IDEATION PHASE

Brainstorm & Idea Prioritization

Date	**26-06-2025**
Team Id	**LTVIP2025TMID31533**
Project Name	**Air Line Management System**
College Name	**Ideal Institute Of Technology**

Step 1: Team Gathering, Collaboration, and Problem

Statement Selection

To lay the foundation for our **Airlines Management System in Salesforce**, we began by forming the right team, fostering collaboration, and selecting a focused problem statement. This initial phase ensured clarity, motivation, and direction for the entire project lifecycle.

✅ Activities Completed

👥 Team Formation & Roles

- Identified key roles: Admin, Developer, QA, and Business Analyst
- Assigned team members based on skill sets and availability
- Set up communication protocols via Slack & Email

🤝 Collaboration Tools & Setup

- Created a **Notion workspace** to document ideas, tasks, and meeting notes
- Used **Miro** to conduct a virtual whiteboarding session
- Established a shared **Google Drive** folder for assets and references

💬 Brainstorming Session

- Conducted a 1-hour Zoom session for open discussion
- Focused on identifying gaps in existing airline processes
- Clustered ideas into themes like “Operational Delays,” “Crew Scheduling,” and “Passenger Frustrations

🔍 Problem Areas Discussed

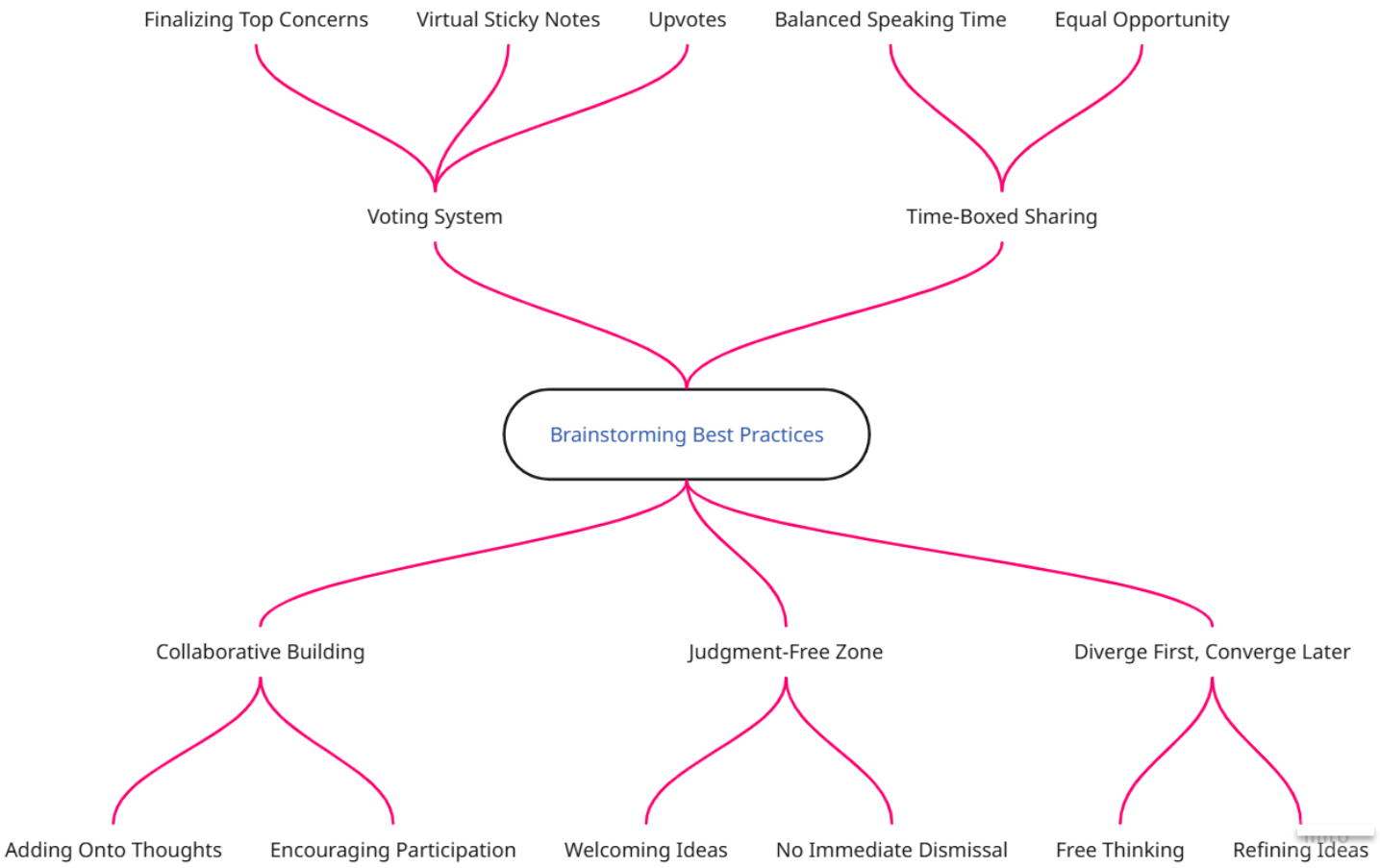
Theme	Key Issues Identified
Booking	Limited flexibility, payment failures
Crew Management	No visibility into crew availability
Flight Ops	Inaccurate schedules, last-minute updates
Customer Service	Delayed response, no real-time updates

💡 Final Problem Statement

> **"Design a centralized airline management solution in Salesforce that improves operational transparency, enhances passenger communication, and automates staff coordination."**

This became our guiding statement for future development and planning.

