

# Pearson Lloyd Allegris Business Class

## Key messaging and design details

### Pearson Lloyd designed the Allegris Business Class to meet the needs of diverse travellers in a changing world

- The Allegris business class cabin experience is rooted in a year-long, **multi-faceted co-creation programme of primary research and ideation** conducted by Pearson Lloyd and Lufthansa, alongside sector partners. This encompassed an over-arching industry review, individual passenger interviews, high-level creative workshops, mega-trend mapping and creating new user profiles and future landscapes.
- **Pearson Lloyd's research made clear that business class is not what it used to be.** It is no longer a one-note category for corporate travel. With more people in control of where and how they work, business travel has opened up to a broader user base of travellers who do not want to compromise their travel experience. These '**masters of space and time**' might be creatives or freelancers. They might be travelling solo, or with colleagues or families. They might be looking to relax, sleep, work, meet, or be entertained in transit. Given the multiplicity of user needs, a single-concept solution would inevitably compromise the experience.
- A **detailed process of prototyping** followed. Six cabin layouts were built at 1:1 scale to evaluate user experience and ergonomics. Out of the research, a multi-seat layout was chosen, which encompasses seven different seat types in the Allegris business-class cabin design.
- **User-controlled choice** defines the needs of the future traveller – Allegris business class meets the baseline requirement for comfort and function while delivering choice.

### The Allegris cabin rethinks the long-haul travel experience

- All modes of transport are still dominated by single-concept business-class experiences. Innovation is largely limited to the cosmetic and ergonomic. Pearson Lloyd's approach for Lufthansa encompasses not just the seat, but the complete traveller experience, offering a vision and a **blueprint for the future of all business travel**.
- Lufthansa Allegris business class maximises flexibility to accommodate changing needs. The **modular, multi-seat environment** includes **seven seat types** that can be booked depending on the travel experience required – whether solo and working privately en route, or travelling sociably with others.
- All **research-determined user needs are covered**. All seat variations include all-aisle access, Bluetooth connection for personal devices, wireless charging, up to 27 inch monitors, a personal 'iPad' for second screening, noise-cancelling headphones, a minimum two-metre bed length, a heating and cooling seat, ample storage, feature lighting and, in suite variations, a personal wardrobe.

### Allegris business class has Pearson Lloyd's two decades of expertise in enhancing the travel experience behind it

- The Allegris business-class project is the culmination of **years of research and ideation**, and a 15+-year partnership between Lufthansa and Pearson Lloyd.
- Pearson Lloyd has a two-decade track record of ground-up innovation evolving and **elevating long-haul passenger experiences** across all modes of mass transport.

### **Pearson Lloyd decodes complexity at a global scale, responding to macro trends at the micro level**

- Pearson Lloyd brought a deep understanding of the macro trends influencing global long-haul travel to the project, developing the Allegris business class cabin experience as a **practical solution for the future landscape of travel**.
- The project concept addresses the many and varied needs of airline, passenger and crew, realised in conjunction with the finest premium seating manufacturers in the world. **A simple, useful response to a dynamic nexus of needs.**

### **Allegris business class is an industrial-design solution developed at a human scale of detail**

- To ensure the best possible passenger experience and minimise compromise where possible, Pearson Lloyd designed every seat to be **bespoke to the aircraft** that it is intended for. Over eight years, Pearson Lloyd built ergonomic models at 1:1 scale for each of Lufthansa's long-haul aircraft: B747-8, B777-9, A350 and B787-9.
- Human-scale testing enabled Pearson Lloyd to ensure not only that diverse user needs were met, but also to **maximise cabin efficiency**, guarantee manufacturing efficiency, and optimise material and resource use in production.