

# **NAAN MUDHALVAN PROJECT REPORT**

**SB8067- SALESFORCE DEVELOPER**

**“CRM APPLICATION FOR JEWEL MANAGEMENT “**

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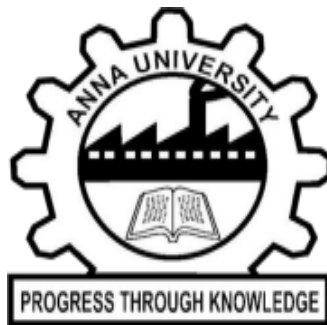
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## **1. Project Design Phase — CRM application for jewel management**

### **4.1 Introduction**

- Translates requirements into system architecture, data models, and module design for the jewel management.

### **4.2 System Architecture**

#### **Three-tier architecture:**

- Presentation Layer: Responsive web UI for customer, seller and admin.
- Application Layer: RESTful APIs handling business logic: donation lifecycle, scheduling, routing.
- Database Layer: Stores users, donations, pickups, routes, and audit logs.

### **4.3 Data Flow Diagram (DFD) Overview**

- Level 0: Platform interacts with external entities — customer, seller, admin, SMS services.
- Level 1: Modules: customer details, Matching & Scheduling, Notifications, Reporting.

### **4.4 Entity–Relationship (ER) Diagram Overview**

- Key entities: User (role), Donation, Pickup, NGO, Volunteer, Notification, Report.  
Relationships:
- Donor posts many Donations.
- Donation can be accepted by one Pickup (by NGO/Volunteer).
- NGO has many Volunteers; each Pickup is logged with timestamps and distribution status.

### **4.5 Module Design**

- Admin Module: guideline management, monitoring dashboard.
- Donor Module: Simple donation form, quick photo upload, pickup window selection.
- Volunteer Module: Discover reports, accept, view routing help, confirm pickup/distribution

- Notification Module: Sends confirmations and reminders.
- Reporting Module: Generates KPIs: meals recovered, distributions, average pickup time.

#### **4.6 User Interface Design**

- Focus on clarity and speed: large buttons, quick forms, time-window selectors, and clear status labels (Posted/Accepted/PickedUp/Distributed).

#### **4.7 Database Design**

- Normalized tables: Users, customer, seller, Pickups, Notifications, SafetyChecks, Reports. Include audit logs for traceability and compliance.

#### **4.8 Security and Data Handling**

- Encrypted passwords, role-based access control, HTTPS.
- Minimal retention of donor contact info; consent flow for contact use.