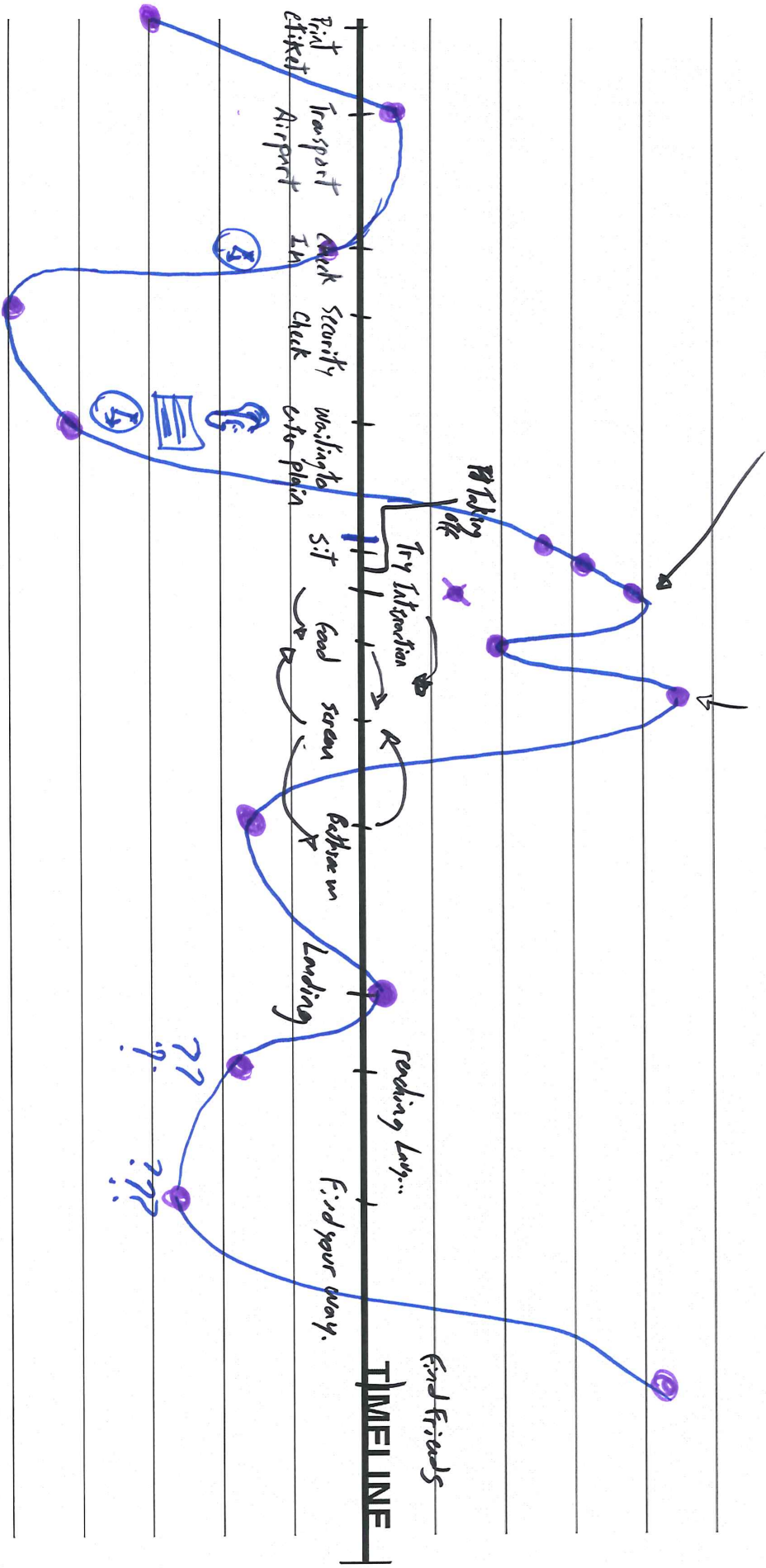
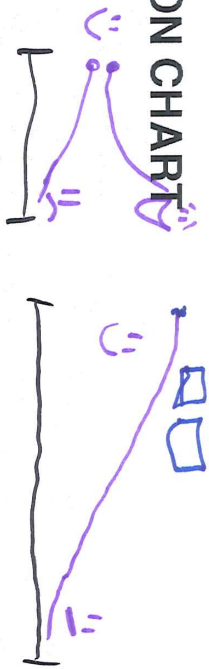
NEGATIVE

to airport ~~check-in~~ security boarding takeoff meal darbared for sleeping meal in morning landing

N FLIGHT EMOTION CHART

(By my self.)

