Business Analysis

Need

What is need?

According to BABOK, a "need" is a problem, opportunity, or constraint with potential value to stakeholders.

In this case, there is a clear need to improve the management, accessibility, and organization of the university's parking system. The current setup causes daily stress, inefficiency, and dissatisfaction among students, staff, and local residents.

Problem Summary:

The current parking situation on campus presents several persistent problems that negatively affect daily operations and user experience. First, the number of available parking spaces is insufficient during peak hours, which leads to congestion, delays, and frustration among students and staff. Drivers often spend excessive time searching for free spots, as there is no digital guidance system to provide real-time availability or directions. The layout of the parking zones is poorly structured, with unclear markings and no prioritization for long-term users or university staff, resulting in inefficient use of space and unfair access.

Additionally, the lack of adequate infrastructure for alternative transport options—such as bicycles, shuttles, or public transit—means that most users rely solely on personal vehicles, further increasing demand. As a result, overflow parking spills into nearby residential areas, causing tension with local residents and raising concerns about traffic and safety. Finally, the operational burden on campus security and maintenance staff is high, as they must manually manage traffic flow, enforce parking rules, and respond to complaints, diverting their attention from other critical responsibilities.

Business Need Definition

The university requires a modern, transparent, and efficient parking system that ensures fair access, reduces congestion, and supports alternative transport options. This will improve daily campus operations, reduce complaints, and enhance the overall experience for students, staff, and visitors.

Root Causes (identified or hypothesized)

- Absence of a digital parking guidance and monitoring system.

- No zoning or prioritization for different user groups (staff, students, visitors).

- Outdated infrastructure with limited expansion planning.

- Lack of clear rules and enforcement mechanisms.

- Poor communication between stakeholders regarding parking policies and availability.

- No integration with mobile apps or campus systems for real-time updates.