

EduConnect – Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Primary Needs
- Automate student admission process.
- Provide digital application submission.
- Enable course selection & enrollment tracking.
- Give faculty tools to manage students.
- Provide real-time dashboards to management.
- Key Functional Requirements
- Student Portal (apply, check status, select courses).
- Admission Officer Module (review, approve, assign faculty).
- Faculty Module (manage courses, update grades).
- Reporting Module (applications, enrollment, success ratio).

2. Stakeholder Analysis

- Students → submit applications, track admission, enroll in courses.
- Admission Officers → verify applications, approve/reject, send notifications.
- Faculty → manage assigned students, upload grades, track progress.
- Management → monitor performance, generate dashboards, review KPIs.

3. Business Process Mapping

- Current Manual Process (Problems):
- - Applications received via paper/email → delays & lost data.
- - Enrollment tracked manually → prone to errors.
- - No centralized record of student progress.
- - Reporting is time-consuming.
- Future with Salesforce (EduConnect):
- - Student applies via LWC form → stored in Salesforce Object.
- - Workflow automation assigns Admission Officer.
- - Officer reviews, approves → Enrollment record created automatically.
- - Faculty assigned → progress tracked.
- - Dashboards → show admission funnel & course performance.

4. Industry-specific Use Case Analysis (Education Industry)

- Admission CRM → Salesforce automates admissions.
- Student Lifecycle Tracking → Manage student journey from application to graduation.
- Digital Engagement → Email/SMS updates via Salesforce automation.
- Analytics → Dashboards for enrollment trends, faculty performance, and dropout risks.

5. AppExchange Exploration

- Salesforce Education Cloud → Reference for best practices.
- FormAssembly → Advanced form builder for student applications.
- DocuSign → For document verification & digital signatures.
- Eventbrite Connector → For college events & seminar management.