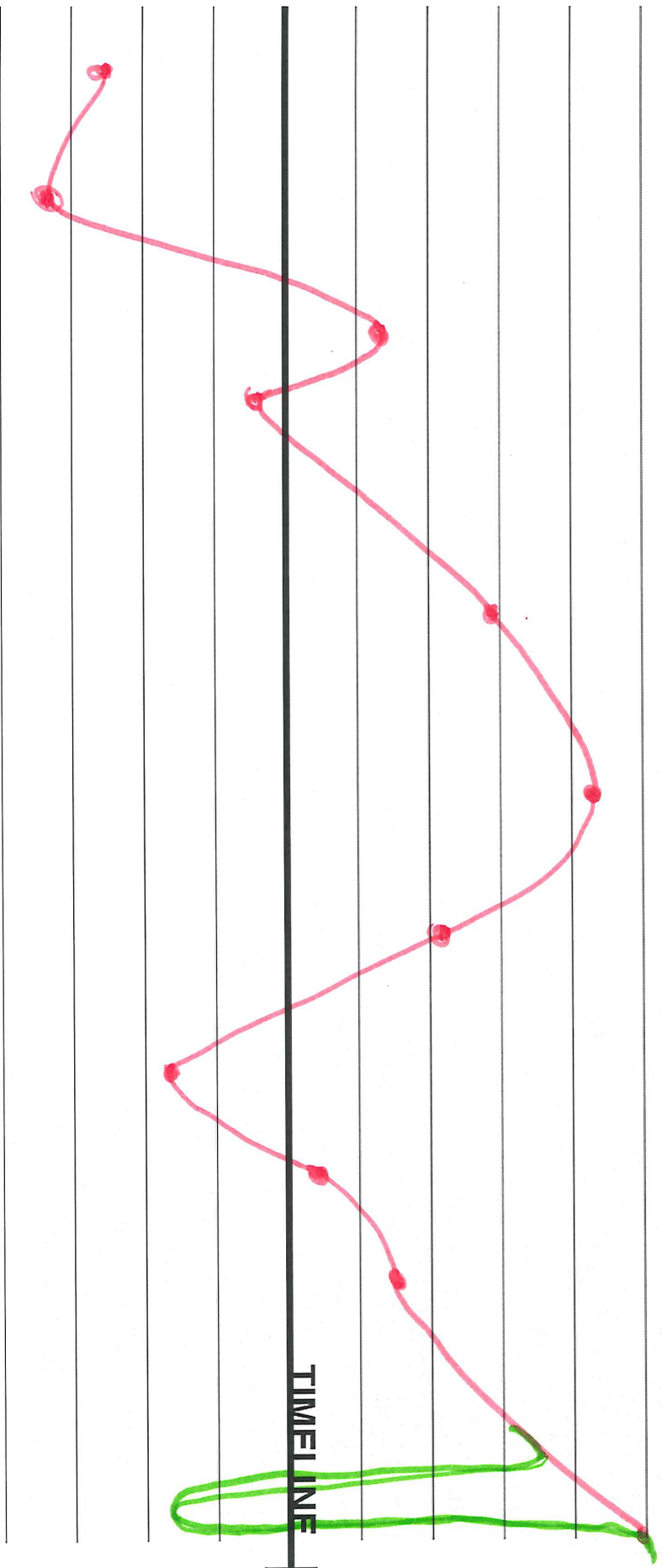
POSITIVE



NEGATIVE

N FLIGHT EMOTION CHART

POSITIVE

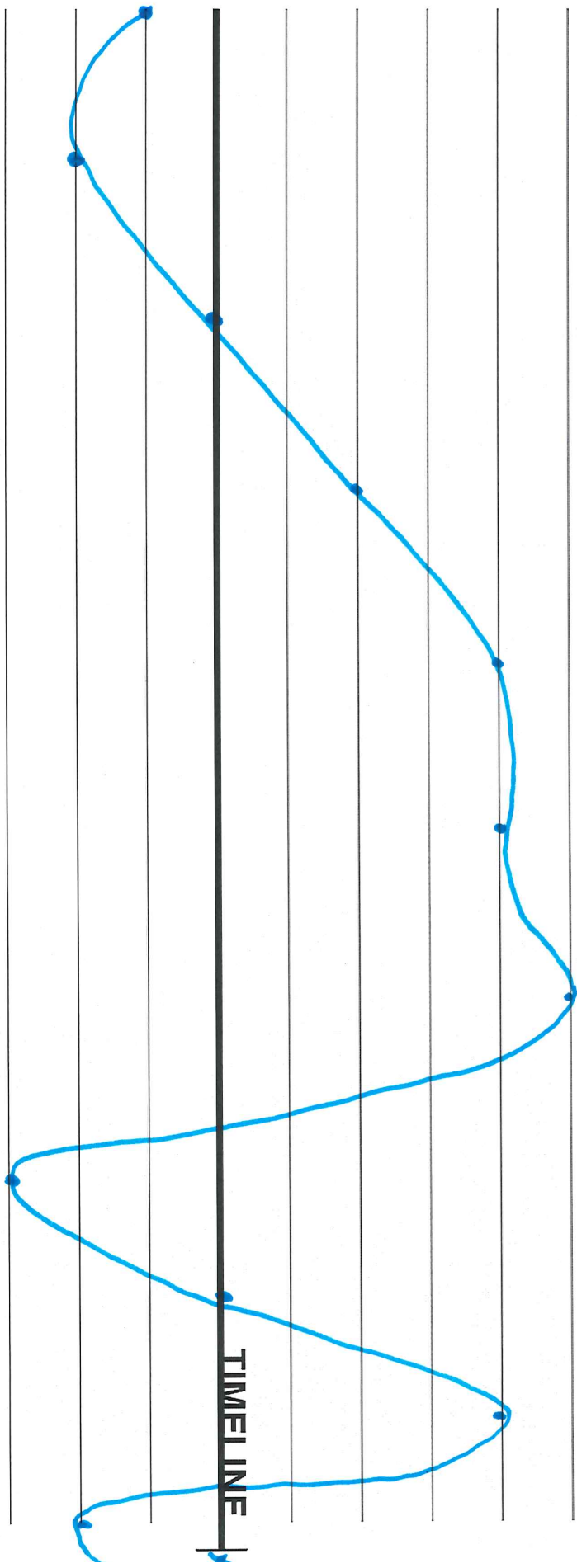


boarding take off stable fly conversation good topics meal entertainment sleep meal conversation landing

