**Phase 1: Problem Understanding & Industry Analysis**

**PROJECT TITLE:** Transport Hazard Reporting & Safety Coordination CRM (Neighbourhood Networks)

**Problem Statement:**

Urban commuters and neighbourhood residents frequently encounter transportation-related issues such as traffic congestion, broken infrastructure, unsafe areas, and lack of real-time information about hazards or emergencies. These problems not only disrupt daily travel but also pose safety risks to individuals, especially in densely populated areas.

Currently, there is no integrated platform that enables community members to report safety hazards, view transport disruptions, and receive timely alerts in a structured and secure manner. Existing solutions are either fragmented, limited to official channels, or lack peer-to-peer coordination, resulting in delayed responses, inefficient resource allocation, and reduced community engagement.

The SafeCommute project aims to address these challenges by leveraging Salesforce’s CRM capabilities to build a comprehensive, user-friendly platform that empowers commuters and residents to share information, report incidents, and coordinate safety measures. The platform will enhance situational awareness, improve transport planning, and facilitate faster response during emergencies, ultimately contributing to safer and more connected communities.

**Requirement Gathering**

**Objective:**

* Enable residents, commuters, and authorities to report, track, and respond to transport hazards efficiently.
* Ensure safety, timely alerts, and collaboration using Salesforce CRM tools.

**Functional Requirements:**

* **Incident Reporting:** Users report traffic issues, broken signals, or unsafe locations with details, location, and priority.
* **View Reports & Alerts:** Filter incidents by location, type, and priority; dashboards show trends and nearby hazards.
* **Emergency Alerts:** Trigger notifications to trusted contacts and responders with location and incident details.
* **User Profiles:** Maintain contact info, emergency contacts, notification preferences, and frequently used routes.
* **Approval & Escalation:** High-priority incidents routed for approval; unresolved issues escalated automatically.
* **Reporting & Analytics:** Generate reports on incident trends, hotspots, and response efficiency.

**Non-Functional Requirements:**

* **Usability:** Simple, mobile-friendly interface; easy reporting forms.
* **Performance:** Fast dashboards and instant alert delivery.
* **Security:** Role-based access, encrypted user data.
* **Scalability:** Handle more users, incidents, and neighborhoods.
* **Compliance:** Adhere to data privacy and emergency notification regulations.

**Data Requirements:**

* Incident Reports, User Profiles, Transport Routes, Alert Logs, Notifications.

**Integration (Future Scope):**

* GIS mapping tools, third-party transport APIs, municipal systems for emergency coordination.

**Stakeholder Analysis**

**1. Commuters / Residents**

* Main users of the platform.
* Report transport hazards, infrastructure issues, and unsafe locations.
* Receive alerts and updates about nearby hazards.
* Expect quick reporting, accurate notifications, and privacy of personal data.

**2. Municipal Authorities / Admins**

* Monitor and track reported incidents.
* Assign field teams or maintenance staff to resolve hazards.
* Use dashboards and reports for data-driven decision-making.
* Expect efficient workflows, real-time insights, and improved public safety.

**3. Emergency Responders**

* Respond to incidents and safety emergencies quickly.
* Access incident details, location data, and notifications in real time.
* Expect fast alert delivery and clear communication to reduce response time.

**4. Community Groups / NGOs**

* Support safety coordination and awareness campaigns.
* Share updates with residents and collaborate with authorities.
* Expect easy access to alerts and tools for community engagement.

**5. Development / Implementation Team**

* Build, deploy, and maintain SafeCommute CRM on Salesforce.
* Ensure system automation, scalability, and security.
* Expect clear requirements and timely feedback from stakeholders.

**Business Process Mapping**

**Process Flow:**

1. **Incident Reporting:** Users submit reports → validate mandatory fields.
2. **Approval & Escalation:** High-priority incidents routed for approval → automated escalation if unresolved.
3. **Alert & Notification:** Alerts sent to residents, authorities, and responders with location and details.
4. **Incident Resolution:** Authorities/field teams resolve issues → update status (Reported → In Progress → Resolved).
5. **Reporting & Analytics:** Dashboards track trends, hotspots, and resolution efficiency.

**Industry-Specific Use Case Analysis**

* **Use Case 1: Traffic Hazard Reporting**
  + **Actor:** Resident
  + **Scenario:** Report broken traffic signal on commute route.
  + **Outcome:** Authorities notified, field team assigned, resident updated on resolution.
* **Use Case 2: Emergency Alert**
  + **Actor:** Resident
  + **Scenario:** Accident occurs; emergency alert triggered.
  + **Outcome:** Nearby responders and trusted contacts notified immediately.
* **Use Case 3: Trend Analysis for Authorities**
  + **Actor:** Municipal Admin
  + **Scenario:** Multiple incidents in one area indicate recurring traffic hazards.
  + **Outcome:** Admin allocates maintenance resources, tracks improvements.
* **Use Case 4: Community Safety Campaign**
  + **Actor:** Community Group
  + **Scenario:** Notify residents about seasonal road hazards or safety measures.
  + **Outcome:** Residents receive targeted alerts; awareness improves safety.

**AppExchange Exploration**

* **Flow Builder / Process Builder:** Automate approval, escalation, and notifications.
* **Custom Objects & Fields:** Store incident reports, user profiles, transport routes, alerts.
* **Lightning Components & App Pages:** Dashboards for authorities, responders, and residents.
* **Reports & Dashboards:** Analyze incident trends, hotspots, and response times.
* **Email & In-App Messaging:** Real-time alerts to users and responders.
* **Third-Party Apps:** GIS mapping tools for route visualization and hazard tracking.
* **Field Service Lightning:** Assign field teams efficiently for incident resolution.