

Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

- Parking slots are difficult to track manually in malls, campuses, and offices.
- Users need a way to **check available slots, book instantly, and get confirmation**.
- Admins/attendants need to **monitor occupancy** and manage slots efficiently.

Stakeholder Analysis

- **Customer/User** → Books slots using portal.
- **Parking Attendant/Admin** → Manages slots, monitors usage.
- **System** → Auto-assigns nearest available slot, updates status, sends confirmations.

Business Process Mapping

1. User logs in → checks availability.
2. User books a slot → system auto-updates slot status.
3. System sends booking confirmation email/SMS.
4. Attendant can view/manage daily bookings.
5. Reports show parking usage & peak hours.

Industry-Specific Use Case Analysis

- Urban areas face parking congestion, wasting time and fuel.
- Existing smart parking apps are IoT-heavy and costly.
- A **Salesforce CRM-based solution** is lightweight, scalable, and easy for organizations to adopt.

AppExchange Exploration

- Similar solutions exist for **asset tracking** and **facility booking**.
- Salesforce AppExchange apps (e.g., resource booking) inspired this parking slot booking model.

Outcome of Phase 1

The problem, stakeholders, and scope of **“Make Parking Easier”** are clearly defined and validated against real industry needs.