**Project GigHub: Phase 1 Documentation**

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

**Objective:** To lay the foundational groundwork for the GigHub project by formalizing the project's purpose, identifying key players, and mapping the primary business workflow.

**1. Project Charter**

This document serves as the project's north star, defining its core purpose and scope.

* **Project Title:** GigHub
* **Industry:** Professional Services / Technology Consulting (or any industry that relies on freelance or contract-based talent).
* **Problem Statement:** The current process of managing freelancers using spreadsheets is chaotic, manual, and inefficient. This leads to significant challenges for key personnel:
  + Resource Managers struggle to quickly find available freelancers with specific skills.
  + Salespeople face a disconnected and manual handoff process after winning a deal, risking data entry errors and project delays.
  + Executives lack real-time visibility into project profitability and resource utilization, which hinders strategic decision-making.
* **Proposed Solution:** To develop a custom Salesforce application named "GigHub" that centralizes all data and automates the entire workflow from sales to staffing and reporting. The solution will provide a single source of truth for all project and freelancer information, streamlining operations and providing clear, actionable insights.
* **Key Use Cases:**
  + A Salesperson closes an Opportunity as "Closed Won".
  + A Project record is automatically created from the Opportunity details.
  + A Resource Manager searches for available freelancers based on specific skills.
  + A Resource Manager assigns a suitable freelancer to the project.
  + An Executive views a dashboard to analyze the profitability and status of all ongoing projects.

**2. Identified Stakeholders & Users**

The following key users have been identified as the target audience for the GigHub application:

* **Resource Manager:** This user's primary need is to efficiently find and assign freelancers to new projects based on skill requirements and availability.
* **Salesperson:** This user is responsible for managing client deals (Opportunities) and initiating the project lifecycle upon winning a deal.
* **Executive:** This user requires high-level visibility into business performance and needs to see dashboards on project profitability and resource allocation.
* **System Administrator:** This is the technical owner responsible for building, configuring, and maintaining the GigHub application in Salesforce.

**3. Core Business Process Map**

The primary workflow that the GigHub application will support is as follows:

1. **Deal Won:** A Salesperson updates an Opportunity's stage to "Closed Won" in Salesforce.
2. **Project Creation:** The system automatically creates a new Project record, pulling relevant data from the Opportunity.
3. **Resource Search:** The Resource Manager receives the new project and uses a search tool within the app to find a freelancer with specific, required skills.
4. **Freelancer Assignment:** The Resource Manager assigns the best-fit freelancer to the Project.
5. **Project Completion:** The project is executed and eventually marked as completed.
6. **Profitability Review:** An Executive reviews the project's performance and profitability on a centralized dashboard.