# Phase 1: Problem Understanding & Industry Analysis

## 1. Problem Statement

Educational institutions currently rely on manual processes such as spreadsheets, emails, and paper forms to manage student inquiries and admissions.  
  
This leads to:  
- Inquiries not being properly tracked or followed up.  
- Difficulty in managing counseling appointments and follow-ups.  
- Lack of real-time visibility into admission status and officer performance.  
- Miscommunication and delays in providing course and fee information.  
- Reduced student satisfaction and lower enrollment conversion rates.

## 2. Requirement Gathering

Key requirements identified for institutions:  
- Track all student inquiries with details (name, contact, interest, course).  
- Manage and schedule counseling sessions effectively.  
- Automate follow-ups (email/SMS reminders).  
- Monitor admission officer performance and workload.  
- Provide management with dashboards and reports for decision-making.

## 3. Stakeholder Analysis

|  |  |  |
| --- | --- | --- |
| Stakeholder | Role/Interest | Needs |
| Student | Prospective applicant | Timely responses, counseling schedule, clear fee/course details |
| Admission Officer | Manages inquiries and counseling | Automated reminders, centralized student database, easy communication tools |
| Management/Principal | Oversees admissions process | Reports on inquiries, conversions, officer performance |

## 4. Business Process Mapping (Current Process – Manual)

1. Student submits inquiry via email, phone, or form.  
2. Admission officer notes details in a spreadsheet.  
3. Follow-ups are managed through manual reminders.  
4. Counseling sessions scheduled via phone/email only.  
5. Management requests manual reports from officers.  
6. No centralized system → duplication of work, missed follow-ups.

## 5. Industry-specific Use Case Analysis

- Leading Colleges/Universities → Use CRM to track inquiries and increase enrollment.  
- Training Institutes → Automate counseling reminders and fee follow-ups.  
- Schools → Manage admission pipeline from inquiry to confirmation.

## 6. Expected Benefits

- Centralized database for all student inquiries.  
- Automated follow-ups → reduced workload for officers.  
- Better visibility for management via dashboards.  
- Improved student satisfaction and higher enrollment rates.