NEGATIVE

N FLIGHT EMOTION CHART

POSITIVE

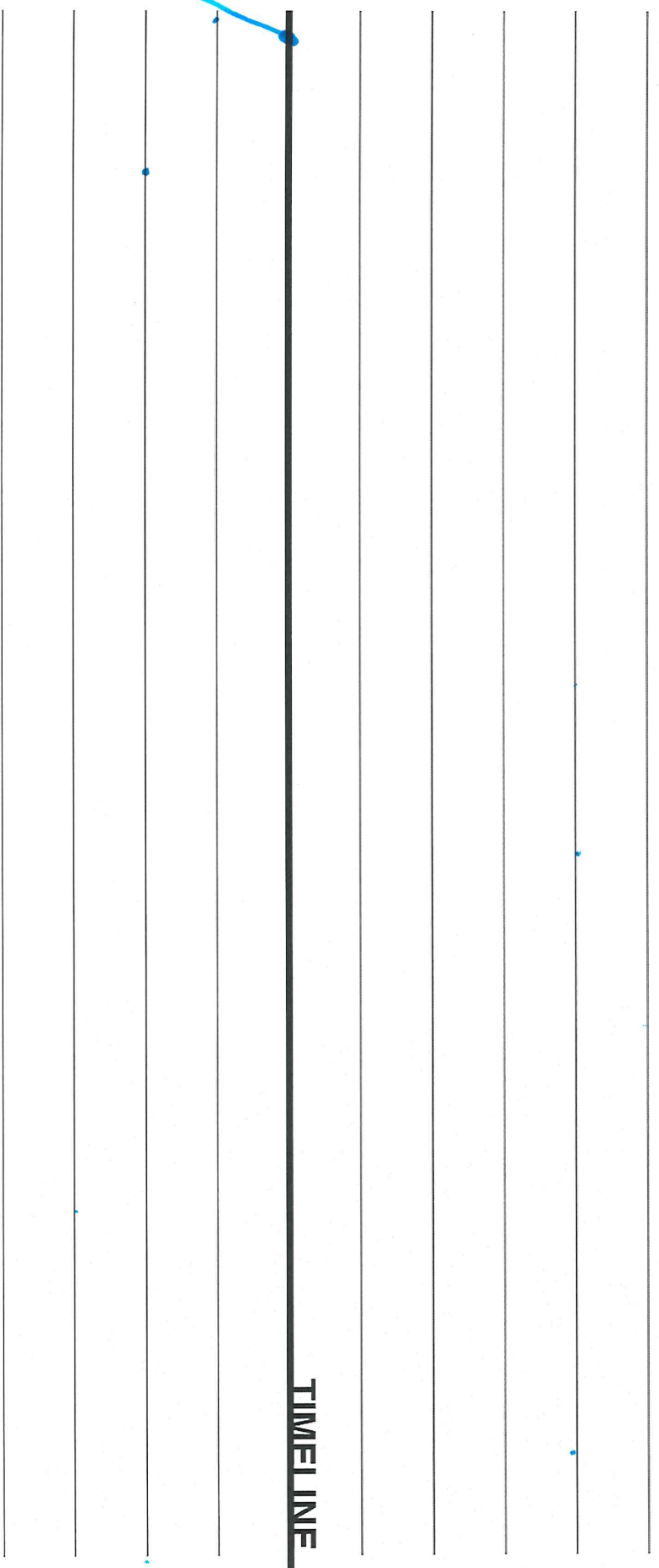


leaving
Boarding
NEGATIVE

take-off
in air
meal
snack
drank
good talk
good movie
hard to sleep or uncomfortable situation
close to destination
landing

N FLIGHT EMOTION CHART

POSITIVE



TIMELINE

*finally
leave my seat*

NEGATIVE

APPENDIX 4 INTERVIEW QUOTE

Flying experience has been improved a lot because of IFE.

I don't actually like flying that much be honest because I don't feel very comfortable on the plane because it's really dry...if you sit on your seat, you can't really move. But recently you get your own TV screen now, you can watch movie, you can play games, you can do what ever you want. I guess that is the big bonus compares to the experience before... (6:36)

Sleeping is very important in flight.

I think I've changed a lot throughout the time about my perception of long distance flight.

The intention of the flight matters.

Obviously going back to work is different than going on a vacation. When you go on a vacation you feel a lot of more easy and a lot of happier but then you feel stressful when you are going back to school. You wouldn't be as happy. (9:20)

All the movements are limited at certain point in flight.

I usually like walking around because if you have a very long flight, you want to move a bit before you sitting for 10 hours... (10:30)

People like to move in the plane.

There are a lot of people who like to move around in the plane. (11:04)

People want to respect what other people are doing.

I like to keep on myself most more time...maybe on the short flight...I guess in the long flight, people are usually quite tired...People want to sleep want to watch movie, you don't want to disturb them... (12:00)

The short flight has higher chance for conversations.

Usually The case is we are both sitting there and we don't have anything to do, so then I might start the conversation...because on the shorter flight you have fewer things to do. So, in a way you'll be left with probably on the conversation (14:20)

The cultural difference makes him uncomfortable.

Not to be racist or anything...a special experience is...()...there was a Arabic person was talking to himself (16:30)

Sleeping makes people feel fresh again.

I get on a flight and fall asleep very easily and sleep all the way through. By the time I wake up and there refresh ready to go. (19:50)

Sleeping makes people comfortable and prevent from annoy.

The reason I said that was because when you are sleep, you are kind of away from all these problems and annoy... (21:00)

The ship industry provides luxury which air travel industry doesn't

Right now catering cruise ship is quite popular right now...but reference to air traveling just doesn't have that sense of luxury yet. I can see that it is coming to the suture and it is getting better from 10-20 years ago but still there is a long way to go. (26:00)

The ship provides luxury and vacation-like experience.

