ASSS 2014 Group Activity

You are currently working for the consultancy company "Airport Consulting" that aims to offer their services to Heathrow airport. Their tactic is to analyse the entire system and identify projects to work on. Such projects aim to better understand and/or improve system operations with the help of simulation studies. Once a potential project that has been identified is of interest to Heathrow management they will write a specific project proposal together with the client.

TODAY your job is to identify potential projects. For this you will have to consider all areas in an airport where you think simulation can help to better understand and/or improve system operation. Look at Google Scholar (http://scholar.google.co.uk/) in order to find out where people have used simulation before to improve airport operations. For this step your goal is to find some examples for all the different simulation paradigms. You are also welcome to add your own ideas for novel simulation applications you think would help airport management to solve their problems or improve their services.

For the next step you focus on discrete event simulation projects (i.e. queuing systems) only. Within the group rank all related projects using objective and subjective measures and identify the ones with the best potential to be picked by Heathrow management for further development. For the ranking you will have to write down the assumptions you made about the current operability and the problems of Heathrow airport that you are trying to tackle with your proposed simulation.

TOMORROW you are supposed to organise a focus group with the relevant stakeholders. Who are they? Once you identified the relevant stakeholders do some role play. Different group members should take on the roles of the different stake holders and then you should conduct some focus group discussions. The output of the focus group discussions should be some clear objectives for the study you want to undertake and what kind of solutions you are proposing.

Then each group has to present their proposals within a 10 minute presentation slot and will get 5 minutes constructive feedback from the other groups.