Importance Weighting of Design Drivers & Factors

0. Top-Level Design Drivers	1. Revenue Potential	2. Collaborative Potential	3. Passenger Perception	4. Passenger Experience	5. Outside Interfaces	6. Operational Cabin Qualities	7. Integrated Cabin Quality	8. Sustainability	9. Implementation NRC	10. Implementation RC	11. In-Service RC	12. In-Service NRC	Eigenvector
1. Revenue Potential	0.50	1.00	0.50	0.75	1.00	0.75	0.50	0.75	1.00	1.00	0.75	1.00	0.15357983
2. Collaborative Potential	0.00	0.50	0.00	0.25	0.50	0.25	0.00	0.50	0.75	0.75	0.50	0.75	0.05275469
3. Passenger Perception	0.50	1.00	0.50	0.50	0.75	0.75	0.25	0.50	1.00	1.00	1.00	1.00	0.13490131
4. Passenger Experience	0.25	0.75	0.50	0.50	0.75	0.25	0.25	0.75	1.00	1.00	0.75	1.00	0.11027470
5. Outside Interfaces	0.00	0.50	0.25	0.25	0.50	0.25	0.00	0.25	0.75	0.75	0.25	0.75	0.05119717
6. Operational Cabin Qualities	0.25	0.75	0.25	0.75	0.75	0.50	0.50	0.75	1.00	1.00	0.50	0.75	0.11888889
7. Integrated Cabin Quality	0.50	1.00	0.75	0.75	1.00	0.50	0.50	1.00	1.00	1.00	0.75	1.00	0.15934179
8. Sustainability	0.25	0.50	0.50	0.25	0.75	0.25	0.00	0.50	1.00	1.00	0.75	0.75	0.08576478
9. Implementation NRC	0.00	0.25	0.00	0.00	0.25	0.00	0.00	0.00	0.50	0.25	0.25	0.50	0.01572568
10. Implementation RC	0.00	0.25	0.00	0.00	0.25	0.00	0.00	0.00	0.75	0.50	0.25	0.25	0.01612494
11. In-Service RC	0.25	0.50	0.00	0.25	0.75	0.50	0.25	0.25	0.75	0.75	0.50	1.00	0.07664791
12. In-Service NRC	0.00	0.25	0.00	0.00	0.25	0.25	0.00	0.25	0.50	0.75	0.00	0.50	0.02479831

Score	Definition
0.00	i has trivial importance comparing to j
0.25	i is less important than j
0.50	i and j are equivalent / interdependent
0.75	i is more important than j
1.00	j has trivial importance comparing to i

1. Revenue Potential	Brand Image	Promotion Channels	Upfront Pricing	Access Pricing	Growth Potential	Innovation Capacity	Summed Weights	Importance Weights
Brand Image	0.50	0.50	0.75	0.50	0.50	0.75	1.234	0.206
Promotion Channels	0.50	0.50	0.50	0.50	0.75	0.75	1.194	0.199
Upfront Pricing	0.25	0.50	0.50	0.75	0.75	1.00	1.247	0.208
Access Pricing	0.50	0.50	0.25	0.50	0.75	1.00	1.136	0.189
Growth Potential	0.50	0.25	0.25	0.25	0.50	0.75	0.812	0.135
Innovation Capacity	0.25	0.25	0.00	0.00	0.25	0.50	0.377	0.063

2. Collaborative Potential	Distribution Channels	Advertising Channels	Co-Branding Potential	Retail Channels	Summed Weights	Importance Weights
Distribution Channels	0.50	0.25	0.50	0.25	0.775	0.194
Advertising Channels	0.75	0.50	0.75	0.25	1.108	0.277
Co-Branding Potential	0.50	0.25	0.50	0.00	0.525	0.131
Retail Channels	0.75	0.75	1.00	0.50	1.592	0.398

3. Passenger Perception	Physical Comfort	Cabin Purity	Aesthetics	Autonomy	Ambience	Trendiness	Summed Weights	Importance Weights
Physical Comfort	0.50	0.50	0.75	0.75	1.00	1.00	1.553	0.259
Cabin Purity	0.50	0.50	0.50	0.75	0.75	1.00	1.409	0.235
Aesthetics	0.25	0.50	0.50	0.50	0.50	0.50	0.982	0.164
Autonomy	0.25	0.25	0.50	0.50	0.75	0.75	0.979	0.163
Ambience	0.00	0.25	0.50	0.25	0.50	0.75	0.662	0.110
Trendiness	0.00	0.00	0.50	0.25	0.25	0.50	0.415	0.069