They elevator this idea to this luxury so that really promoted and really put that kind of vacation like category which is air travel hasn't done yet even right now air travel seems a more practical approach than a vacation-like experience to me.

The status before flight affects the experience very much.

Emotionally it carries on to the flight in a way.

Some people feel nauseous during the flight.

I find the meal to be horrible...().I hate the smell. Because when you are flying, your stomach spans and you feel very full and when you are full, you don't feel like eating. When the food, the trolley comes alone, you get the smell...sometimes you really want to throw up in a way because you just don't want food at all (33:30)

There is a maintain issue of the luggage in the public space.

A lot of people try to scramble their luggage...the last time actually...a lot of people tried to carry medium size of luggage, backpack...fighting for the space...there was a lady...with very new luggage...

The shows on screen are a common way of spending time in plane.

Try to find one or two movies that are very interesting to me and then TV show and then documentary. Gaming will be my last choice.

There are several chances can be created as a business or even in

Well it depends...once I was working here...there was a business man...it was a good contact...()... and another time I met a guy in a migration queue and then we decided to do the workshop together back in Mexico in the future...

Drunken people are not welcome in plane.

He was traveling with 3 friends...they were already really drunk...he was talking very loudly during the flight when everyone is sleeping. There is another French family and the their children were sleeping so the mom wanted them to lower

There is some possibility that short connection in plane can be

Last year, on the way to...in the plane there was no TV...it was a very old plane. There was a Mexican and French girl, we started to talk and exchange experience because there is no TV...it was nice. We had talked for 4 hours. We also exchanged contacts. We are till keeping in touch.

The snack bar becomes the start point of noise.

These drunk Russian were really annoying. They don't care about other people. When the stewards disappeared, they open all the drawers at the snack bar and they drank really a lot at the bar.

The distance of noise matters.

It depends on the distance. If they are closer, it's worse.

The space in plane is really limited.

I think sometimes the flight is really crowded. You can hardly move. This determines the experience in flight...I can have list to choose food from...and the screen works.

Outer space traveling or visiting another planet are possible in the

It will be fast. Renewable energy source. Super fast...even for space traveling...Yeah why not, let's go to mars for holidays.

People are eager to the real rest in plane.

Maybe you can have capsules are suspended, so you don't have to wait. Then you go hibernating; then when you come out of this hibernation.

The overall in flight experience is not comfortable.

I already started to feel very uncomfortable with the dry air in the plane. And very tired with my bag. Even they provide pillows, blanket...they try to make you as comfortable as possible...it is just very uncomfortable to me.

People are mostly not open to talk in plane.

I will give a look to the person next to me, if the person looks at me back, that is a good sign...but if they don't smile back then I know it's a bad sign because you know they are not interesting in talking to you. I have more people who are not interesting to talk to me than people who want to talk to me. (9:30)

The first eye contact and expression decides the following

Of course I always try to initiate conversation, if by the first impression they don't want to talk to you, then I wouldn't try. Like not smiling at all, reading newspaper, ignoring that you are there. Then you know already they just don't want to talk to you. (10:10)

The food is not very good.

Usually the food is very bad. I always feel thirsty all the time.

The food supply is coercive and wasting.

I feel bad that I don't eat my food so they have to throw it away. Like, the bread, for example, they always put it in the plastic package. I don't eat bread when I am in the flight because I can't take the dryness...I was just wondering how they will do with the waste...I am wasting some food resources. I hope they can actually ask me what I want and how much I want. Then I can actually choose how much portion I need then they don't waste the food.

She wants to talk and also keeps the space of their own at the same

In the beginning, I went there I saw him, he is very smiley. He looked at me but I don't feel like talking. So, it's also depending on me, right? It's not just depending on the person. Of course I smiled at him, then I said yeah I don't wanna talk to anyone, I just wanna sleep, because I am tired.

Meeting in plane sometimes has some social or even dates-meeting

We have a lot of conversation during that time. In the end he asked for my number.

People need a sign to feel safe for initiating conversation.

If he smile. If he talks to you, she talks to you; they look at you in your eye. So, they keep eye contact... Like... look at him, and smile... then sincerely he smile back to you. It's a good sign

The courtesy in public space is not a common sense to some

I know it is racist, but some women or some guys from developing countries, they don't switch off their telephone. And they were keeping talking and talking with loud voice even right before we taking off. They seem not to know that you shouldn't turn your phone. And I felt that they are such a village people.

She doesn't want to keep attendants busy.

I feel bad. I feel bad that I make them work so much for me. It's not nice. That's why I actually suppressed my thirst because I don't want to ask again and again. (11:00)

Culture differences causes conflicts.

I know it is racist, but some women or some guys from developing countries, they don't switch off their telephone. And they were keeping talking and talking with loud voice even right before we taking off. They seem not to know that you shouldn't turn your phone. And I felt that they are such a village people.

Crying baby makes people feel annoying.

Sometimes baby crying. Of course I cannot blame the baby, but that's just annoying. You wanna sleep but baby is crying.

People do not often interact with attendants.

I rarely complain to air stewards. Very rarely.

The design of seats is still not comfortable enough.

It's really quick in terms of design. Suddenly they have new feature, suddenly they have new seats, new couch, new everything. I noticed that, but it doesn't bother me the most. If you talk about the design in terms of ergonomics, the softness of the cushion, they can do better.

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The headrest has not use cue of adjusting.

I am always too short for that... If you are small, this thing, cannot reach your face. So when you sleep, it's always here. Then it's not feeling. It's not right. It really annoying.

