

Building BSI's understanding of service design for sustainable mobility innovation

BSI Student Research Programme Case Study



BSI's Student Research Programme works collaboratively with Master's Degree students to help them produce a research dissertation.

Cheryl Cheung, a Master's student at Loughborough University London, produced an MSc dissertation on sustainable meaning-driven service design in the context of UK mobility innovation.¹

“It was a fantastic experience. Takiyah was really helpful and supportive in helping me through this really long journey.”

Cheryl Cheung

What is the BSI Student Research Programme?

BSI's Student Research Programme exists to bring Master's students into a mutually beneficial relationship with BSI. These students are required to produce research dissertations. Meanwhile BSI often needs original research in areas that are identified as having potential for future standards or standardization work. The SRP brings the two together.

Through this collaboration BSI gains valuable insights into an area of interest which might ultimately enrich our standards. Meanwhile students benefit from business mentorship; a potential real-world application for their dissertation; access to standards, subject experts and networking opportunities; and a close association with BSI which may ultimately increase future employability.

Interested to learn more?

Email us at education@bsigroup.com



Cheryl Cheung

Introduction

Cheryl Cheung was introduced to the BSI Student Research Programme (SRP) by her supervisor at Loughborough University London, Dr Sharon Prendeville, who thought BSI might be interested in Cheryl's area of research. Cheryl was completing an MSc in Design Innovation Management and for her dissertation wanted to research how meaning-driven service design can contribute to a sustainable transport infrastructure.

On finding out about the SRP, Cheryl got in touch with BSI Education. She says that she was interested to work with us because of BSI's pedigree of being active on the leading edge of sustainability standardization over many years. She also realized the depth of knowledge that is contained in standards and in particular felt that what we'd done on benchmarking and evaluation would be of interest when she was writing her paper.

BSI Education evaluated Cheryl's application and could see its relevance. In particular, we have a big smart cities project which is ongoing, and which includes work on developing transportation infrastructure in a connected world. Consequently, Cheryl was accepted into the programme and was put in touch with Takiyah Williams, a BSI Programme Manager, who would act as her BSI project mentor.

Writing the dissertation

The collaboration kicked off with a face-to-face meeting between Cheryl and Takiyah to discuss how the project would work. Takiyah – along with Dr Sharon Prendeville – subsequently helped Cheryl narrow down the scope of her dissertation to something more manageable. Says Cheryl, "Initially I was very ambitious, but eventually I decided to take a step back and talk to more industry people rather than academics."

Thereafter, in the course of writing her dissertation, Cheryl met with Takiyah a number of times. At these meetings Takiyah signposted Cheryl towards relevant resources, especially evaluation, sustainability and service design

standards. The two also brainstormed the approach Cheryl could take in her dissertation. Over the summer Cheryl also sent outlines and overviews to Takiyah, who was able to offer a more business-focused perspective on how Cheryl's ideas could be made applicable. She was also able to sharpen up what Cheryl was saying about standards.

Finally, Cheryl had already identified who she wanted to speak to in the course of doing her research, but in addition BSI was able to arrange for her to speak with its smart cities project manager.

Outcomes of the partnership

Cheryl feels that the main thing she gained from working with BSI was a less academic/more real-world focus for her dissertation because she thinks BSI helped bridge the gap between academia and industry. She also feels that BSI's involvement made the work more robust and credible to a wider audience because after learning about standards and standardization, "You have a standard in mind or an industry in mind when you're writing," she says. She also feels that because of this the experience has increased her employability.

On a more personal level, Cheryl also found working with Takiyah to be a positive experience. "It's good to have support," she says, "knowing people will give me ideas, and help me set project milestones." That said, working with BSI didn't necessarily increase Cheryl's motivation, she says, because that was already high. "My sense of purpose was already there because raising the quality of sustainable development is very important to me."

In conclusion

Cheryl is now repurposing her dissertation with a view to getting it published as a conference paper. She believes that working with BSI helped give the dissertation a more business-focused orientation which will now help it be more acceptable to an industry audience. She also describes working on her dissertation with BSI as "a fantastic experience." "Takiyah was really helpful and supportive in helping me through this really long journey," she says, "I feel very blessed to have had so much guidance."

BSI has gained too. We have a copy of Cheryl's dissertation and will have her final conference paper. These supply ideas on the sharing economy, on its components, how it's evolving

and on the sustainability considerations and potential impact of sharing economy services. These could easily be fed into the considerations of a future standards' committee in due course. In addition, BSI gains from being exposed to a fresh perspective and an independent point of view. We're also raising our profile among the standards-makers and users of the future.

In conclusion, when Cheryl was asked if she would recommend that future postgraduate students consider getting involved with BSI's Student Research programme, she says that she would. "That's because for me," she says, "the experience was definitely worthwhile."



"BSI's Student Research Programme is a fantastic opportunity for Master's students and early-career researchers. It gives them the opportunity not only to broaden their perspective and to see that their work can be part of something much bigger, but to subject their ideas to important external critique and challenge."

Dr Ksenija Kuzmina,
Lecturer in Design Innovation and Management,
Loughborough University London



What students gain from BSI's Student Research Programme:

- ✓ Additional support and impetus in defining and producing their Master's dissertation
- ✓ Kudos of association with BSI
- ✓ Networking opportunities
- ✓ Commercial perspective to the dissertation
- ✓ Exposure to future potential employers
- ✓ Access to BSI resources (including standards and committee experts)

About BSI Standards Development

A standard is an agreed way to do or make something. Standards gain their authority from the fact that they're written through a process of wide consultation which leads to an expert consensus. BSI Standards Development develops new ideas to provide the standards that industry needs to innovate, expand and excel.

About BSI Education

Universities make a significant contribution to standardization by teaching about standards, participating in their development on committees, and contributing academic research. BSI Education builds relationships and creates programmes that raise awareness of the role of standards and encourage and increase the participation of young professionals in standards-making.

For more information about BSI's Student Research Programme and how to get involved, go to bsigroup.com/education or contact education@bsigroup.com.

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