

Project Title: Event Registration & Ticketing System

Phase: 1

Problem Statement

In colleges and corporate offices, event management is often inefficient due to:

- Manual registration using paper forms or spreadsheets.
- Overbooking caused by the absence of real-time seat availability.
- Delays in sending participant confirmations.
- Difficulty in tracking participants across multiple events.
- Lack of centralized dashboards for monitoring event participation.

The **Event Registration & Ticketing System** aims to address these challenges by building a Salesforce-based application that:

- Enables participants to register digitally for events.
- Automatically updates available seats in real time.
- Sends confirmation emails instantly upon successful registration.
- Provides interactive dashboards and reports for event organizers to monitor attendance.

Problem Understanding & Industry Analysis

This phase focuses on analyzing the event management process, identifying stakeholders, and aligning the solution with real-world practices. The key activities include:

- **Requirement Gathering** – Collect and document both functional and non-functional requirements for event creation, participant registration, and seat tracking.
- **Stakeholder Analysis** – Identify key stakeholders such as Event Organizers, Participants, and System Administrators, and define their roles and expectations.
- **Business Process Mapping** – Map the complete event lifecycle, covering event setup, participant registration, seat allocation, and reporting.
- **Industry-Specific Use Case Analysis** – Study existing practices in event management (manual spreadsheets, Eventbrite/Meetup-style platforms) to align the solution with real-world workflows.

- **AppExchange Exploration** – Explore Salesforce AppExchange event management apps to understand potential enhancements or integration possibilities.