

Project Report Template

1 Introduction

1.1 Overview

Administrator should be able to create all base data including Semester, Candidate, **Course** and Lecturer, **Lecturer** should have the ability to create Internal Results, Dean, who is one of the **Lecturer**, should be the only **one** with ability **to update** Internal Results, Re-evaluation Can be initialized by **Candidate** for all **Internal** Results. Now only **dean** can update **the** marks after re-evaluation.

1.2 Purpose

CRM **can** improve customer retention by 27%, and **companies** that use CRM systems to the full extent can increase **sales** by 29%, based on **Salesforce** studies.

2. Problem Definition & Design

Thinking

1.3 Empathy map



Empathy map

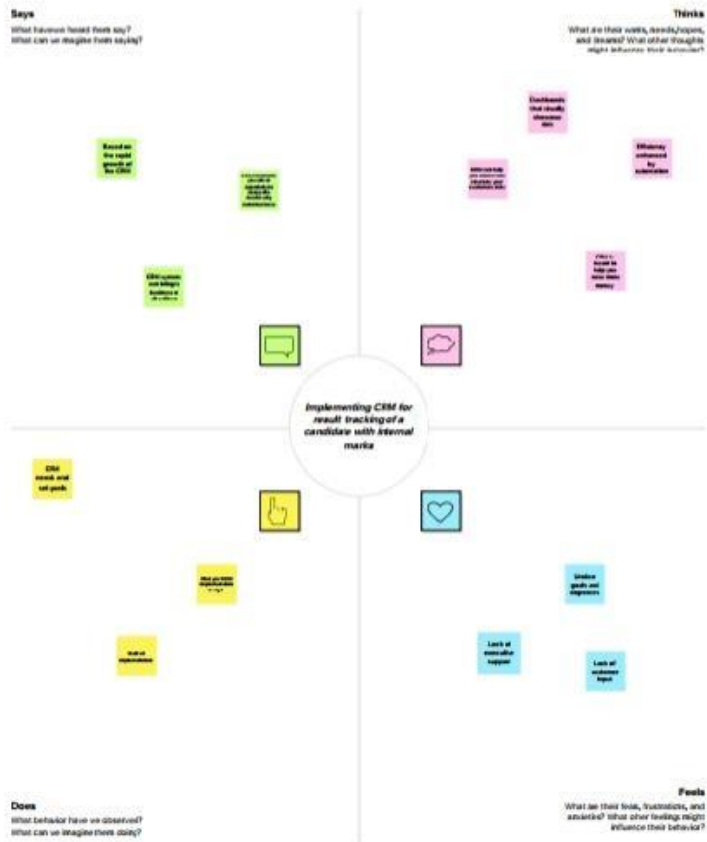
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Show template feedback](#)



Build empathy

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



Need some inspiration?
See a finished version of this template to inspire your work.

[Open example](#)



2.2 Ideation & brainstorming map

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

ASHOK KUMAR S

CRM stands for customer relationship management	Adopting analytics start with great candidates	Using predictive analytics CRM software to manage the sales process
Using predictive analytics CRM software to identify a sales pipeline	Engage with candidates on a deeper level	Collaborate more efficiently
The first thing I need to do is CRM software to create a pipeline	A person who uses existing CRM data to find business insights	Out and website managing tool

AJIA B

Define segments and expanding CRM to attract more	Start with CRM as a technology and make sure CRM is an integral part of business	The system use CRM implementation under development 80% and 10%
Segmenting is important analysis structure data of CRM system development project tool	It shows customers to customer contact data, identify and price points in the process of implementing CRM	Reaching a potential customer
Customer acquisition	Conversion	Customer retention

SAROJALAKSHI S

Your marketing and sales strategy	The type of data you will access	Develop your expectations
Your implementation plan and milestones	Products and services. Plan and implement the use of business	Customer interaction layer
Set the destination at its	Audit the current situation	And map the journey to the destination

BRUNOCHIAN M

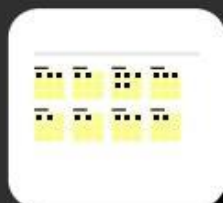
It is one customer relationship management is an already single provider	Organization is a second important element of an effective CRM	Marketing and sales
A 360 degree view of data	The key principle of customer relationship management is	The fundamental purpose of a CRM system is to improve the customer relationship
Using analytics to improve customer relationship	Use a good business relationship to the success of the organization, understanding and how business grow	Maximize customer retention and maximize repeat and referrals

