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).  
  
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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.)  
  
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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).  
  
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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.