**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 13 June 2025 |
| Team ID | LTVIP2025TMID30989 |
| Project Name | Airlines Management System |
| Maximum Marks | 2 Marks |

### ****Problem–Solution Fit Template****

**The Problem–Solution Fit** simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

### ****Purpose****

✅**Solve complex problems** in a way that fits the state of your customers.  
✅ **Succeed faster and increase your solution adoption** by tapping into existing mediums and channels of behavior.  
✅ **Sharpen your communication and marketing strategy** with the right triggers and messaging.  
✅ **Increase touch-points** with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.  
✅ **Understand the existing situation** in order to improve it for your target group.

### ****Problem Statement****

Airline companies often struggle with managing large volumes of passenger, flight, crew, and booking data in an integrated, secure, and efficient manner. Manual processes and disparate systems result in:

* Delayed booking confirmations.
* Data inconsistencies across departments (e.g., bookings vs. flight schedules).
* Difficulty in enforcing data validation (like mandatory phone numbers).
* Limited visibility for management to make timely decisions.
* Poor customer experience due to fragmented workflows.

### ****Proposed Solution****

Develop a **Salesforce-based Airline Management System** that:

* Centralizes **Passenger, Booking, Flight, and Crew** records in one cloud platform.
* Provides **custom objects and fields** designed specifically for airline operations (e.g., flight capacity, departure/arrival times, passenger passport details).
* Automates validation using **Apex triggers** to enforce data rules (e.g., requiring phone numbers).
* Enables seamless booking workflows using **Flows** and **Screen Flows** for data capture.
* Empowers users with **Reports and Dashboards** for real-time insights.
* Implements **Profiles and Roles** to control access based on job responsibilities.

### ****Behavioral Fit****

**Target Users**

* Airline management administrators.
* Booking staff.
* Crew management teams.
* Sales representatives.

**Current Behaviors & Challenges**

* Reliance on spreadsheets or siloed systems.
* Manual record verification.
* Limited reporting capability.
* Inconsistent customer communication.

**How Our Solution Fits**

* Provides a **single source of truth** accessible from anywhere.
* Enforces data quality automatically.
* Reduces repetitive data entry with guided screens.
* Increases operational visibility through dashboards.

### ****Expected Outcomes****

* Faster and more accurate bookings.
* Improved passenger satisfaction.
* Reduced errors in crew scheduling and flight management.
* Increased trust and adoption by airline staff.