Phase 1: Problem Understanding & Industry Analysis (AMS – Developer Org)

1. Scope (Limited for Developer Org)
• Ticket Booking → Passengers book tickets for available demo flights.
• Flight Scheduling → Admin/Agent creates flights with fixed routes (e.g., DEL → BOM).
• Passenger Management → Maintain passenger info as Contacts.
• Refund Requests → Basic refund/cancellation workflow.
• Constraints:
• Single airline only.
• Limited routes (1–2 demo flights).
• No external payment gateway (simulate booking status).
• No Customer Community → passengers represented as Contacts (internal users handle actions).

[3M]

2. Stakeholder Analysis
• Admin (You) → Full control of setup, configuration, and data.
• Booking Agent (Internal User) → Creates bookings for passengers, manages schedules, processes refunds.
• Passenger (Contact Record) → Represents customer data (name, email, ticket info).

(Optional Future Stakeholders – Pilots, Ground Staff, Airline Ops Team, but keep them out for Developer Org simplicity.)

[3M]

3. Business Process Mapping (Flow)

Step-by-step (simple flow):
1. Flight Creation (Admin/Agent schedules flight: Flight Number, Route, Date, Seats).
2. Passenger Record Creation (Passenger as Contact).
3. Ticket Booking (Agent books ticket → Booking record linked to Passenger + Flight).
4. Confirmation (System marks ticket as "Confirmed").
5. Cancellation/Refund (Agent processes refund → Status updated).

[3M]

4. Industry-Specific Use Case Analysis

Common Airline Problems (scaled down for demo):
• Manual tracking of passengers and bookings.
• No centralized visibility into available flights and ticket status.
• Refund/cancellation handling is inconsistent.

Salesforce Solutions (Developer Org Adaptation):
• Custom Objects:
• Flight__c → stores flight details.
• Booking__c → links Passenger (Contact) + Flight.
• Refund__c → tracks cancellation requests.
• Automation (Flows):
• Auto-update booking status (e.g., "Confirmed" after creation).
• Trigger refund approval workflow.
• Reports/Dashboards:
• Track flights, passenger bookings, and refunds.

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5. AppExchange Exploration (Optional for Demo)
• DocuSign for Salesforce – Ticket confirmation or refund approvals.
• Einstein Analytics (Tableau CRM) – Dashboards for bookings and cancellations.
• Survey Tools (FormAssembly/Surveys) – Collect passenger feedback after flight.