**Internship Tracker Project – Phase 1**

# Project Overview

**Industry:** Education

**Project Type:** Salesforce CRM Implementation

**Target Users:** Placement Officers, Students, Recruiters/Companies

# Problem Statement

Universities and training institutes often face difficulties in tracking internship opportunities, student applications, and recruiter interactions. Manual processes using spreadsheets and emails lead to missed deadlines, miscommunication, and poor placement outcomes.

The institute requires a Salesforce-based Internship Tracker to:

* Manage internship postings
* Allow students to apply and track applications
* Enable recruiters to shortlist and finalise candidates
* Provide real-time dashboards for placement officers

# Use Cases

* Internship Posting: Recruiters/Placement Officers add opportunities into the system.
* Student Applications: Students apply for available internships and receive notifications.
* Review & Shortlisting: Placement Officers review and forward shortlisted students.
* Recruiter Selection: Recruiters finalise candidates and update statuses.
* Reporting: Placement Officers monitor student applications, recruiter participation, and placement outcomes.

# Phase 1: Problem Understanding & Industry Analysis

## Step 1: Requirement Gathering

* Identified challenges with manual tracking, missed deadlines, and a lack of transparency.
* Documented the need for an automated Salesforce-based solution.

## Step 2: Stakeholder Analysis

**Placement Officer:** Posts internships, monitors progress, and manages shortlisting.

**Students:** Apply for internships, receive updates, and track application status. **Recruiters:** Post opportunities, shortlist candidates, and finalise selections.

## Step 3: Business Process Mapping

Workflow: Internship Posting → Student Applications → Review → Shortlisting → Recruiter Final Selection → Reporting.

## Step 4: Industry Use Case Analysis

Created a Custom Object (Use Case Analysis) with sample records:

* **Universities** – Challenges: Manual tracking of student progress. Solution: Centralised internship tracker.
* **Recruiters** – Challenges: Difficulty in filtering the right students quickly. Solution: System-based shortlisting by skills & criteria.
* **EdTech Platforms** – Challenges: Online internships lack structure & validation. Solution:

Platform-based internship tracking & feedback system.

## Step 5: AppExchange Exploration

* Explored AppExchange to identify existing solutions.
* Found Enrollment Rx Core – Higher Education CRM and similar education cloud apps.- Gap Identified: Most solutions cover admissions/education management, but not internship-specific tracking.
* Deliverable: Screenshots of AppExchange apps uploaded into Salesforce Files.

# Phase 1 Deliverables

* Requirements documented in Notes.
* Stakeholders identified (Placement Officer, Student, Recruiter).
* Internship process mapped in Salesforce.
* Custom Object records created for Industry Use Cases.
* AppExchange exploration screenshots uploaded to Salesforce Files.