Based on an extended analysis of the global air transport sector, this paper presents the conceptual design of a recently developed high-capacity turboprop transport aircraft destined for short- and mid-haul operations on highly frequented routes with entry into service estimated in 2025. In order to evaluate the sales potential of the aircraft concept, the focus of this paper is on portraying the methods and results of a stakeholder-oriented aircraft assessment study that combined scenario planning, stakeholder analysis, and technology assessment methods. Considering future stakeholder needs and operational constraints identified through the study, it was found that in spite of the favorable properties in terms of fuel consumption, noise emission properties and the layout of the passenger cabin do present the most critical aspects of the proposed design.