Stakeholder Analysis

Akshay Belle
Arlen Lippert
Najia Hussaini
LaTrent Burdette
Michael Brinker

Stakeholder Identification

- **Air Traffic Control (ATC)**
  - Increase/maintain safety by reducing congestion
- **Pilots**
  - Ease workload and improve perceived safety
- **Airlines**
  - Minimize cost (optimize flying time)
- **Aircraft Producers**
  - Potential for increased business – new and retrofit integration
- **Airport**
  - Effective utilization of Airport Resources
- **CTAAS**
  - Improve Knowledge Base and Learning Curve
- **Passengers**
  - Safety and Convenience
- **Academia**
  - Continued contribution to automated air traffic control

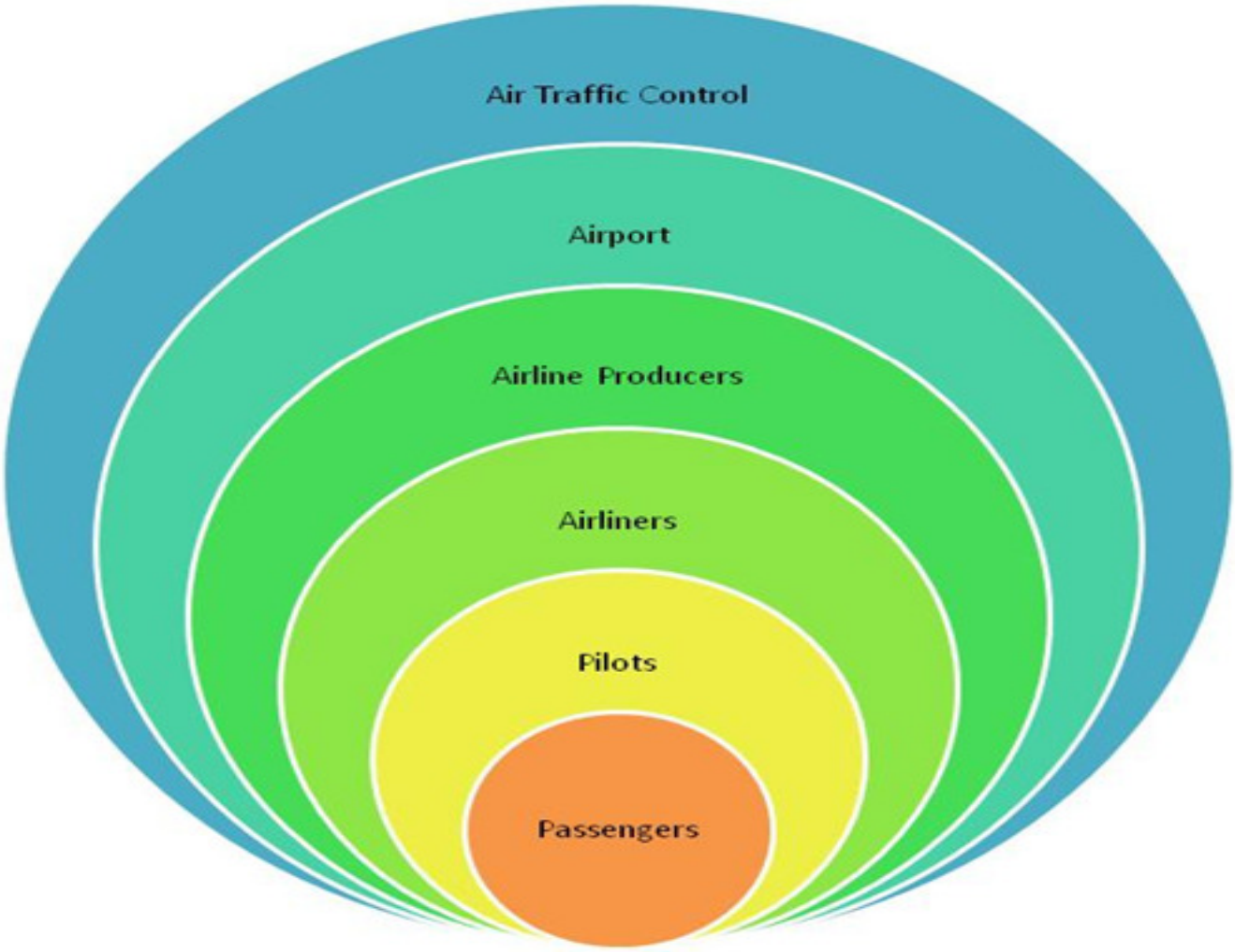
CTAAS Stakeholder Community

Stakeholder Circle of Influence

CIRCLE OF CONCERN

CIRCLE OF INFLUENCE

CIRCLE OF FOCUS



Value Mapping

Assessment Scale	
4	Critical to stakeholder satisfaction
3	Highly recommended for stakeholder satisfaction
2	Some value but not to the full stakeholder's satisfaction
1	Minimum value but not necessary to stakeholder satisfaction
0	No value to stakeholder satisfaction

Assessment Scale to Stakeholder Satisfaction

Stakeholder Weights	
5	Airliners
5	Air Traffic Control
4	Airport
3	Pilots
2	Passengers
1	Aircraft Producers
1	Academia
1	CTASS

Stakeholder Weights

Value Mapping (2)

Stakeholder Matrix										
Need #	Needs/Wants	Stakeholder								Relative Weight
		Airlines	Air Traffic Control	Airport	Pilot	Passengers	Aircraft Producers	Academia	Project CTAAS	
1	Minimize cost	4	1	4	1	4	4	3	3	62
2	Increasing Safety	4	4	4	4	4	4	4	4	88
3	Optimal utilization of Resources	4	4	4	3	1	4	4	4	79
4	Eased Workload	3	4	3	4	1	3	2	2	68
5	Convenience	2	2	2	4	4	1	2	2	53
6	Increased Sales/Revenue	4	0	4	1	0	4	0	2	45
7	Improve Operations	4	4	4	3	0	3	4	4	76

Stakeholder Needs Matrix

Stakeholder Needs/Wants Analysis

STAKEHOLDER GROUPS	NEEDS	WANTS
GOVERNMENT (Air Traffic Control)	•Safety •Decrease Workload •Less Separation Violation	•Less Delays •Effective Technology To Better Utilize Runways
CIVILIAN (Passengers, Academia)	•Safety •Reliability	•Cheaper Airfare
INDUSTRY (Pilot, Airliners, Aircraft, Airport, CTAAS)	•Safety •Better System Performance •Better Runway Capacity •Less Fuel Usage •Less Separation Violation •Synchronized Arrival Stream •Decrease Workload	•New Technology •Address Airport Capacity •Customize Model Airports •Customize Airspace •Meet ATC Requirements •Qualitative Inter-Arrival Times •Decrease Cost •Increase Revenue •Less Delays