**Phase 3: Data Modeling & Relationships**

In this phase, **WhatNext Vision Motos** focuses on building a scalable data model in Salesforce. The objective is to represent real-world entities—such as customers, vehicles, services, and mobility solutions—while maintaining data integrity and enabling meaningful insights.

**Standard & Custom Objects**

* **Standard Objects** like Accounts, Contacts, Leads, Opportunities are used to manage customers, dealers, and business transactions.
* **Custom Objects** such as *Vehicle*, *Service Request*, *Mobility Subscription*, and *Charging Station* are created to represent the automotive business processes.

**Fields**

* Creation of custom fields (e.g., *Vehicle VIN*, *Battery Capacity*, *Service Date*) to capture business-specific data.
* Usage of formula fields and validation rules to ensure accuracy and automate calculations (e.g., warranty expiry date).

**Record Types**

* Different record types for *Vehicle Models* (Electric, Hybrid, Conventional) or *Service Requests* (Regular Maintenance, Emergency Service).
* Helps differentiate processes and page layouts based on business scenarios.

**Page Layouts**

* Customized layouts for Sales, Service, and R&D teams.
* Example: Service team views *Service History* and *Technician Notes*, while Sales team views *Purchase Details* and *Financing Options*.

**Compact Layouts**

* Quick access to key fields like *VIN*, *Model*, *Status*, *Next Service Due*.
* Enhances mobile app usability for field agents and service engineers.

**Schema Builder**

* Visual representation of relationships among objects like *Accounts ↔ Vehicles ↔ Service Requests*.
* Enables easier understanding of the business data structure for administrators and developers.

**Lookup vs Master-Detail vs Hierarchical Relationships**

* **Lookup Relationship**: Linking *Vehicles* to *Charging Stations* for flexibility.
* **Master-Detail Relationship**: *Service Request* tied to a *Vehicle*—if the vehicle is deleted, its service history is removed.
* **Hierarchical Relationship**: Used within *User Object* to represent reporting structures (e.g., Regional Sales Manager ↔ Sales Executives).

**Junction Objects**

* Example: *Vehicle-Subscription* junction object to handle many-to-many relationships between *Vehicles* and *Subscription Plans*.
* Allows customers to link multiple vehicles with different subscription services.

**External Objects**

* Integration with IoT platforms and external telematics systems.
* Example: Importing live *Vehicle Sensor Data* (battery health, mileage, GPS logs) via Salesforce Connect for real-time monitoring.