4. Passenger Experience	Ergonomics	Cabin Environment	Experiences	Useability	Interfaces	Summed Weights	Importance Weights
Ergonomics	0.50	0.50	0.75	1.00	1.00	1.708	0.342
Cabin Environment	0.50	0.50	1.00	1.00	1.00	1.791	0.358
Experiences	0.25	0.00	0.50	0.75	0.50	0.708	0.142
Useability	0.00	0.00	0.25	0.50	0.25	0.285	0.057
Interfaces	0.00	0.00	0.50	0.75	0.50	0.508	0.102

5. Outside Interfaces	Outside View	In-Flight Information	In-Flight Communication	Journey Continuity	Summed Weights	Importance Weights
Outside View	0.50	0.25	0.00	0.00	0.321	0.080
In-Flight Information	0.75	0.50	0.75	0.50	1.326	0.332
In-Flight Communication	1.00	0.25	0.50	0.50	1.093	0.273
Journey Continuity	1.00	0.50	0.50	0.50	1.260	0.315

6. Operational Cabin Qualities	Passenger Capacity	Configuration	Luggage Storage	Turnaround Efficiency	Service Capabilities	Crew Information	Crew Operations	Summed Weights	Importance Weights
Passenger Capacity	0.50	1.00	1.00	1.00	1.00	1.00	1.00	2.553	0.365
Configuration	0.00	0.50	0.50	0.50	0.00	0.50	0.25	0.543	0.078
Luggage Storage	0.00	0.50	0.50	0.25	0.50	1.00	0.75	0.872	0.125
Turnaround Efficiency	0.00	0.50	0.75	0.50	0.25	0.75	0.50	0.812	0.116
Service Capabilities	0.00	1.00	0.50	0.75	0.50	0.75	0.50	0.996	0.142
Crew Information	0.00	0.50	0.00	0.25	0.25	0.50	0.25	0.417	0.060
Crew Operations	0.00	0.75	0.25	0.50	0.50	0.75	0.50	0.806	0.115

7. Integrated Cabin Quality	Fuel Burn	Adaptability	Applicability	Safety	Summed Weights	Importance Weights
Fuel Burn	0.50	1.00	1.00	0.25	1.400	0.350
Adaptability	0.00	0.50	0.50	0.00	0.333	0.083
Applicability	0.00	0.50	0.50	0.00	0.333	0.083
Safety	0.75	1.00	1.00	0.50	1.933	0.483

8. Sustainability	Environmental	Economic	Social	Circularity	Summed Weights	Importance Weights
Environmental	0.50	0.75	0.75	0.75	1.408	0.352
Economic	0.25	0.50	0.75	0.50	0.972	0.243
Social	0.25	0.25	0.50	0.50	0.747	0.187
Circularity	0.25	0.50	0.50	0.50	0.872	0.218

9. Implementation NRC	Availability	Designability	Integrability	Manufacturability	Certifiability	Summed Weights	Importance Weights
Availability	0.50	0.75	0.50	0.50	0.50	1.126	0.225
Designability	0.25	0.50	0.25	0.25	0.25	0.599	0.120
Integrability	0.50	0.75	0.50	0.75	0.75	1.328	0.266
Manufacturability	0.50	0.75	0.25	0.50	0.25	0.872	0.174
Certifiability	0.50	0.75	0.25	0.75	0.50	1.074	0.215

10. Implementation RC	Procurement	Installation	Phasing Out	Depreciation	Summed Weights	Importance Weights
Procurement	0.50	0.75	1.00	0.50	1.463	0.366
Installation	0.25	0.50	0.75	0.25	0.898	0.225
Phasing Out	0.00	0.25	0.50	0.50	0.619	0.155
Depreciation	0.50	0.75	0.00	0.50	1.019	0.255

11. In-Service RC	Operational Needs	Maintenance	Data Management	Summed Weights	Importance Weights
Operational Needs	0.50	0.75	0.75	1.375	0.458
Maintenance	0.25	0.50	0.75	0.958	0.319
Data Management	0.25	0.25	0.50	0.667	0.222

12. In-Service NRC	Reliability	Repairability	Modifications	Opportunity Losses	Summed Weights	Importance Weights
Reliability	0.50	0.75	0.75	1.00	1.633	0.408
Repairability	0.25	0.50	1.00	0.75	1.233	0.308
Modifications	0.25	0.00	0.50	0.75	0.700	0.175
Opportunity Losses	0.00	0.25	0.25	0.50	0.433	0.108