The home experience in plane is eager-able for the real relaxing

I would like to have very homey interior first of all. Maybe it's impossible but having a couch. Like going into a living room instead of a cabin. With couches and pillows. And very warm colors like orange...just feel like homey. Like going to an Ikea showroom. Of course there are a lot of limitation in the space, because they want to fit a lot of couches of course. But at least make the as comfortable as possible. And make the flight entertainment nice. How hard is can be to just put an i-pad there?

The audio system is important for passengers.

I would love to have a better speaker. I won't steal it; I will return it back to you.

People search for partners/mates in the plane.

If I can sit with nice people. If they are handsome and single. And they are friendly.

She is eager in having internet in plane.

It would be nice if I can chat with my friends when I am on the plane. Then you can have option, right? If you the person sitting next to you were grumpy then you wouldn't want to chat with them.

Physical contact is still important and eager-able.

I still want to have something human. Telepathy seems a bit...too robotic. I still want to have touchy experience with people. And I still want to use what I have like my mouth and my hands, not necessarily to have devise with you.

Physical contact is still important and eager-able.

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She want to personalize choice, portion and timing of each meal.

I imagine I can pick up the food that I want and the amount that I want. Myself, without stewards.

The telepathy system might be the solution of noise in plane.

Also with telepathy communication. You can talk with the person next to by just staring at each other. Then you don't bother people with your voice, with your noise when you are talk.

Sharing experience can be upgraded by medias such as photos and

Oh I went to the holiday in Bali in 2010 and then I will show picture to them. The thing is in front of us so that it is flying in the air. So can just slide it to show pictures. Even make it really real with the environment projected around you. So you said that, "oh we went that to the beach" so then you see the wave. The tree is swaying and you can feel the sun.

Taking care of kids means all the procedures need to be

Once you go through that, you cannot go to toilet anymore. You don't want to go there until the last minute.

The activities of kids are the most concern of parents.

It's kind of different every time. It depends on how much they sleep and how much they play. There is really no regular pattern.

People can't do anything to help baby's crying

Nothing outstanding. I mean there is always baby crying somewhere...but you cannot do anything with that...those baby they shouldn't be right next to each other. (22:00)

The activities of kids are the most concern of parents.

It's kind of different every time. It depends on how much they sleep and how much they play. There is really no regular pattern.

Parents are always exhausted in flight because taking care of their

Because they are always so busy with their own kids. You are so occupied with your own kids so there is no time for chatting. And if they are sleeping you then you are not gonna chat because you finally can sleep or something. So I don't have any interaction with other moms because you are so focusing on trying to keep your own baby happy and quiet.

The dark cabin makes kids calm and fall asleep easily.

After the dinner time, and then they lower the light, that's very helpful and that's really predictable they are gonna fall asleep. Less distraction is better. So that sleeping time only go longer for them. For adults you need to get up early for ready to get out of the plane but the kids they don't.

When different events happen in the same space cause a lot of

There was one time there were like 2 or 3 businessmen, and they were just so loud, you can only hear them. There were 3 seats behind us on the side and you can still hear everything they are saying. They were just loud and laughing at anything.

The entertainment system neglects the kids.

They had some kids' shows on...if they had something visual without being sponge bob or more grown-up kids...it would have being nice but it wasn't that helpful. So we just did our own games. (15:20)

Children love to be treated in an important and different way.

Having the activity bag in the beginning. Also, they take particular interest to talk to the kids...to make them feel like "ah, I am important." Or "there is a captain." They did that once

The shows for kids are not interesting for parents.

No, that wouldn't be helpful. I think just leaned over to watch with him so I knew what he is watching, but most of the time I don't want them to watch anyway so I would quickly turn off when I was looking for things that or not cartoons without too much flashing lights, very fast you know. And that was not very available. I don't want them to be short-attention fan. I don't like that for my kids. That was nothing that was soothing the watch.

The parents with kids will prefer different schedule in flight.

If the meal can come really soon. If there is gonna have meal, so then if my kids are gonna sleep, they have the longest time. The meal can come as soon as possible. Maybe bring their food first, so that I can help them to eat. Otherwise, my food come at the same time, it became cold by the time when I get to it.

Music will help calm kids down.

If there is some entertainment which is more smooth and calm...sometimes you want something calm, you don't wanna chi chi chi...that kinda of stuff...and kids' music also...there were no music for the kids. I guess like new age's music that is kind of okay...some pleasant kids' music. That's nice

Charging ports are missing in plane.

If there is a place for plug in so that we can listen to our mp3...for the battery source...

Parents prefer to decide bright and dark schedule by their own.

If they were some ways to dim the light, when they go to sleep...it's very nice when they dim the whole cabin...()...so, I guess there is some way to dim the light in your own part. There were once that during the nighttime and there is one guy tried to turn on his light. Oh yeah they want police, but still it is quite troublesome.

Face to face contact is eager-able in principle.

I think still face to face is the best.

The multiple choices in a open space.

And then you are just entering to the plane and it would just like a lobby instead of placing the rows of seats. So you can move on to everywhere you like to. If you wanna go a darker area to sleep or you want to sit by those people. Or different areas for different atmosphere you want.

The face to face supports give you a more friendly feeling.

Would be people that they can help. You know, the idea of stewards, you can ask for help and they are friendly.

Food is very important catering in flight

And food, good food.

Toilets are not well designed.

The toilets are very small and hard to know when you can go, whether they are occupied or not. Especially when you have kids.

The design of the seatback is easily letting passengers affect each

Mostly when they are kicking your seats and that's quite regular. Or when my kids kick others' seats. I guess that is annoying because that is the design of the plane. They react like a little bit of movement.

The angle of the seatback often bothers other passengers.

I love to sit on the last seat which the back seat is against to the wall so that I don't need to care about the angle of my seat's backrest.

The 4-abreast is not good for in and out seats.

