# Project Documentation

Event Management & Ticketing System on Salesforce

## Phase 1: Problem Understanding & Industry Analysis

**Project Title:**  
Event Management & Ticketing System on Salesforce

**Industry:**  
Event Management / Hospitality / Entertainment

**Project Type:**  
B2C Salesforce CRM Implementation

**Target Users:**  
- Event Organizers  
- Ticketing Staff  
- Attendees  
- Support Teams

### 1. Problem Statement

* Organizers currently use fragmented tools for event setup, registrations, and communication.
* Manual check-in and ticket validation result in inefficiencies and errors.
* Attendees often miss updates due to lack of automated reminders.
* Limited visibility into ticket sales, attendee demographics, and event feedback restricts data-driven planning.

**Proposed Solution:**  
A centralized Salesforce CRM solution for event lifecycle management that: - Allows organizers to create/manage events with automated ticketing.  
- Provides attendees with online registration, QR-based tickets, and seamless check-in.  
- Automates communication via emails/SMS (reminders & feedback).  
- Offers dashboards for sales, demographics, and event performance insights.

### 2. Requirement Gathering

* **Organizers:** Need streamlined event setup, ticket sales, and reporting.
* **Attendees:** Need simple registration, automated reminders, and smooth check-in.
* **Event Staff:** Need quick QR code-based ticket validation.
* **Admins:** Need secure, centralized control with role-based access.

### 3. Stakeholder Analysis

* **Primary Stakeholders:** Attendees, Event Organizers.
* **Secondary Stakeholders:** Ticketing Staff, Event Sponsors.
* **Tertiary Stakeholders:** Admins, Developers, System Integrators.

### 4. Business Process Mapping

**Current Scenario (Without Salesforce):**  
- Manual or third-party ticket booking tools.  
- Excel-based attendee tracking.  
- No centralized dashboards.

**Proposed Future (With Salesforce):**  
- Event creation and ticket management inside Salesforce.  
- Experience Cloud portal for attendee registration.  
- QR code generation for tickets.  
- Automated flows for reminders and feedback collection.  
- Real-time dashboards for sales and attendance.

### 5. Industry-specific Use Case Analysis

* **Event Setup:** Organizers create event records with details.
* **Ticketing:** Tickets auto-generated with capacity validation.
* **Attendee Registration:** Experience Cloud form integrated with payment.
* **Check-in:** Staff scan QR codes to mark attendance.
* **Engagement:** Automated reminders & feedback forms post-event.
* **Reporting:** Dashboards for sales, revenue, attendance, and demographics.

### 6. AppExchange Exploration

Potential Salesforce AppExchange solutions to leverage:  
- **Payment Gateway Connectors:** Stripe/PayPal integration.  
- **Survey Apps:** For collecting attendee feedback.  
- **Analytics Apps:** Advanced dashboards for event insights.  
- **QR/Barcode Apps:** For ticket generation & scanning.

✅ **Phase 1 Deliverable:**  
By the end of Phase 1, we have: - Defined problem statement & proposed solution.  
- Identified key requirements & stakeholders.  
- Mapped current vs future business process.  
- Outlined industry-specific use cases.  
- Explored potential AppExchange solutions.

This forms the foundation for **Phase 2: Org Setup & Configuration.**