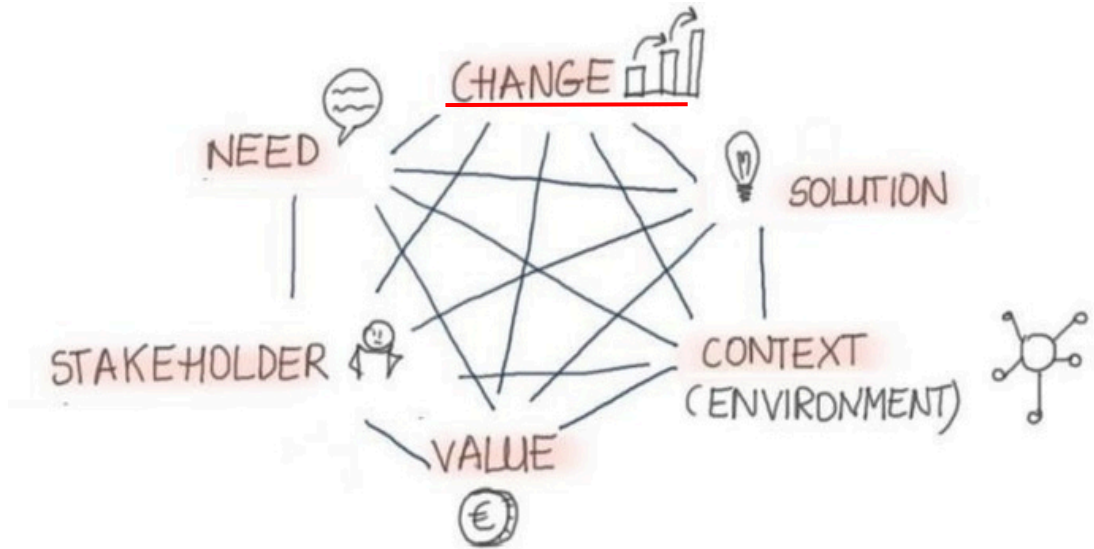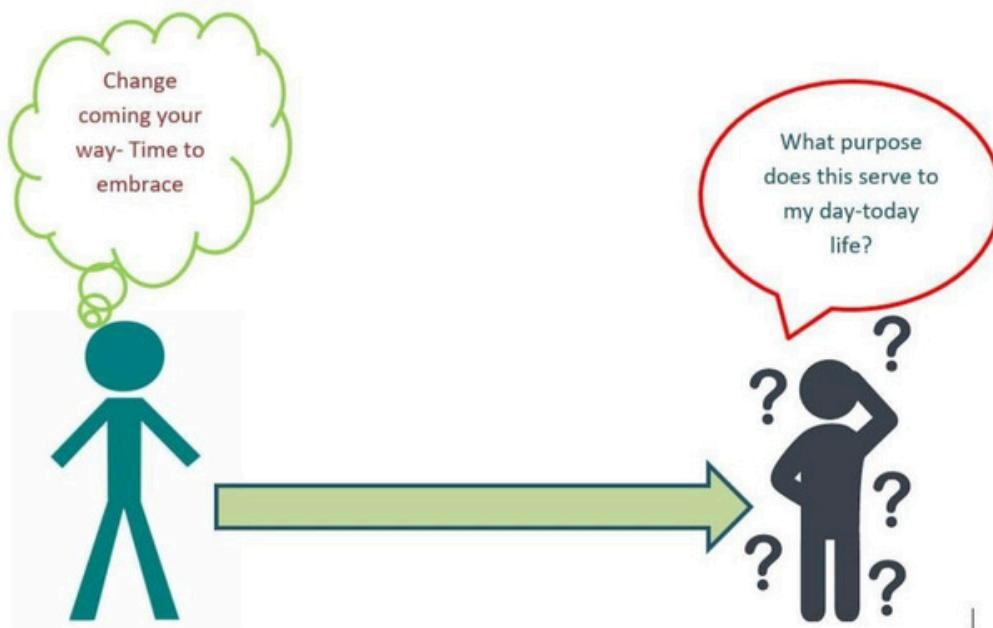**Business Analysis**
Change

What is change?

Change is the transition of an organization, system, or team from the current state ("as-is") to the desired state ("to-be"), aimed at achieving business goals and increasing efficiency.

Improving the work of the PA program

As highlighted earlier, the campus parking system faces several key challenges:

Parking spaces are insufficient during peak hours, leading to congestion and delays.

There is no digital guidance system, so drivers waste time searching for free spots.

Parking zones are poorly marked and unstructured, with no prioritization for staff or long-term users.

Overflow parking spills into surrounding residential areas, creating tension with local residents.

Security and maintenance staff spend excessive time manually enforcing rules and managing traffic.

The current situation looks like this: parking utilization is chaotic, students and staff frequently cannot find available spaces, and security staff spend excessive time on logistics rather than focusing on safety. This leads to frustration, lateness, and reduced satisfaction with campus infrastructure.

Indicators

Indicator	Current State (As-Is)	Target State (To-Be)	Gap
Parking Availability Rate	60% (spaces available when needed)	90%	+30%
Student & Staff Satisfaction with Parking	40%	80%	+40%
Average Time to Find a Spot	12 minutes		-9 minutes
Legal Parking Utilization Rate	65% (with frequent violations)	95% (with clear enforcement)	+30%

Goal

Our goal is to create a reliable, accessible, and well-organized parking system that supports student and staff needs, reduces congestion, and operates efficiently.

ToDo (Measures to achieve the goal)

1. **Organizational & Process Measures:**
- Implement a digital parking guidance and monitoring system (sensors, cameras, mobile app).
- Redesign parking rules to include reserved staff zones and time limits for students.
- Introduce clear, standardized procedures for permits, payments, and enforcement.
2. **Operational & Maintenance Measures**
- Establish regular audits of parking usage and enforcement effectiveness.
- Maintain digital systems (sensors, apps) with preventive updates.
- Create a fast-response process for handling illegal parking and complaints.
3. **Infrastructural & Spatial Measures**
- Redesign parking layout with proper zoning, markings, and signage.
- Expand capacity through reorganization or construction of multi-level facilities.
- Install digital signage at key locations showing real-time availability.
- Partner with local transport providers to support shuttle services and alternative transport options.