# Phase 1: Problem Understanding & Industry Analysis

👉 Goal: Understand the admission process challenges and define project scope.

## 1. Requirement Gathering

Engage with key stakeholders such as Admission Officers, Faculty, and Students to gather requirements. Examples include tracking student inquiries, monitoring application status, automating follow-ups, and maintaining enrollment records.

## 2. Stakeholder Analysis

• Administrator: Full control of system setup and data.  
• Admission Officer: Manages inquiries, applications, and admissions.  
• Faculty: Reviews student details for program suitability.  
• Students: Submit applications and track their admission status.

## 3. Business Process Mapping

The typical admission process: Student Inquiry → Application Submission → Review & Approval → Admission Confirmation → Enrollment. This process highlights the need for automation and centralization.

## 4. Industry Analysis

Most educational institutions face delays due to manual handling of admission data. A Salesforce-based system provides transparency, reduces duplication, and ensures timely communication.

## 5. AppExchange Exploration

Existing education CRMs on Salesforce AppExchange provide features like student lifecycle management, but for this project, a simplified custom solution will be implemented to demonstrate core CRM functionality.