Person 5

Person 6

Person 7

Person 8



3.1 Data Model

Object name. Fields in the object

Obj1. Field label. Data type

Semester text

Candidate text

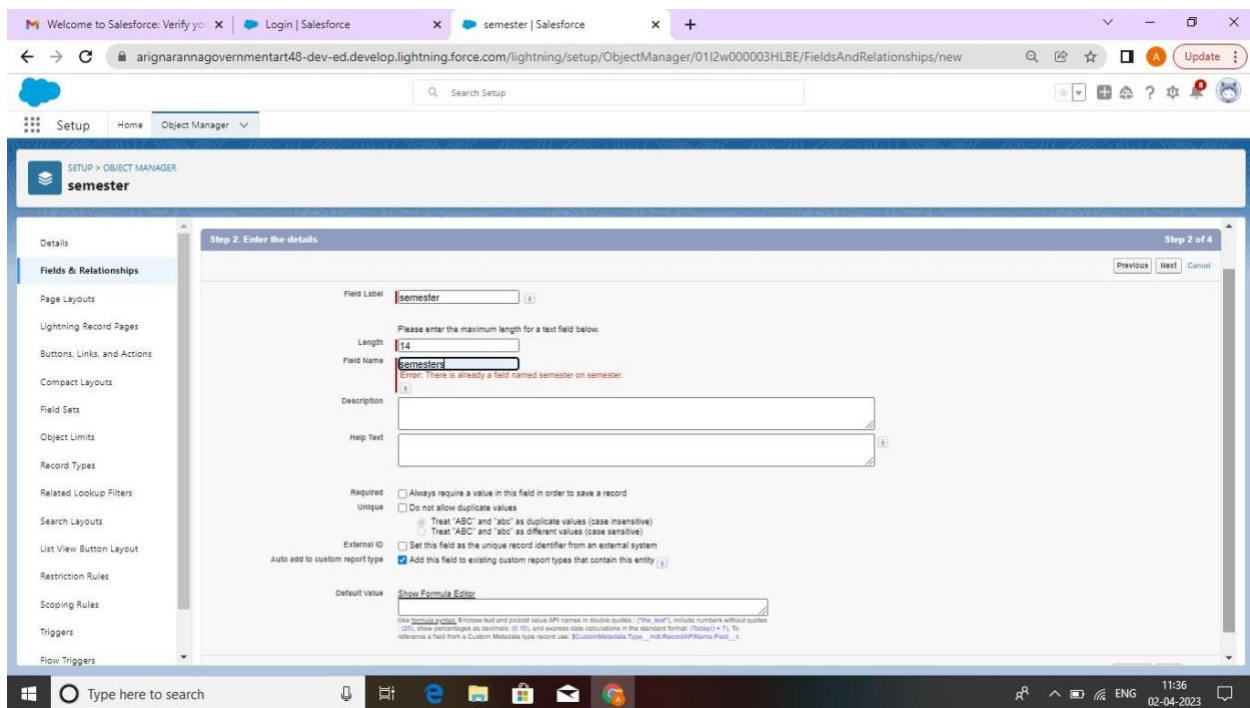
Obj2. Field label. Data type

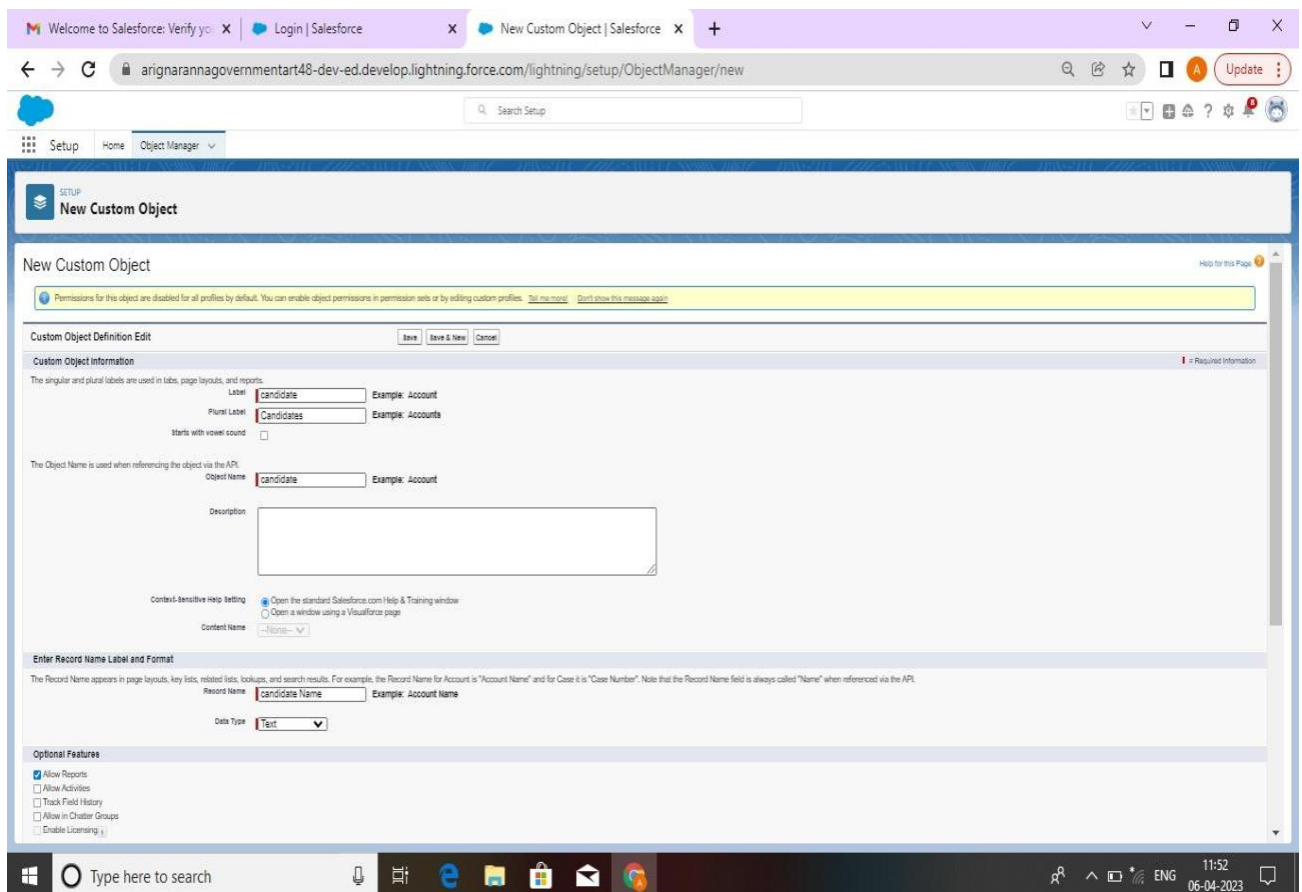
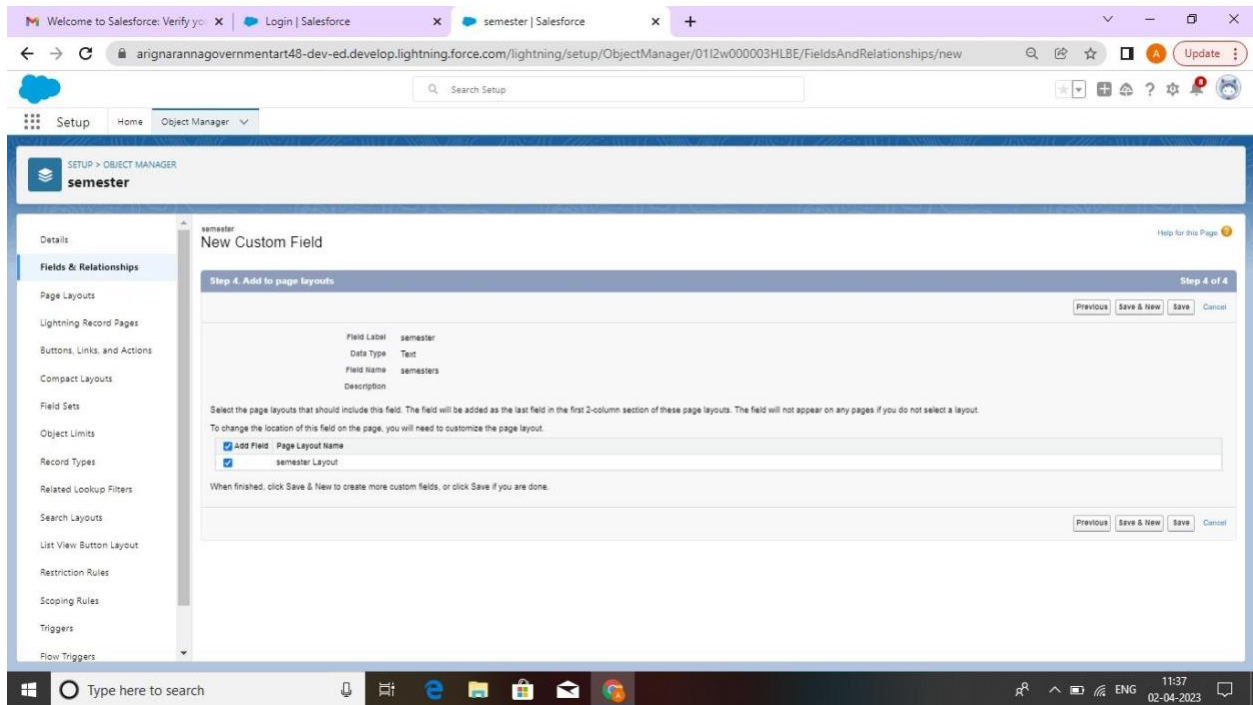
Course details text

