HandsMen Threads – Salesforce-Powered Fashion Platform

Project Overview

Project Title: **HandsMen Threads – Salesforce-Powered Fashion Platform**

Project Summary:

The HandsMen Threads project aims to design and implement a robust, Salesforce-powered platform to support the company's premium bespoke fashion business. As a brand recognized for its customized menswear services, HandsMen Threads is undertaking this initiative to modernize and streamline its core operations through technology.
This project focuses on building an integrated, scalable, and intelligent Salesforce solution to manage the complete lifecycle of customer engagement from personalized order placement and communication to inventory tracking and service delivery. The system will serve as a digital backbone for the business, improving operational efficiency and enhancing the customer journey.

Strategic Alignment:

This initiative aligns with HandsMen Threads' strategic goals to:

- Scale operations efficiently to meet growing demand.
- Leverage technology for customer-centric experiences.
- Enable data-driven decision-making across departments.
- Support sustainable business growth through automation and optimization.

The project is also part of a structured Salesforce virtual internship program, offering hands-on experience to interns while delivering business value to HandsMen Threads.

Business Case

Purpose and Rationale:

HandsMen Threads, while known for its premium bespoke menswear services, faces operational inefficiencies and data management challenges that limit its ability to scale and personalize customer experiences. The current system lacks the integration and automation needed to effectively manage customer data, inventory, communications, and service delivery.
This project seeks to address those issues by implementing a centralized, Salesforce-based platform that automates key processes and enhances customer engagement through real-time, data-driven capabilities.

Anticipated Benefits:

Category	Benefit
Operational	Automation of repetitive tasks (e.g., order confirmations, stock updates).
Customer Service	Real-time communication and personalized interactions.
Sales & Marketing	Improved lead tracking, upselling potential, and customer retention.
Data Management	Centralized and structured data across departments for better decisions.
Scalability	The platform is designed to grow with the business, supporting expansion.

Costs:

- **Direct Financial Cost**: None, the project is conducted within a Salesforce Developer Edition environment under a virtual internship program.
- **Resource Cost**: Interns' time, Salesforce mentor/advisor input, and project oversight
- **Opportunity Cost**: Delays in project delivery may affect internal readiness or create temporary inefficiencies.

Risks:

- Incomplete or unclear business requirements could result in scope creep.
- Interns' varying technical skill levels may affect code quality or timelines.
- Salesforce platform limitations (e.g., governor limits, sandbox constraints).

- Potential issues with email deliverability or automation logic.

Project Scope

In-Scope Activities and Deliverables:

The HandsMen Threads Salesforce implementation will include the following core components:

1. Salesforce Data Model Design

- Custom objects and fields tailored to the fashion and tailoring domain (e.g., Orders, Styles, Measurements).
- Relationships between standard and custom objects (e.g., Customers → Orders → Order Items).

2. Automation and Process Flows

- Record-triggered flows for customer-facing actions like order confirmation and loyalty updates.
- Scheduled and asynchronous Apex processes for inventory syncing and financial tracking.
- Email alert flows for stock thresholds, customer milestones, or process status updates.

3. Custom Lightning App

- Development of a user-friendly internal application for sales, support, and warehouse staff.
- Navigation setup with object-specific pages and guided user flows.

4. Security and Access Control

- Role hierarchies, sharing rules, and field-level security for different user groups.
- Login access control for internal teams during the testing phase.

5. Testing & Deployment

- Functional and integration testing using test data.
- Final deployment within the Salesforce Developer Edition environment.
- Documentation of features, flows, and usage guidelines.

6. User Training and Knowledge Transfer

- Walkthroughs for using the app and understanding automated processes.
- Training materials or short guides for end users and internal stakeholders.

Out of Scope (Exclusions):

- Integration with external systems (e.g., third-party payment processors, shipping APIs).
- Full production environment deployment beyond the Developer Edition.
- Advanced AI-driven personalization or third-party marketing automation tools.
- Mobile app development or integration.

Constraints:

- The project must be completed within the internship duration.
- Work must be done using Salesforce Developer Edition and its feature limitations.
- Interns are expected to prioritize declarative tools; Apex is used where necessary.
- No financial expenditure is available for paid apps, licenses, or services.

Project Schedule

Phase	Duration	Key Activities / Milestones
Phase 1: Architecture & Planning	Week 1–2	Finalize project requirements- Define custom objects and fields- Design data model- Plan flows, Apex, and notifications
Phase 2: Development	Week 3–5	Create Salesforce objects and automation- Build Lightning App- Configure access/security- Develop Apex classes and batch jobs
Phase 3: Testing & QA	Week 6	Conduct unit and functional testing- Validate automation and flows- Perform security and performance testing
Phase 4: Deployment & Training	Week 7	Deploy solution in Developer Edition- Deliver user walkthroughs- Provide training materials- Conduct final demo.

