PROJECT REPORT TEMPLATE

CRM APPLICATION FOR SCHOOL/COLLEGES.

1. INTRODUCTION:

1.1 Overview:

Customer Relationship Mangement enables educational instituitions such as school, colleges to mange relationships with students, parents , staff , alumni and other stakeholders.

1.2 Purpose:

- ❖ Student information management.
- ❖ Enrollment tracking.
- ❖ Academic progress tracking.
- ❖ Communication tools.
- ❖ Event management.
- ❖ Fundraising management.
- ❖ Reporting tools.

2.PROBLEMS DEFINITION & DESIGN THINKING:

2.1 Empathy Map:

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.
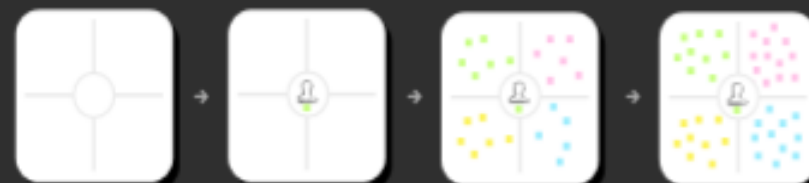
Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

- In this school give practical way of teaching rather than normal way.
- This school gives 100% results every year.
- **SAYS**
- Traditional arts are taught in this school.
- The school promotes communication skills in students.

Thinks
What are their wants, needs, hopes and dreams? What other thoughts might influence their behavior?

- Is there emphasis of extra-curricular activities?
- Is coaching for entrance test for higher education courses?
- **THINKS**
- Are awareness and motivational classes conducted for students?
- Does the school administration help students determine and achieve career goal?

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Does
What behavior have we observed?
What can we imagine them doing?

- Discipline of the students
- Good infrastructure and smart classrooms
- **DOES**
- Well equipped science and computer labs.
- The way of teachers interacts with students.

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- Nervousness to interact with classmates and teacher.
- Over excitement to new infrastructure
- **FEELS**
- Fear about how to introduce my self.
- Curiosity to seen way of prayers and way of teaching.

2.2 Brainstorme:

3.RESULTS:

3.1 Data Model:

S.NO	FIELD NAME	DATA TYPE
1.	Address	Text area
2.	Phone number	Phone
3.	Number of theory	Role of summary
4.	Highest marks	Role of summary
5.	School	Master-details relationship
6.	Results	Picklist
7.	Class	Number
8.	Parent address	Text area
9.	Parent number	Phone

3.2 Activity & Screenshot:

Step 1: Object

     Salesforce objects are database tablets that permit you to store data that is specific to an organization. Salesforce objects are of two types: Standard objects :Standard objects are he kind of objects tha are provided by salesforce.com such as users,contracts,reports,dashboards,etc.

School:

Parents:

Students:

Step 2: Lightning app

Apps in salesforce are a groups of tabs that helps the application function by working together as a unit.It has a name , a logo and a particular set of tabs.
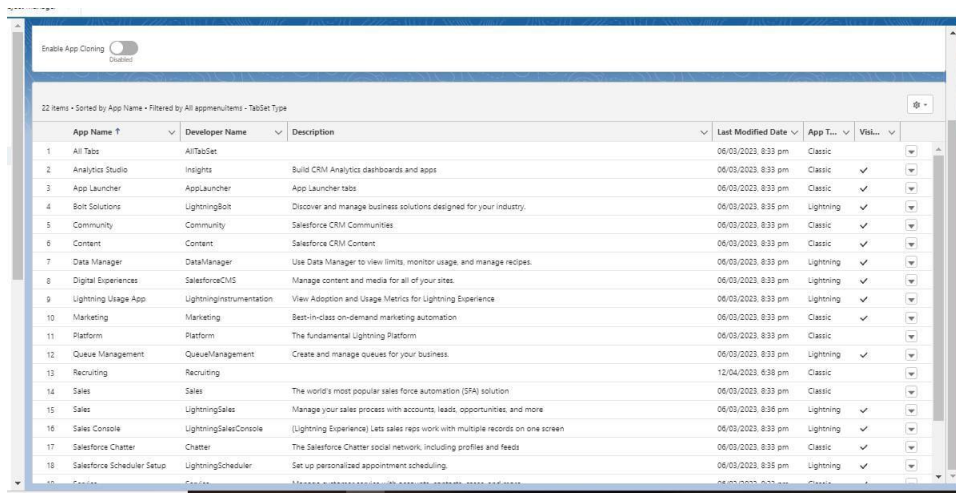
Step 3:Field & Relationship