Lecturer details text

3.2

Activity & Screenshot





Welcome to Salesforce: Verify your identity | Login | Salesforce | New Custom Object | Salesforce

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new

Setup Home Object Manager

SETUP New Custom Object

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name:

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

Record Name: Example: Account Name

Date Type:

Optional Features

- ☒ Allow Reports
- ☐ Allow Activities
- ☐ Track Field History
- ☐ Allow in Chatter Groups
- ☐ Enable Licensing

Object Classification

When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. Learn more.

- ☒ Allow Sharing
- ☒ Allow Bulk API Access
- ☒ Allow Streaming API Access

Deployment Status

☐ In Development ☒ Deployed

Search Status

When this setting is enabled, your users can find records of this object type when they search. Learn more.

- ☒ Allow Search

Object Creation Options (available only when custom object is first created)

- ☐ Add Notes and Attachments related list to default page layout
- ☐ Launch New Custom Tab Wizard after saving this custom object

Save Save & New Cancel

Welcome to Salesforce: Verify your identity | Login | Salesforce | Home | Salesforce | Object Manager | Salesforce

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup...

Setup Home Object Manager

SETUP Object Manager

New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

Custom Object Information ⓘ Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label: Example: Account

Plural Label: Example: Accounts

Starts with vowel sound: ☐

The Object Name is used when referencing the object via the API.

Object Name: Example: Account

Description:

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name:

Windows taskbar and browser tabs are visible at the top. The browser address bar shows a Salesforce URL. The page title is "Object Manager".

Object Manager

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

Record Name: Example: Account Name

Data Type:

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☐ In Development ☒ Deployed [What is this?](#)

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Welcome to Salesforce: Verify yo...Login | SalesforceHome | SalesforceObject Manager | Salesforce

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup...Search SetupUpdate

SetupHomeObject Manager

SETUPObject Manager

New Custom ObjectHelp for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition EditSaveSave & NewCancel

Custom Object InformationRequired Information

The singular and plural labels are used in tabs, page layouts, and reports.

LabelcandidateExample: Account

Plural LabelCandidatesExample: Accounts

Starts with vowel sound☐

The Object Name is used when referencing the object via the API.

