

Qualitative Assessment on Strategic Criteria					Seats												Cabin Linings								Bins				Cabin Floor											
Criteria Categories	Criteria ID	Strategic Criteria	Criteria Definition: "What level of < ... > is exhibited by the assessed component?"	Criteria Importance (amend as required)	i. Metallic Structure				ii. Composite Structure				iii. Comfort Interfaces				iv. Misc.				v. Sidewall Panel				vi. Insulation Blankets				vii. Overhead bins				viii. Carpet				ix. Floor Panel			
	#		Column Designations: S = Importance Score C = Competence	B = Bias	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R	S	C	B	R
A. Revenue Potential	1	Brand Image	impact on the operator's brand image	0.027	1	H		1.00	4	L	H	4.25	5	H		5.00	3	L	L	2.50	5	M	L	4.50	1	H		1.00	4	L	H	4.25	3	L	H	3.50	1	H		1.00
	2	Promotion Channels	operator's promotion channel facilitation	0.027	1	H		1.00	5	M	L	4.50	3	M	H	3.25	1	M	H	1.50	4	L	L	3.25	1	H		1.00	2	L	H	2.75	2	L	L	1.75	1	H		1.00
	3	Upfront Pricing	ticket pricing effect / adjustment leverage	0.028	1	H		1.00	4	L	L	3.25	5	M	H	4.75	2	M	L	1.75	3	M	H	3.25	1	H		1.00	4	M	H	4.25	2	L	L	1.75	1	H		1.00
	4	Access Pricing	ancillary pricing adjustment / expansion leverage	0.026	1	H		1.00	2	M	L	1.75	5	M	H	4.75	3	M	L	2.75	2	M	L	1.75	1	H		1.00	3	M	L	2.75	1	L	L	1.50	1	H		1.00
	5	Growth Potential	stable/growing (but not declining) demand for baseline design/version	0.020	4	M	L	3.75	5	H		5.00	4	M	H	4.25	2	M	L	1.75	2	M	H	2.25	1	H		1.00	4	M	L	3.75	3	M	H	3.25	3	M	L	2.75
	6	Innovation Capacity	viable potential for future design/version evolution	0.012	4	L	H	4.25	5	H		5.00	4	L	H	4.25	3	M	L	2.75	3	M	H	3.25	2	L	H	2.75	3	L	H	3.50	3	M	H	3.25	3	L	H	3.50
B. Collaborative Potential	7	Distribution Channels	capability/effectiveness for the operator's product/service distribution	0.013	1	H		1.00	5	L	L	4.00	2	M	H	2.25	3	L	M	3.00	3	M	H	3.25	1	H		1.00	4	M	H	4.25	1	M	H	1.50	1	H		1.00
	8	Advertising Channels	facilitation for partnering stakeholder product/service promotion	0.016	1	H		1.00	5	M	H	4.75	3	M	H	3.25	2	L	L	1.75	5	L	H	4.50	1	H		1.00	5	L	H	4.50	2	M	L	1.75	1	H		1.00
	9	Co-Branding Potential	viable collaboration potential (e.g. co-design or joint service delivery)	0.010	1	H		1.00	4	M	H	4.25	5	H		5.00	2	L	L	1.75	4	M	H	4.25	1	H		1.00	4	M	L	3.75	2	L	H	2.75	1	H		1.00
	10	Retail Channels	faciiltation for partnering stakeholder product/service distribution	0.020	1	H		1.00	5	H		5.00	2	L	H	2.75	4	L	L	3.25	2	L	H	2.75	1	H		1.00	4	M	L	3.75	2	L	L	1.75	1	H		1.00
C. Passenger Perception	11	Physical Comfort	contribution to user's mechanical bodily comfort	0.030	4	M	L	3.75	5	H		5.00	5	H		5.00	4	M	H	4.25	4	M	H	4.25	1	H		1.00	4	M	L	3.75	3	M	L	2.75	3	M	H	3.25
	12	Cabin Purity	contribution to cabin cleanliness or the user's perception of it	0.028	2	H		2.00	5	H		5.00	5	H		5.00	3	M	H	3.25	4	M	H	4.25	3	M	L	2.75	4	M	L	3.75	5	H		5.00	2	M	L	1.75