Dependencies & Assumptions

- Timelines are dependent on active intern participation and consistent mentor feedback.
- Scope will be locked by the end of Week 2 to avoid last-minute changes.
- Testing relies on mock data and internal simulation (not real production data).
- Communication tools and calendar access will be in place to coordinate progress.

Budget Overview

Category	Estimated Cost	Notes
Salesforce Environment	$0	Salesforce Developer Edition (free tier)
Human Resources (Interns)	$0	Virtual interns contributing time as part of their training
Mentorship / Consulting	$0	Provided pro bono as part of the internship framework
Tools & Licenses	$0	No paid third-party tools are required
Training & Documentation	$0	Interns will create documentation as part of the deliverables
Total Project Cost	**$0**	Fully supported by free resources and voluntary participation

Though the project has no financial cost, it does require **time investment**, **commitment**, and **technical guidance** to ensure successful delivery.

Human Resources

Role	Responsibilities
Project Manager	Oversees timeline, quality, communication, and deliverables
Salesforce Mentor	Guides technical implementation and enforces best practices
Salesforce Interns	Design and implement all features, documentation, and testing
End Users (UAT)	Provide feedback during the testing phase to validate functionality and usability.

Contingency Planning

While no direct budget is allocated, the following contingencies are in place:

- **Knowledge Gaps:** Leverage mentor guidance or Salesforce Trailhead modules for skill building.
- **Delays:** Maintain a buffer week in case of overruns or extended testing.
- **Team Dropouts:** Redistribute tasks within the intern team; scope may be adjusted accordingly.

Risk Management Plan

Risk Identification and Assessment

Risk	Likelihood	Impact	Mitigation Strategy
1. Ambiguous or incomplete business requirements	Medium	High	- Conduct thorough requirement gathering in Week 1–2 - Use wireframes or process maps to clarify expectations
2. Intern skill variation and availability	High	Medium	- Assign tasks based on strengths - Pair work where needed - Provide mentor support
3. Salesforce platform limitations (e.g., governor limits)	Medium	Medium	- Use batch Apex for heavy processing - Follow best practices to avoid hitting limits
4. Delays due to learning curve or rework	High	Medium	- Allocate buffer time in the project schedule - Hold regular reviews to identify issues early
5. Email deliverability issues (alerts, confirmations)	Medium	Medium	- Test with multiple mock email addresses - Use Salesforce standard email templates and test thoroughly
6. Scope creep or uncontrolled feature additions	Low	High	- Finalize scope by the end of Week 2 - Use a simple change approval process via PM
7. Data security or visibility misconfigurations	Medium	High	- Use role hierarchy and sharing rules - Conduct security testing in Phase 3
8. Loss of documentation or project assets	Low	Medium	- Use shared folders (Google Drive or GitHub) - Assign a version control owner

Quality Management

Quality Objectives

The project will ensure high-quality outcomes through:

- Functional accuracy of all Salesforce objects, flows, and automations.
- Consistent adherence to Salesforce best practices and design standards.
- A user-friendly interface in the Lightning App for internal users.
- Robust testing to verify data accuracy, security, and process automation.

Quality Standards & Guidelines

Area	Standards / Criteria
Data Model	- Logical, normalized structure - Proper use of lookups/master-detail relationships - Naming conventions are consistent
Automation	- Use declarative tools where possible - Apex follows governor limits and test coverage >75%
User Interface	- Lightning App is intuitive and role-appropriate - Minimal clicks to access key records
Security	- Field-level security and sharing rules aligned with role hierarchy - Sensitive data access is restricted
Documentation	- Clear, concise internal documentation - Flow diagrams or object model diagrams, where applicable

Quality Assurance Activities

Phase	QA Activity
Design Phase	- Peer review of data model and automation plan - Mentor feedback on technical design
Development Phase	- Code reviews and declarative setup validation - Unit testing during build

Testing Phase	- End-to-end functional testing using sample data - Security testing - Performance testing
Pre-Deployment	- Final walkthrough with the project manager and mentor - User feedback sessions (if feasible)

Acceptance Criteria

Deliverables will be accepted based on the following:

- All defined features and workflows function as intended.
- No critical bugs in core business processes.
- Documented walkthrough or demo delivered to stakeholders.
- Basic user training materials are available for each major module.