

Ideation Phase

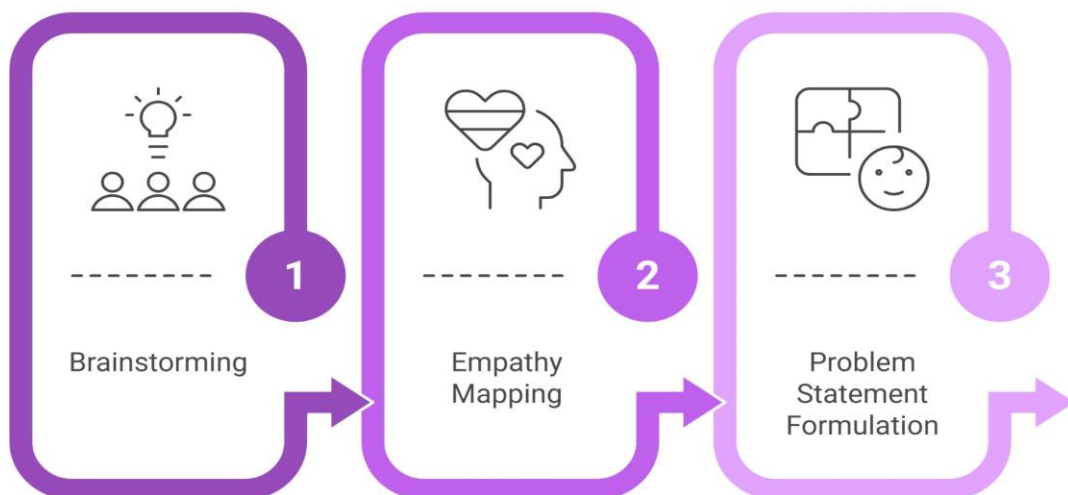
The Ideation Phase serves as the foundation of any successful project. It blends creativity, user empathy, and structured thinking to identify the core problem, generate meaningful ideas, and prioritize solutions that bring value to users. Where creativity and structured thinking combine to find meaningful and impactful documentation.

In our project titled: “A CRM Application for Airlines Management System”, this phase was critical to ensure we built a system tailored to the actual challenges faced by airline departments, ground staff, flight attendants, pilots, and passengers.

The ideation phase included three main steps:

1. Brainstorming
2. Empathy Mapping
3. Problem Statement Formulation

Ideation Phase Steps



1. ♦ Brainstorming & Idea Prioritization Template

Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

Our team convened with the goal of identifying inefficiencies in existing Airline operations and proposing a tech-driven solution using Salesforce. Through collaborative meetings, online whiteboards, and use-case discussions, we collectively explored pain points faced by airline staff and administrative personal. We reviewed real-world operations and identified that most airlines systems rely heavily on manual workflows for managing:

- Flight schedules and fare structures
- Pilot and cabin crew assignments
- Ticket booking and fare collection
- Monthly performance and safety reporting

After several discussions, we clearly defined the core issue:

Problem Statement:

"Airline departments lack a unified digital platform for managing flights, staff, ticketing, and operational metrics in real time. Existing manual processes are inefficient, error-prone, and restrict access to performance and safety insights."

This became the backbone of our project scope.

Step 2: Brainstorm, Idea Listing, and Grouping

We conducted a **team-wide brainstorming session** using a digital board where all team members contributed their raw ideas for improving airline operations. The collected ideas were categorized into the following key themes:

- **Data Management:** managing employee records, aircraft data, flight schedules, passenger information, and maintenance logs.
- **Automation:** real-time fare calculation, based demand and availability.
- **Reporting:** Automated monthly dashboards for flight counts, passenger traffic, on-time performance, baggage handling stats, and revenue.
- **Validation & Access Control:** rule-based data integrity to prevent scheduling and secure aircraft safely.

From around 25–30 ideas, we grouped and shortlisted the ones that aligned directly with operational efficiency.

Step 3: Idea Prioritization

Each grouped idea was evaluated on:

- **Feasibility:** How easily it could be implemented on Salesforce
- **Impact:** The significance of the feature on transport operations
- **Urgency:** Whether it solved a current, pressing problem

We created a decision matrix that helped us arrive at an **MVP** (Minimum Viable Product) plan:

- **Top Priority Features:**

- Automated fare and passenger data updates
- Role-based employee assignment (Pilot/Cabin Crew)
- Trigger-based alerts for invalid assignments
- Real-time summary dashboards (e.g., flights, passengers, revenue)
- Controlled and dependent picklists for aircraft and route management

These features formed the scope of our system design in the later phases.

