**Problem Statement**

Event organizers often face challenges in managing registrations and attendees:

* Registrations are done via spreadsheets or manual lists, leading to errors.
* Overbooking happens because there’s no automatic capacity control.
* Attendees don’t know immediately if they’re confirmed or waitlisted.
* Organizers lack a centralized dashboard to see attendee counts, filled capacity, and event status.

This results in confusion, poor attendee experience, and inefficient event management.

**Proposed Solution**

A Salesforce-based Event Registration App that allows organizers to:

1. Create and manage events with details like date, location, and capacity.
2. Allow attendees to register via a public web form.
3. Automatically check capacity and mark registrations as *Confirmed* or *Waitlisted*.
4. Maintain a real-time attendee count for each event.
5. Provide dashboards and reports for organizers to track attendees per event.

With Salesforce objects, flows, validation, and Apex automation, this app will:

* Eliminate overbooking.
* Save organizer time.
* Improve attendee experience with instant status updates.

**Phase 1: Problem Understanding & Industry Analysis**

**1. Requirement Gathering**

**Functional Requirements (What the system must do)**

* Event creation with capacity limit.
* Attendee registration through a form.
* Automatic assignment of status (Confirmed / Waitlisted).
* Prevent registrations once capacity is full.
* Dashboard showing:
  + Number of attendees per event.
  + Capacity vs registered attendees.
  + Waitlisted attendees.

**Non-Functional Requirements (How the system should work)**

* Scalability → Handle multiple events and hundreds of attendees.
* Reliability → Ensure accurate capacity validation.
* Usability → Simple registration form for attendees.
* Security → Data protection for attendee information (email, phone, etc.).
* Integration → Possible future integration with payment systems or Eventbrite.

**2. Stakeholder Analysis**

**Primary Stakeholders**

* **Event Organizer**
  + Creates events and monitors attendees.
  + Needs reports/dashboards for planning.
* **Attendees**
  + Register online.
  + Expect quick confirmation or waitlist status.

**Secondary Stakeholders**

* **Salesforce Admin**
  + Configures custom objects, fields, and flows.
* **Salesforce Developer**
  + Writes Apex code for capacity logic.
* **Management (Executives, HR, Marketing heads, etc.)**
  + Use dashboards to analyze event success.

**3. Business Process Mapping**

**Current Manual Process (Pain Points)**

* Organizer creates an event → collects registrations manually → checks capacity manually → often misses limits.
* Attendees register via paper/email → wait for manual confirmation → delayed communication.
* The organizer creates a new event with details such as name, date, and capacity.
* An attendee submits a registration through a public form.
* The system automatically creates a new attendee entry.
* Automation checks whether the event still has available slots:
  + If space is available → the attendee is marked as confirmed.
  + If the event is already full → the attendee is marked as waitlisted.
* The total number of attendees for the event updates automatically.
* The organizer reviews a dashboard that displays live event and attendee data.

**4. Industry-Specific Use Case Analysis**

* **Corporate Events** → Training workshops, product launches.
* **Education Sector** → Student orientation, seminars, competitions.
* **Healthcare** → Medical conferences, vaccination drives.
* **Entertainment** → Concerts, cultural shows, meetups.
* **Non-Profits (NGOs)** → Fundraisers, awareness programs.

**Common Challenges** in all industries:

* Overbooking beyond capacity.
* No real-time attendee tracking.
* Manual follow-ups for confirmations.

Your app **directly addresses these** with automation, dashboards, and capacity control.

**5. AppExchange Exploration**

**Existing Apps** on AppExchange:

* **Eventbrite for Salesforce** → Paid, full-featured, but too complex for small organizations.
* **Fonteva Events** → Powerful but enterprise-focused (expensive).
* **Cvent Event Management** → Used for large-scale corporate events.

**Gap Identified**:

* These apps are **costly and heavy**.
* Small/mid-size organizers need a **lightweight, affordable, and easy-to-use** solution.

Your **custom Event Registration App** fills this **gap** ✅