I prefer to sit on a 2-abreast arrangement than the 4-abreast arrangement, which is usually place in the middle of the cabin.

The intimate companion is usually the talking object.

If I traveled with my husband, I will talk with my husband, but last time I was traveling with my son and he wanted to do his do thing like listening to the music or watching to the video. So, I was reading via my tablet as well, and then eating, and then some break and then some movie.

When meeting native abroad, it always makes you feel happy and

When I meet Korean people, it is always a very nice talk. For western people they prefer not to talk about something too private... something about his pet, hobbies or sports. But, if it is Korean person, we can chat a lot. Sometimes we can even chat from the beginning till the end.

The private information should be kept during conversation with

We asked, "what is the business you are doing?" "How many kids do you have?" Of course I don't want to expose myself too much.

The reading light from other passengers makes her eye

The reading light during the sleeping hours was shed towards my eyes. That was really an annoying experience.

Drunken people in plane are annoying.

Some people they need some alcohol for helping their sleep but in the end they turned to talk loudly even I asked crew to stop them, they will raise their volume again soon.

Careless parents and crying baby are annoying.

Some parents they are not really care when their baby is crying in the plane.

Taking to strangers on and off is very interesting but the distance

I want to be around by nice person so that I can make friends with them. But face to face might be too much because I also want to have some break.

The basic needs of human need to be cared well.

My ideal flight will be with good neighbor, good food, good sleep, good movie and no shaking.

The waste of space can be used for other intentions.

My body was not in a good condition so I leaned down on the three chairs. I was lucky because there were not many passengers in the plane.

She wants to feel like on the ground when in the air.

I don't want to feel that I am flying.

The language barrier will be solved in the future.

I imagine that in the future that we don't need to speak the same language to understand each other. We might just need a pair of earing and then it will automatically translate the conversation to us.

She can take the advantage of the long hour flight for doing many

I feel that you can actually do a lot of things in plane.

Seeing the sceneries during the trip is eager-able.

I still prefer to travel by car because then you can see the scenery, not like sitting in the plane and only watching without doing anything.

Chinese are not used to talk to strangers.

I hardly initiate conversation. I think it is because our Chinese are not used to talk to strangers.

The luxurious experience in ship didn't happen in plane.

We parked in the ship and then we can enjoy the meal in the restaurant. The ship was really stable... I don't even need to take the seasick medicine although I still took it in the beginning.

She got benefits from people's sharing knowledge and experience.

I love to people who are interesting and knowledgeable. I feel that I always learn a lot from them.

The taking off and landing are the most uncomfortable timing in

When it was about to take off, I felt down.

There are different activities in short/long flight.

I prefer to sleep in a short flight and talk in a long flight.

The different level of Chinese people makes her feel open and safe

I feel that the Chinese people in plane have higher quality. Maybe it is because some of them are businessmen so they are more international.

The language is not the only barrier; the culture difference is the

I don't feel like talking in English when I am taking a plane. When I take a plan I prefer to relax to myself and be happy. For me, something is funny in Chinese, but if I translate it into English, I can't express that I am a funny or talking a real funny joke. Maybe it is a cultural thing.

They talk a lot when travel with friends.

I always keep chatting with my friends in plane. We did have a lot of fun there and we also get to know each other more. But I think it also depends on the purpose of the flight. If it is for vacation, I will be more excited and talking throughout the flight.

She wants people can go different zones for different purposes.

Maybe there can be a silent zone and a talking zone in the plane. Although I am a talkative person, I might also want to go to a silent zone. But still I believe the needs of this kind of separations. Maybe also baby zone so that those babies will not bother other passengers and some zones for game and movies.

The outside scenery is very tempting.

I prefer airplane to be more open so that I can see the blue sky, cloud and sunset. I believe that pilot has very nice eyesight but I use that passenger can also share part of it.

The face to face communication is still very important to human.

I feel that all the high tech regarding to tele-communication technology are actually trying to make the conversation real like face to face again.

The connection via games is both interactive and private.

I actually thought about how to connect each passenger through games. Make this space like a small world and it is a small network. Because I still believe that the interactions between people is still very important, but people still don't want

Her neck was not well supported by the seat.

I want my neck to be supported more.

People in closer ages will have more common topics in chatting.

Maybe young people and young people they can sit together instead of sitting besides old men.

She feels tired of just watching movie.

Maybe there are some other things to do instead of watching movie.

People still need their own quiet space.

If you are keeping talking, I believe people will also get tired and annoyed in the end.

More frequent and smaller planes will happen in the future.

Maybe in the future that the planes are going to be smaller but with more routes.

The iteration events are not so exciting to her.

I checked the TV to see if there is the movie I want to watch. And then I usually fall asleep and then wake up for eat. And then start a movie I want to watch. And probably fell asleep after eating again.

Leaving seat is not a very convenient for her.

Depends on how tried I am, I watch a movie or a sleep, but I always eat every meal. I usually go to toilet about once during the whole trip.

The experience in flight are always the same.

Because I take a lot of long flights. Everything seems like...routine.

She concerns the safety of handbag luggage.

I want and it's only me to touch my bag instead of there any other people can touch it. (4:30)

The handbag eats some space of the pass way sometimes.

I check in my luggage mostly. Then I will have a small backpack with me. I put it underneath my tray because then I can have easy access to whatever

She felt panic because the unfamiliarity of the transition point and

I have to be careful what my next connection flight is. Because it is a new airport so I have to figure out how to...like the Seattle airport is horrible. And it got me panicking a little bit because the transfer time was short. And there were three trains...so it's complicated.

She wants her own space.

I don't like to talk to people usually. Like I like to talk to people but once you start, the next nine hours you are thinking should I keep talking or not...it's really like that...