Step 2: Brainstorm, Idea Listing & Grouping



Consolidated Idea Listing & Grouping

1) Admin Module

Idea	Description
Admin Dashboard	View and control flights, bookings, crew data from one screen
Role-Based Access Control	Control who can view/edit based on user roles
User Management	Create and manage system users and their roles
Master Data Setup	Manage aircraft types, cities, routes, terminals

2) Flight Operations Module

Idea	Description
Flight Scheduling	Create and edit flight timelines
Flight Status Tracker	Real-time status: On-Time, Delayed, Cancelled
Aircraft Maintenance Tracker	Track maintenance logs, set reminders for inspections
Delay/Weather Alerts	Auto alerts to passengers and staff on flight status changes

3) Crew Management Module

Idea	Description
Crew Assignment Tool	Match crew to flights based on rank and availability
Crew Calendar View	Visual planner showing shifts, off-days, and duty times
Crew Profile Management	Store info like license, experience, duty hours

4) Passenger Services Module

Idea	Description
Booking Portal	Search, book, and pay for flights
Digital Check-in System	Allow passengers to check in online and select seats
Booking Status & History	View past and upcoming bookings, get real-time updates
Passenger Feedback Form	Collect post-flight feedback

5) Reporting & Automation Module

Idea	Description
Booking & Revenue Reports	Generate insights on revenue, bookings, routes
Scheduled Notifications	Auto-reminders for check-in, crew duty, delays
Complaint Tracking System	Log, assign, and resolve passenger complaints
Workflow Automation (Flows)	Use Salesforce Flows for crew approvals, flight changes, etc.

Step 3: Idea Prioritization

We used a simple prioritization matrix (Impact vs. Effort) and the MoSCoW method (Must have, Should have, Could have, Won't have now) to identify the most important and feasible features for the system.

Feature / Idea	Impact	Effort	Priority	Reason
Online ticket booking	High	Medium	✅ Must Have	Core functionality; improves user convenience
Passenger check-in management	High	Medium	✅ Must Have	Reduces airport congestion; speeds up boarding
Flight scheduling system	High	High	✅ Must Have	Central to operations; crucial for managing flight timings
In-flight service feedback system	Medium	Low	🔶 Should Have	Enhances passenger experience, can be delayed
Dynamic fare management	High	High	🔶 Should Have	Useful for revenue optimization; can be added post-MVP
Lost baggage tracking	Medium	High	🔸 Could Have	Important but not critical to launch
Multilingual support	Medium	Medium	🔸 Could Have	Improves accessibility; not essential in initial version
Virtual Reality-based booking preview	Low	High	❌ Won't Have	High effort, low impact at this stage

- **Prioritization Matrix**
    - Online Ticket Booking
    - Passenger Check-in
    - Flight Scheduling
- **Should Have**:
    - In-flight Feedback
    - Dynamic Fare Management
- **Could Have**:
    - Lost Baggage Tracking
    - Multilingual Support
- **Won’t Have (Now)**:
    - VR Booking Preview

Problem Statement

❖ Primary Problem Statement (Balanced)

"How might we design a centralized Airlines Management System using Salesforce that improves passenger booking experience, enhances real-time communication, simplifies crew coordination, and automates flight operations for better efficiency and customer satisfaction?"

👦💼 Admin-Focused Problem Statement

"Current airline operations are managed through fragmented tools, leading to manual errors, poor crew scheduling, and delayed decision-making. We need a Salesforce-based solution that provides centralized dashboards, role-based access, and automation to streamline admin workflows and improve a

🧳 Passenger-Focused Problem Statement

"Passengers face rigid booking processes, limited real-time updates, and poor service recovery during disruptions. There is a need for a Salesforce-powered platform that provides flexible booking, automated notifications, and integrated support to enhance overall passenger

🚀 Technical/Operational Problem Statement

"The lack of integrated systems in airline operations causes delays, manual coordination, and data silos. Our goal is to build a modular Airlines Management System on Salesforce that unifies flight scheduling, crew assignment, maintenance tracking, and reporting into one scalable platform."

EMPATHY MAP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Real time asa.on booking seıal status
Automated Bookings, approvaled. email workflows