School:

Student:

Parents:

Step 4: Profile

A Profile is a group/collection of settings and permission that define what a use can do Salesforce.
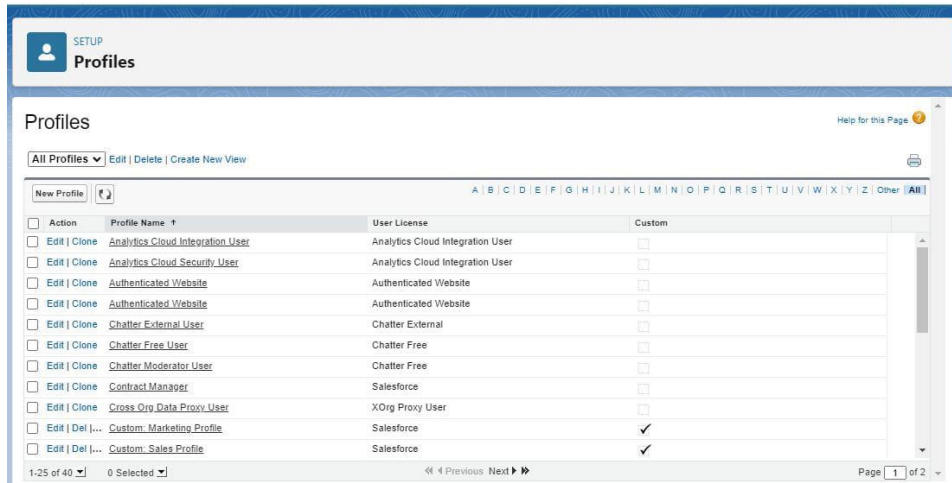
step 5: Users

A User is anyone who logs in Salesforce. Every user in Salesforce has a user account.
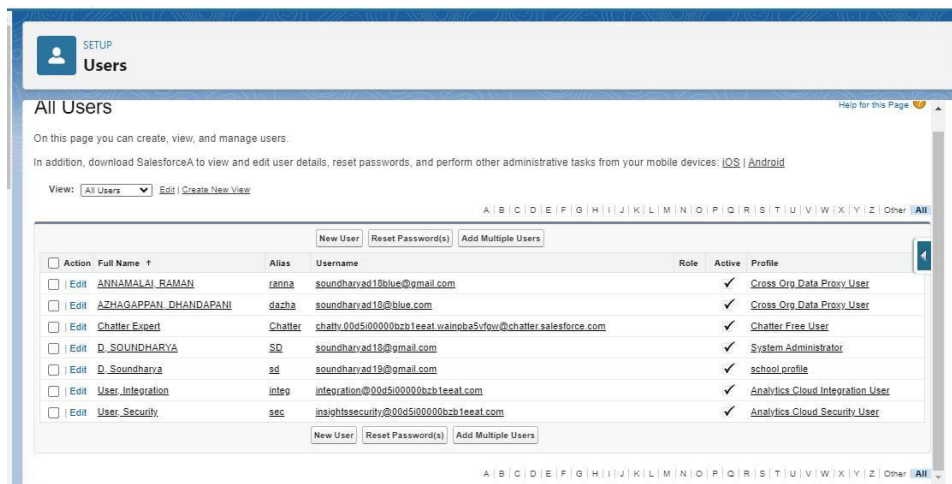
Step 6: Permissions sets

A Permission set is a collection of settings and permission that give users access to various tools and functions.

Step 7:Reports

A reports is a list of records that meet the criteria you define.

4.TRAILHEAD PROFILE PUBLIC URL:

TEAM LEAD: https://trailblazer.me/id/sound162

TEAM MEMBER 1: https://trailblazer.me/id/madhanmalai

TEAM MEMBER 2: https://trailblazer.me/id/thank57

TEAM MEMBER 3: https://trailblazer.me/id/gunad9

5.ADVANTAGES:

- ❖ Imporoving the organization management process.
- ❖ Improved students admissions life cycle .
- ❖ Track students life styles within the instituition.

6.DISADVANTAGES:

- ❖ Issues with uploading materials.
- ❖ The software is so complex that it can be difficult to perform simple tasks.

7.APPLICATIONS:

- ✓ Collecting student feedback.

- ✓ Managing school events.
- ✓ Managing alumni connecting.

8.CONCLUSION:

We may conclude that mentioning CRM application for school / colleges helps to improving admission process, managing school events .And improvement of the student relationship with the institude.