She is used to bring a book for the flight.

I always bring a book but I don't always read it.

Non-language conversation is still understandable.

I "talk" with a Vietnamese couple besides me. We were sitting together. But they cannot speak any English and I don't speak any Vietnamese. And then they gave their business cards. I don't remember but we can communicate somehow. They seemed very nice to me and they gave me their business card.

It is hard for some passengers to walk out of their seats for toilet.

There was a Dutch kid in high school and besides him is his uncle. I just wanted to sleep because I was really hangover. And the kept talking to me. I also really like to talk to them but I was really tired. So I was sleeping mostly during the trip. And

The starting of the conversation has certain threshold.

I never imitate but I don't mind people initiate.

The openness of the culture makes her feel open to talk and share.

Taiwanese people usually don't talk a lot to strangers. Dutch are more open and conversed and they like to share their experience, which is really nice.

The exchanging of experience and knowledge is very useful and

She was curious about why I decided to study in Delft in Industrial Design. She was also interested in studying in Delft. I was asking her international experience to traveling to Grand Canyon. She was talking about why she likes Great Canyon

She needs to be on her own sometimes.

I have to say...now I am more used to talk with the person besides me but usually I just kind of sat and being my own little world.

The kids and the careless mother caused the noise.

I can tell worst I had. There were 2 kids. I think they are brothers and sisters. And they just kept laughing and poking each other. And they were being super loud and louder than people crying and the mother just don't do anything...In that I

She wants bigger personal space instead of being around by other

For example, If I traveling by myself, I would rather have no body sitting beside me so I don't have to worry about they climbing over to toilet. Make sure that we can have enough space to go to toilet.

The audio system is not good.

Better sound system, like the earphone is always terrible.

More frequent and personal flying will happen in the future.

It would be individual. Everybody can drive their own flight or else you can have public flight and it just like the road system now it's implemented to the sky. That's how I see it.

The travel to other planets will be possible in the future.

There would be a high way to connect to the Mars or Venus.

There is a safety issue when reveal too much personal information

They suggest you not to talk to anyone...There was a Colombian woman sitting besides me. It is very normal in our culture that you ask where to go or why to go...because you are in an airplane; you don't want to share all these

The safety of luggage in the plane is the problem in various events.

You try not to fall asleep in the plane. If you fall asleep then your bag is not under watch for some time. If you have a bag then you try to lock them and if you decide to sleep you usually take off your bag and put it under your seat or

The safety of belongings when passenger leaves the seat

The same when you have to go to toilet. You have to really think about it. I remember I needed to go to toilet for several times because it was a long flight. I remember I took my handbag with me.

Watching movies is the common way for him to kill time in plane.

I spent the whole time watching movies..ummm...hearing music..and..just looking through the window. Everything was dark anyway...if I was waiting for the sunset then I wait for the sunset. So I was checking checking checking. I didn't take any reading with me...I just really worried about my luggage.

In some culture, they really love to share things regardless the

I think there is a difference between cultures. Colombian very normal just go and talk with random people...they showed the privacy of Latin is the lowest one...but Europeans really care about the privacy.

The cultural difference is a universal topic.

We just talked about the differences between two countries. Normal conversations should with international people, in Spain is like this and in Holland is like that, and in Colombia is like this and Taiwan is like that...you just keep about the same thing with everyone...

Business trip means quick and efficient.

When I was travelling in Colombia, the persons who traveled are mostly for business. Because most of transportation in Colombia is done by bus. If somebody goes by plane because he does want to do something quick and then come back. This means business.

An event trip in airplane makes more benefits than just a non-event

So, airplane is good for getting contacts in my perception. So, I always ask like ohh...how are you doing how have you been in this city...to see what they are working. And then if there is something interesting; then I just get information out of them. Because it is good. And sometimes, they are from the same city that I am from or they have girlfriends that are from the same city with me or whatever. I just tell me like whenever you come to my city just give me a call. They never do. But still if I ever need something from them, I already have their card.

Language ability is not just a barrier but also an attraction at the

I just wanted to practice my English. So the person who just sat besides me was a girl. I was like 14 so that I wanted to engage English conversation..I was going to Disney at that moment so I just talked her that I am going to Disney and then she just told me about all the places that she knew about Disney...and how cool they were bla bla bla..Wasn't nothing meaningful.

The unfamiliar airport of the transition point causes the panic

So let's say you go to a not so commonly vocational location. There is a chance that there is no English site. Even if they are, they usually get lost.

The airplane seat is not suitable for all people.

All the transportation system, they are all like this...so you put your head here. So what happened to me is that I tilt my head like this.

He is used to lay his head on the wall when sleep.

Then I just turn and I put my head on the wall. But the airplane is rounded so it's a little bit tricky.

He can't fall asleep when others' reading lights are on.

If there is someone wants to read so he put the lights on, others don't want to...so I can't sleep at night because I used to really dark...I need something to cover my eyes.

The crying baby and angry mother cause the noise.

Usually they just cry. And the mother started to shout to the baby.

The service in plane is not efficient.

I wouldn't need a flight attendant to get what I want. If I need a blanket, then it just appears or something. Because the attendants are so slow.

He wants the freedom in doing activities in plane.

If there is a drunk guy and he wants to drink and dance. Let him. As long as he doesn't affect me. If I can just walking out, somehow I just press a button and somehow there is a magic wall that protracts me from that. Why should I care? If I want to stand from my chair and there is someone besides me, there should be like a system, which chairs move like logos. I can stand without disturbing anyone. I should able to do whatever I want at any moment I want without disturbing others.

A event that can bring the passengers' attentions together.

