Campus-Connect CRM – Student Club & Event Management System

Phase 1: Problem Understanding & Industry Analysis

Industry: Education (Campus Clubs & Events)
Project Type: Salesforce CRM Implementation (Admin + Developer)
Target Users: Students, Club Leaders, Faculty Coordinators, Admin

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Problem Statement

Student clubs and events on campus are currently managed using scattered tools like Google Forms, WhatsApp groups, and Excel sheets. This leads to:

- Missed or delayed event updates.

- Duplicate or invalid registrations.

- No centralized way to track student participation.

- Manual effort for faculty coordinators to generate reports.

Goal

Implement a Salesforce CRM that:

- Centralizes student, club, and event data.

- Automates event registration and reminders.

- Tracks attendance and generates participation history.

- Provides dashboards for real-time engagement analytics.

- Introduces smart, innovative, and gamified experiences for students.

Requirement Gathering

Business Needs

- Centralized platform for managing clubs, students, and events.

- Automated registration and event reminders.

- Streamlined attendance & feedback tracking.

- Dashboards for faculty and coordinators to monitor student engagement.
- Innovative features like mood-based recommendations, NFT badges, and dynamic pricing to make events more engaging.

Functional Requirements

- **Student Object:** Capture student details (Year, Branch, Skills, Mood).
- **Event Object:** Fields for Event Name, Date, Venue, Capacity, Club, Pricing Tier.
- **Event Registration Object:** Links Students to Events.
- **Automation:** Email/SMS reminders before event day.
- **Reports:** Participation trends, event attendance, club performance.
- **Friend-Match Logic:** Suggests events based on friends' participation.
- **NFT Badges:** Auto-generated collectibles for attended events.

Non-Functional Requirements

- Mobile-friendly (via Salesforce Mobile App).
- Role-based access (Students vs Leaders vs Faculty).
- Secure and scalable for 1000+ student records.
- Easy-to-use interface for non-technical users.

Stakeholder Analysis

Stakeholder	Needs / Responsibilities
Students	Register for events, receive reminders, view participation history, collect NFT badges, get event suggestions.
Club Leaders	Create/manage events, track registrations, configure pricing tiers, issue NFT badges, view attendance.
Faculty	Oversee multiple clubs, approve budgets, track student engagement, review reports.
Admin	Setup org, users, profiles, roles, permissions, and manage data security.

Business Process Mapping

Current Manual Process

- Club shares Google Form links via WhatsApp.
- Student data manually compiled into Excel.
- Event reminders sent manually by club leaders.

- Attendance tracked via paper sheets.

- Reports created monthly using Excel.

Proposed Salesforce Process

1. Student registers via Salesforce form → captured as Event Registration Record.

2. Auto-confirmation email/SMS sent to the student.

3. Salesforce Flow sends reminders 1 day before the event.

4. Attendance tracked digitally using custom objects.

5. Participation history + NFT badges shown in Student Profile.

6. Mood + Friend-Match engine suggests events in real time.

7. Dynamic pricing automatically adjusts fees based on registration count.

8. Dashboards auto-refresh for real-time engagement insights.

Industry-Specific Use Cases

- **Mood-Based Event Suggestions:** Students update their mood (Happy, Stressed, Curious) → Salesforce recommends matching events (Yoga for stressed, Hackathon for curious, Fest for excited).

- **Smart Friend-Match:** When registering, system suggests events that friends or classmates are also attending → boosting participation.

- **Dynamic Pricing / Early Bird Discounts:** First 20 signups free, next 30 at discounted price, last batch at full price → auto-managed in Salesforce.

- **Event NFTs / Digital Collectibles:** Students receive unique NFT badges after attending events. Collecting milestones unlocks rewards like "Campus Influencer."

- **Student Engagement Leaderboard:** Rankings based on event participation, mood badges, and NFT collections.

- **Automated Certificates:** Issued digitally after successful attendance.

- **Budget Approval Workflow:** Faculty reviews & approves club event budgets via Salesforce Approval Process.

- **Multi-Club Membership Management:** Students can belong to multiple clubs at once with participation history tracked.

AppExchange Exploration

- **Eventbrite Sync** → Seamless event registration integration.

- **FormAssembly** → Custom student registration forms.

- **SurveyMonkey** → Event feedback surveys.

- **Conga Composer** → Auto-generate participation certificates.

- **Blockchain/NFT API Integration** → Event NFT badge distribution.

Phase 1 Summary

- Problem statement clarified.

- Requirements (business, functional, non-functional) documented.

- Stakeholders identified with responsibilities.

- Current vs Proposed process mapped.

- Real-world education-specific + innovative use cases listed.

- Relevant AppExchange tools explored for faster implementation.