**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Team ID | LTVIP2025TMID29763 |
| Project Name | Airline Manaement System |
| Maximum Marks | 2 Marks |

**Customer Problem Statement :**

A **Customer Problem Statement** helps define the key pain points from the passenger’s perspective, enabling better design and implementation of Salesforce-based solutions that enhance the customer experience.

In today’s digital-first world, customers expect fast, seamless, and personalized service—especially when it comes to air travel. However, many airlines still rely on outdated or disconnected systems that create friction at every stage of the passenger journey. The Salesforce platform offers a modern, integrated solution to transform the customer experience.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a frequent airline passenger who books and manages travel online. | search flights, book tickets, check status, and get help easily. | the service is inconsistent across the website, app, and support. | the systems are not connected and lack real-time updates. | frustrated, ignored, and anxious about the reliability of my travel plans. |
| PS-2 | a passenger who needs quick help when there’s a flight delay or issue. | contact support and get updates without long wait times. | I often face delays, get unclear answers, or need to repeat my problem. | there’s no single system that tracks my history or provides real-time info. | helpless, annoyed, and less likely to trust the airline. |

**Problem Statement (Passenger)**

I am a passenger who frequently travels by air.

I’m trying to book flights quickly, check real-time flight updates, and manage my travel plans seamlessly.

But the current airline systems are often confusing, slow, and lack proper coordination between booking, check-in, and updates.

Because they are outdated, fragmented, and not optimized for user experience.

Which makes me feel frustrated, uncertain, and dissatisfied with the service.

**Problem Statement (Airline Staff / Administrator)**

I am an airline operations staff member responsible for managing flight schedules, bookings, and customer service.

I’m trying to coordinate daily operations, ensure timely updates, manage crew schedules, and respond to customer queries efficiently.

But the current system lacks integration, is prone to delays and errors, and doesn’t provide real-time information.

Because different departments use disconnected tools, and manual processes are still heavily relied upon.

Which makes me feel stressed, overburdened, and unable to provide a smooth and reliable service to passengers.