	13	Aesthetics	impact on the user's subjective perception of a visually appealing cabin	0.021	3	H		3.00	5	H		5.00	5	H		5.00	2	M	L	1.75	5	M	H	4.75	2	M	H	2.25	5	L	H	4.50	5	H		5.00	2	M	H	2.25
	14	Autonomy	contribution to the user's privacy and operational independence	0.021	2	H		2.00	5	H		5.00	3	M	H	3.25	4	M	H	4.25	3	M	H	3.25	1	H		1.00	5	M	H	4.75	2	M	H	2.25	1	H		1.00
	15	Ambience	contribution to the user's mental and emotional state	0.016	1	H		1.00	5	M	L	4.50	5	H		5.00	2	M	L	1.75	5	H		5.00	4	M	L	3.75	5	H		5.00	5	M	L	4.50	2	M	H	2.25
	16	Trendiness	impact to the user's perception of cabin alignment with popular trends	0.012	2	M	H	2.25	5	M	H	4.75	5	H		5.00	2	M	L	1.75	4	M	H	4.25	1	H		1.00	5	H		5.00	4	M	L	3.75	1	H		1.00
D. Passenger Experience	17	Ergonomics	contribution to the user's operational convenience	0.032	2	L	H	2.75	5	H		5.00	4	M	H	4.25	4	M	M	4.00	4	M	H	4.25	1	H		1.00	5	H		5.00	2	L	H	2.75	1	M	L	1.25
	18	Cabin Environment	impact on the quality / properties of cabin air	0.033	1	H		1.00	3	M	H	3.25	5	M	L	4.50	2	M	L	1.75	2	L	L	1.75	5	H		5.00	2	M	M	2.00	5	H		5.00	1	H		1.00
	19	Experiences	impact on the content, quality, availability of the user's on-board experiences	0.016	1	H		1.00	4	M	H	4.25	3	M	L	2.75	5	M	H	4.75	2	M	H	2.25	1	L	H	2.00	4	M	H	4.25	3	M	L	2.75	1	H		1.00
	20	Useability	impact on the user's ability to operate cabin equipment independently	0.010	1	H		1.00	4	M	H	4.25	5	H		5.00	4	M	L	3.75	2	M	L	1.75	1	H		1.00	4	H		4.00	2	L	L	1.75	1	H		1.00
	21	Interfaces	contribution to the availability / operation of the user's system interfaces	0.013	3	M	L	2.75	4	M	H	4.25	5	H		5.00	5	H		5.00	3	M	H	3.25	1	H		1.00	4	M	H	4.25	3	M	H	3.25	2	L	L	1.75
E. Outside Interfaces	22	Outside View	impact on the user's experiences involving cabin outside views	0.008	1	H		1.00	4	M	L	3.75	2	M	L	1.75	1	M	H	1.50	5	H		5.00	4	M	H	4.25	1	M	L	1.25	1	H		1.00	1	H		1.00
	23	In-Flight Information	impact on the availability, quality, and content of inward information flow	0.017	1	H		1.00	4	M	L	3.75	1	H		1.00	5	H		5.00	1	H		1.00	1	H		1.00	3	H		3.00	1	H		1.00	1	H		1.00
	24	In-Flight Communication	impact on the availability / quality of internal & external cabin communication	0.015	1	H		1.00	3	M	H	3.25	1	H		1.00	5	H		5.00	1	H		1.00	1	H		1.00	3	H		3.00	1	H		1.00	1	H		1.00
	25	Journey Continuity	contribution to the user's preceding/subsequent journey continuity	0.017	1	H		1.00	2	L	H	2.75	2	M	H	2.25	3	M	H	3.25	1	L	L	1.50	1	H		1.00	5	H		5.00	2	M	H	2.25	1	H		1.00
F. Operational Cabin Qualities	26	Passenger Capacity	impact on passenger capacity within a given cabin	0.036	4	M	H	4.25	4	M	H	4.25	3	M	H	3.25	1	M	H	1.50	3	M	L	2.75	3	M	H	3.25	5	H		5.00	2	M	H	2.25	2	M	H	2.25
	27	Configuration	attainable freedom for cabin layout configurations	0.012	5	M	H	4.75	5	H		5.00	2	M	L	1.75	4	M	L	3.75	5	H		5.00	2	M	L	1.75	5	H		5.00	4	M	L	3.75	2	M	H	2.25
	28	Luggage Storage	attainable freedom for storage layout within given cabin	0.016	4	M	H</																																	