
TRAVELERS PORTAL: SEAMLESS INFORMATION & SERVICES WITH SALESFORCE EXPERIENCE CLOUD

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Provide travelers with **real-time destination info** and travel guidelines.
- Enable **self-service booking management** and notifications.
- Offer a **knowledge base** for FAQs, policies, and travel tips.
- Ensure **role-based access and secure content** for different users.
- Track **user engagement and provide reports** for portal performance.

2. Stakeholder Analysis

- **Admin:** Manages portal setup, content, and permissions.
- **Travel Agents:** Monitor bookings and assist users.
- **Managers:** Analyze portal usage and customer engagement.
- **Customers/Travelers:** Access information, services, and updates.

3. Business Process Mapping

User searches info → Portal displays relevant content → User books or requests service → System sends confirmation/notifications.

4. Industry-specific Use Case Analysis

- In the travel industry, information changes frequently, guidelines vary, and travelers need instant access.
- So, we need a centralized portal + real-time updates + easy self-service features.

5. AppExchange Exploration

- Explore “Travel Portal” or “Knowledge Management” apps on Salesforce.
- Existing apps may be complex or generic; building a custom solution helps focus on traveler- specific needs.