Idea Prioritization Pyramid

Idea Prioritization

Rank ideas based on feasibility and impact

Idea Grouping

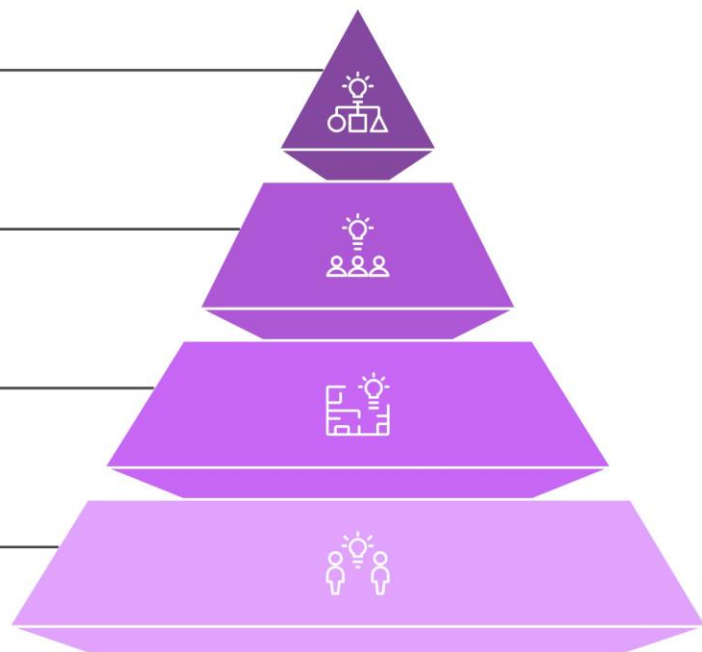
Organize ideas into related themes or categories

Idea Listing

Compile and categorize all brainstormed ideas

Brainstorming

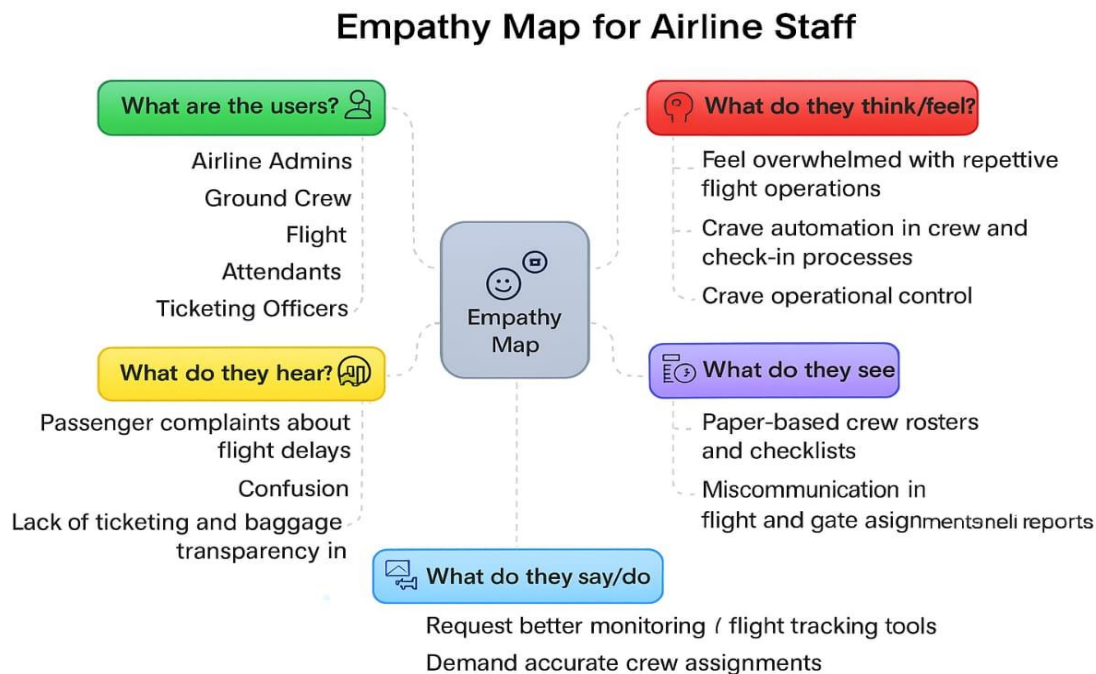
Generate diverse ideas through group discussion



◆ Empathy Mapping- Empathize & Discover

Empathy Map Canvas

An empathy map is a visual tool that helps teams deeply understand their users' experiences, pains, and expectations. We used it to map the daily journey of airline staff, including administrators, pilots and ticket officers.



By stepping into the user's shoes, we ensured that our Salesforce CRM features (formulas, flows, triggers, dashboards) directly addressed their key frustrations faced by airlines personnel.

◆ Define the Problem Statements

Customer Problem Statement Template

To build a successful solution, it's essential to clearly define what the customer/user is struggling with. This helped us stay focused on delivering real-world impact instead of just implementing technical features.

Final Customer Problem Statement:

Airline departments manage critical operations manually using disconnected systems. This leads to data inconsistency, assignment errors, revenue loss, and lack of real-time performance visibility. A centralized Salesforce CRM system can digitize workflows, ensure accuracy, and provide actionable insights through dashboards, flows, and automation. This statement aligns with the end user's expectations and guided our object design, validations, formulas, triggers, and reports.

