DATE	20-06-2025
TEAM ID	LTVIP2025TMID29698
PROJECT NAME	A CRM APPLICATION FOR PUBLIC TRANSPORT MANAGEMENT SYSTEM
MAXIMUM MARKS	

CHAPTER 2: IDEATION PHASE

Ideation Phase: CRM for Public Transport Management

The ideation phase is the foundation of the project, where ideas are explored, refined, and aligned with real-world needs. This phase ensures that the CRM application is not just technically sound but also user-centric and impactful.

Goals of the Ideation Phase

- Understand the **pain points** of commuters and transport operators.
- Identify **opportunities** for improving customer engagement.
- Define the **core value proposition** of the CRM system.
- Explore **innovative features** that differentiate the solution.
- Align with **stakeholder expectations** and urban mobility goals.

2.1:- Problem Statement

Context

Public transport systems serve millions of commuters daily, yet many transit authorities struggle to maintain effective communication, resolve passenger issues promptly, and deliver personalized services. The absence of a centralized customer relationship management (CRM) platform leads to fragmented feedback channels, poor service transparency, and diminished commuter trust.

Core Problem

Public transport authorities lack a unified, intelligent CRM system to manage commuter interactions, resolve service-related complaints efficiently, and deliver personalized, real-time communication—resulting in low passenger satisfaction, operational inefficiencies, and missed opportunities for service improvement.

Key Challenges

- **Fragmented Communication**: Passengers receive inconsistent or delayed updates about service changes, delays, or disruptions.
- **Inefficient Feedback Handling**: Complaints and suggestions are often lost, unresolved, or not tracked systematically.
- **Limited Passenger Insights**: Authorities lack data on commuter behavior, preferences, and satisfaction levels.
- **Manual Processes**: Customer service operations are slow, reactive, and not scalable.
- **Low Engagement**: Passengers feel disconnected from the system, leading to reduced trust and loyalty.

2.2:- Empathy Map Canvas

Empathy Map Canvas tailored for the **CRM Application for Public Transport Management System**. This tool helps you deeply understand your users—especially commuters—by mapping their experiences, needs, and pain points.
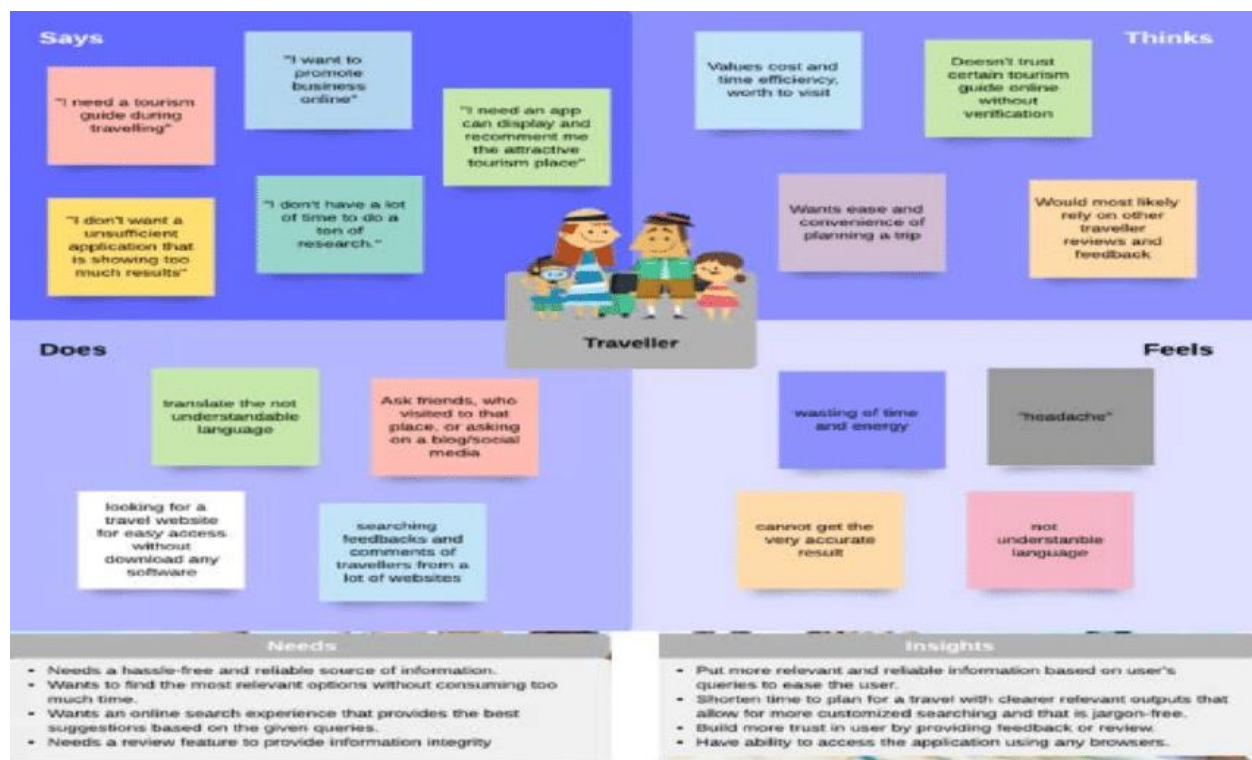
2.3:- Brainstroming

Objective

To generate innovative, feasible, and impactful ideas that address commuter pain points and enhance the effectiveness of public transport customer service.

Brainstorming Techniques Used

- **Mind Mapping**: Exploring interconnected ideas around commuter needs and CRM capabilities.
- **"How Might We" Questions**: Framing challenges as opportunities.
- **SCAMPER Method**: Modifying existing solutions to fit public transport.
- **Rapid Ideation**: Free-flow idea generation without judgment.