Why not have tournaments of chess?

The connection of group is missing in plane, especially between

If you bought a tickets for the family but the system is not able to put all the people together. This happens a lot. If there is a way that the mother can monitor the kids and kids can have contact with mothers to be more in control what is

The language is the barrier in conversation.

In the future, no one needs to lean language anymore. The language will stop being important to learn at some point.

People are still eager to have direct contact between people.

I wish we can still have human contact to each other, but this is not going to happen. This is gonna become digital. We will always need a medium to communicate.

The transitions of each transportations are not efficient and even

Between airplanes, there is a lot of time wasted. If the flight experience can start from my house, that would be awesome.

There are more flights in the future.

After 1000 years, being in the air will not be that unique.

APPENDIX 5 CONTEXT FACTORS

Global cooperation increases

Global cooperation and team up will be common and prevalent. Businessmen need networking.

We influence each other

Our friend and friends' friends' friend affect us.

Our network shapes us.

People are connected and influential to each other.

Language is not the problem but the cultural differences

The language will not be the barrier for the international people to communicate anymore.

The cultural difference is the obstacle to initiate the conversation.

People need the friendly signs to initiate the interactions.

People share to see versatility

People choose the cheapest way in moving.

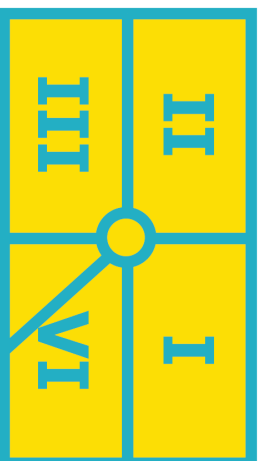
There will be an air traffic jam in the future

High cycle flights will cause more hassles.

Consumers go for substitutions in those nations where high-speed rail is well developed.

The owner-less model will increase.

Look for homogeneity



Look for heterogeneity

Every network has the life of its own.

We look for the belongingness of the community.

People look for new experiences

Consumers are now enjoying the endless first-time experience.

People feel experience is more rich than possession.

People learn experience via making friends.

Space tourism will come into reality.

People have new definition for sustainability

Consumers are skeptical about the sustainable products.

Eco is a lifestyle and feeling eco is a trend.

People create their own products

The pace and the volume of consumer-facing innovation has never been higher.

3D printing will change the supply chain.

Claytronics will change everything.

Once the new mode or technology is able to satisfy all of these basic travel criteria, it usually displaces the older technology within a few decades.

Actively connected to the world

The influence of city is expanding

The urban culture and values is spreading worldwide.

The power of the city is growing.

The size of the city is expanding

Immigration to megacities will continue increasing.

The number of urban dwellers is increasing around the world.

Mega city is expanding.

People travel frequently around the world

We will have more flights in the future.

4-7 billion people will take an international vacation.

Social media connects everyone in the world

Social media connects everyone.

Social media is part of the life and networking.

Everyone has registered in social media in the future.

The improving high-tech connects everyone

Citizen will forever enjoy connecting with each other, both in real-life and online.

Unlimited worldwide interaction.

The whole country is a network.

Wearable technology will become the new communication tool.

People look for intimacy

People need to bond with their friends and families.

Physical contact/ interaction will be kept till the future.

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Unconnect to enjoy physical world

People feel tired of ubiquitous connection

People want to escape from urban for peace and quiet with nature and clean air.

People gradually have disability in physical interactions

Same social distance between people around the world.

The interaction between people will be superficial.

The daily basic needs have to be fulfilled

People need to feel capable and effective.

People want to eat good food and sleep well.

People look for convenience.

People are eager to have personal space

People need to feel independent and self-decided.

People want to keep their privacy and personal space.

Growing pressure on public-finance

Growing pressure on public finances.

The effects of heat stress on labour capacity have doubled.

Robots will be widely used at home and workplace.

Fuel price volatility and economic uncertainty.

High fuel price and environmental needs will drive innovation in alternative fuel.

Industry has a slow evolution.

Aging people is growing.

Pension, health and long-time care will be a problem of the society.

<p>PRESERVE TRADITIONAL SOCIAL ETHICS</p>	<p>CONNECT TO SEE WORLD'S VERSATILITY</p>
<p>LOOK FOR AUTHENTIC LIFESTYLE</p>	<p>CONNECT TO CREATE PERSONAL UNIQUENESS</p>

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APPENDIX 6 FLOOR AREA OF AIRMEGA

AIRMEGA (unit: m ²)	Deck 1		Deck 2		Total seating area	Total public area
	per unit	total	per unit	total		
Aisles	*9	41.75	*9	41.75		83.5
Normal area	0.4*78	31.2	0.4*78	31.2	62.4	
Personal bed	1.122*100	111.2	1.122*100	111.2	222.4	
Business cabin	*20	22.59	*20	22.59	45.18	
Private cabin	*14	36.46	*14	36.46	72.92	
Group cabin	*40	48.77	*40	48.77	97.54	
Center café/bar, staircase and galley	23.25*1	23.25	23.25*1	23.25		46.5
Passenger area	N/A					
Staircase	N/A					
Galley	N/A					
Lavatory	2.52*4/1.79*2	13.59	2.52*4/1.79*2	13.59		
Lavatory	3.985*2	7.97	3.985*2	7.97		
Non-passenger area						
Aisles	*2	144.26	*5	69.95		214.21
Recommended non-passenger area	Cargo area	56.58*2	113.16	56.58*2		
				113.16		
Net total					500.44 (74.6% out of gross passenger floor area)	344.21
Gross passenger floor area					671.62 (60.6%)	
Seating capacity					504 people	
Gross floor area					1108.91	

