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

🚀 **Goal:** To power up our understanding of the EV charging universe, identify the essential currents (requirements), and map out the entire energy grid of industry use cases before we even think about building our supercharged CRM!

1. Requirement Gathering

**Example requirements:**

* **Customers should be able to:**
  + Effortlessly search for nearby charging stations.
  + Instantly view real-time slot availability.
  + Seamlessly book slots and make secure online payments.
* **Admin/Station Managers should be able to:**
  + Efficiently add and manage charging stations.
  + Accurately track utilization and revenue.
  + Proactively monitor faulty chargers and raise urgent maintenance tickets.
* **Maintenance Staff should be able to:**
  + Promptly receive notifications of faulty equipment.
  + Swiftly update repair status.

-----2. Stakeholder Analysis

* **Admin (CRM Owner)** → Masterfully manages setup, diligently monitors all stations, and generates insightful reports.
* **Station Manager** → Expertly handles daily operations, deftly manages bookings, and meticulously oversees payments.
* **Customer (EV Owner)** → Intuitively searches, books, pays, and charges their vehicle with ease.
* **Maintenance Staff** → Skillfully fixes faulty stations, precisely logs service requests, and promptly updates status.
* **Finance Team** → Thoroughly reviews billing, accurately tracks revenue, and prepares comprehensive reports.

-----3. Business Process Mapping

**Booking flow:**

Customer searches station → Views available slots → Books a slot → Pays → Slot reserved → Charging complete → Usage & revenue logged → Reports generated.

**Maintenance flow:**

Station flagged faulty → Maintenance Staff notified → Repair completed → Status updated → Station available again.-----4. Industry-Specific Use Case Analysis

* **Challenges in EV Industry:**
  + High demand but limited charging infrastructure.
  + Urgent need for real-time slot visibility.
  + Diverse charger types (slow/AC, fast/DC) requiring smart management.
  + Maintenance downtime significantly impacts customers.
* **Our CRM Solution:**
  + Optimizes slot management to flawlessly avoid double booking.
  + Integrates payments for a smooth transaction experience.
  + Provides dynamic dashboards and insightful reports.
  + Includes robust maintenance tracking for uninterrupted service.

-----5. AppExchange Exploration

* Some existing EV/IoT apps primarily focus on **charger hardware monitoring**.
* Few CRMs truly emphasize **customer booking + revenue tracking**.
* **Decision:** Forge a **custom Salesforce CRM** specifically tailored for EV Charging.

-----✅ **Deliverable for Phase 1:**

* Crystal-clear requirements.
* Comprehensive stakeholder mapping.
* Streamlined business process flows.
* In-depth analysis of industry-specific challenges and a strategic solution plan.