Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering  
   Functional Requirements

* Event organizers should be able to create and manage events with details like name, date, time, and capacity.
* Attendees should be able to register for a specific event.
* A system should automatically send email confirmations to registered attendees.
* The system should prevent an event from being overbooked.
* Organizers should be able to view a list of all attendees for a specific event.

Non-Functional Requirements

* Data security: Only authorized organizers can create and manage events.
* Performance: The system should handle attendee registrations quickly and without delays.
* Usability: The interface for creating and managing events should be simple and intuitive for organizers.
* Scalability: The system should support multiple events and thousands of attendees.

1. Stakeholder Analysis

| **Stakeholder** | **Role in the System** | **Needs/Expectations** |
| --- | --- | --- |
| Event Organizers | Manages the creation and logistics of events | Easy-to-use interface, accurate attendee counts, reliable communication tools. |
| Community Members | End users who register for events | A simple and fast registration process, timely email confirmation. |
| Volunteers | Optional stakeholders who might assist with event day logistics | A quick way to check attendee lists on the day of the event. |
| Admin | Manages platform operations and security | Control over data, ability to monitor system activity and user access. |

1. Business Process Mapping  
   Step 1: Event organizer creates a new event record in Salesforce.  
   Step 2: A community member registers for the event (by creating a new Attendee record).  
   Step 3: The system automatically checks if the event is at full capacity.  
   Step 4: If the event is not full, the system creates the Attendee record.  
   Step 5: The Attendee receives an automated email confirmation.  
   Step 6: Event organizers can view reports on event attendance and check-ins.
2. Industry-Specific Use Case Analysis  
   Community Industry: The community needs a simple, free solution to connect with its members and manage gatherings efficiently.  
   Technology/CRM Industry: Salesforce provides a scalable, secure, and customizable platform for managing event organizer-attendee interactions without the need for manual data entry or spreadsheets.
3. AppExchange Exploration  
   Before custom development, we explored Salesforce AppExchange for existing solutions:

* **Event Management Apps:** Most apps were designed for complex, ticketed events (e.g., conferences, large-scale paid events) and were too costly or had unnecessary features for a simple, non-profit use case.
* **Non-profit Cloud Solutions:** While many of these exist, they were overly complex for the project's core requirement of simple event and attendee management.