# **Phase 1**

# **Problem Understanding & Industry Analysis**

### **1. Requirement Gathering**

👉 *Goal*: Understand what each stakeholder needs from the system.

* **Students**: Seamless admission process, easy access to class schedules, results, career guidance.
* **Faculty**: Automated exam scheduling, grading, progress tracking, less manual paperwork.
* **Parents/Guardians**: Transparent dashboards to monitor student performance & attendance.
* **University Admins**: Streamlined student lifecycle (inquiry → admission → graduation), reduced dropout rates.
* **Counselors**: Efficient assignment of students, career recommendation tools, progress monitoring.

### **2. Stakeholder Analysis**

👉 *Goal*: Identify roles and responsibilities in the ecosystem.

* **Primary Stakeholders:**
  + Students → End users of the system.
  + Parents → Need dashboards for visibility.
  + Faculty → Need automation for exams/results.
  + Counselors → Assigned to guide students.

* **Secondary Stakeholders:**
  + University Management → Decision makers.
  + IT/Salesforce Admins → Maintain system.
  + Career Partners/Employers → Connect for placements.

### **3. Business Process Mapping**

👉 *Goal*: Understand how things are done **today** vs. how Salesforce can improve it.

**Current Process (Manual/Traditional):**

* Students inquire via email/phone → delayed response.
* Counselors assigned manually → mismatch in guidance.
* Class schedules & exams tracked on spreadsheets.
* Parents rarely updated unless a problem occurs.

**Proposed Process (Salesforce Enabled):**

* Inquiries captured automatically in Salesforce → counselor auto-assigned based on interest.
* Courses, exams, and results managed in Salesforce.
* Parent dashboards updated in real time.
* Automated career guidance suggestions powered by AI.

**4. Industry-Specific Use Case Analysis**

👉 *Goal*: Benchmark against **best practices in EdTech**.

* **Dropout Problem**:  
  + Studies show students drop out due to lack of personalized support.
  + Solution → Salesforce dashboards + AI-driven early intervention.
* **Parental Engagement**:  
  + In top universities, parents have portals to monitor student performance.
  + Solution → Parent dashboards.
* **Career Guidance**:  
  + Many colleges fail to connect students to jobs.
  + Solution → Career portal integrated with Salesforce Communities.

### **5. AppExchange Exploration**

👉 *Goal*: Identify existing Salesforce apps to reduce development effort.

* **Potential Apps:**
  + Admissions Management Apps.
  + Student Success Hub (by Salesforce).
  + Learning Management System (LMS) Connectors.
  + Parent Communication Apps.