Object NamecandidateExample: Account

Description

Context Sensitive Help Setting

☒ Open the standard Salesforce.com Help & Training window

☐ Open a window using a Visualforce page

Content Name

--None--

Type here to search

ENG12:2406-04-2023

Welcome to Salesforce: Verify yo x Login | Salesforce x Home | Salesforce x Object Manager | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup... Update

Search Setup

Setup Home Object Manager

Object Manager

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Record Name: Example: Account Name

Data Type:

Optional Features

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Deployment Status

☐ In Development ☒ Deployed [What is this?](#)

Search Status

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Welcome to Salesforce: Verify yo x Login | Salesforce x Home | Salesforce x Object Manager | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup... Update

Search Setup

Setup Home Object Manager

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☐ In Development ☒ Deployed [What is this?](#)

Search Status

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Object Creation Options (Available only when custom object is first created)

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Save Save & New Cancel

Welcome to Salesforce: Verify yo x Login | Salesforce x Home | Salesforce x Object Manager | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup... Update

Search Setup

Setup Home Object Manager

Object Manager

New Custom Object

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

Custom Object Information Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label Example: Account

Plural Label Example: Accounts

Starts with vowel sound ☐

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Object Name Example: Account

Description

Context-Sensitive Help Setting ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

Record Name Example: Account Name

Data Type

Type here to search

12:25 06-04-2023

Welcome to Salesforce: Verify yo x Login | Salesforce x Home | Salesforce x Object Manager | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/page?address=%2F01%2Fe%3FretURL%3D%2Fsetup... Update

Search Setup

Setup Home Object Manager

Object Manager

New Custom Object

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

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Object Name Example: Account

Description

Context-Sensitive Help Setting ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name

Enter Record Name Label and Format

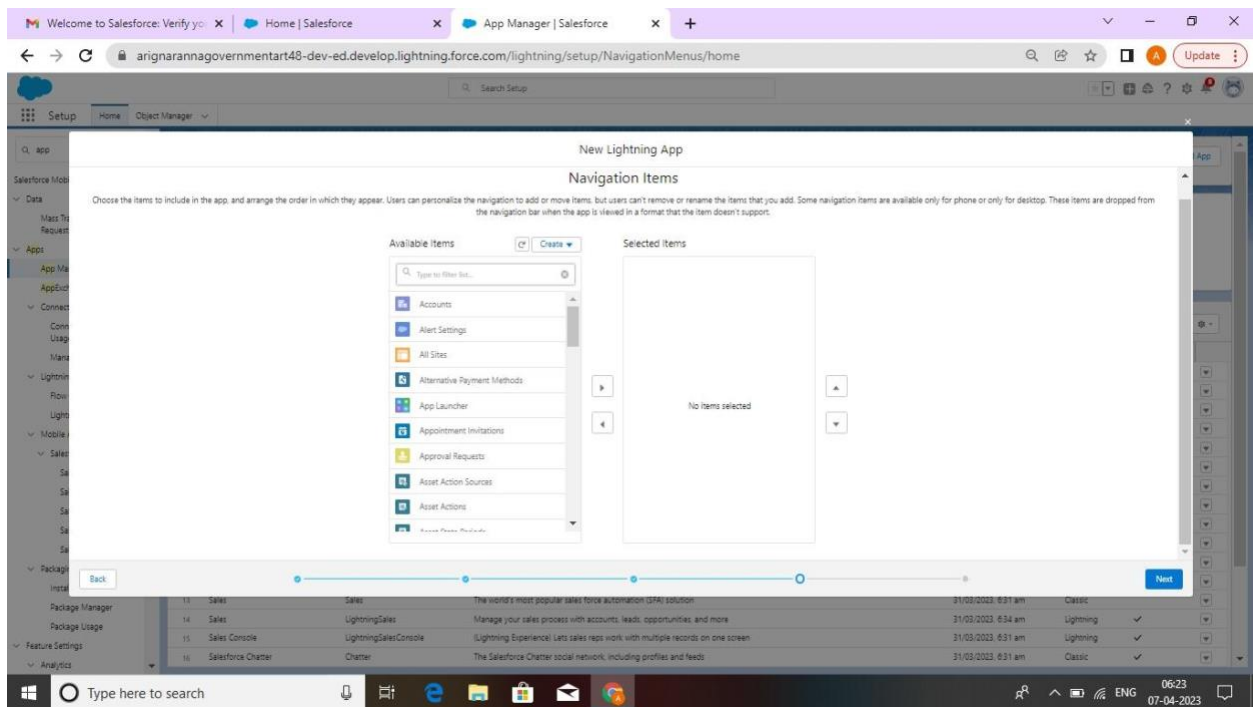
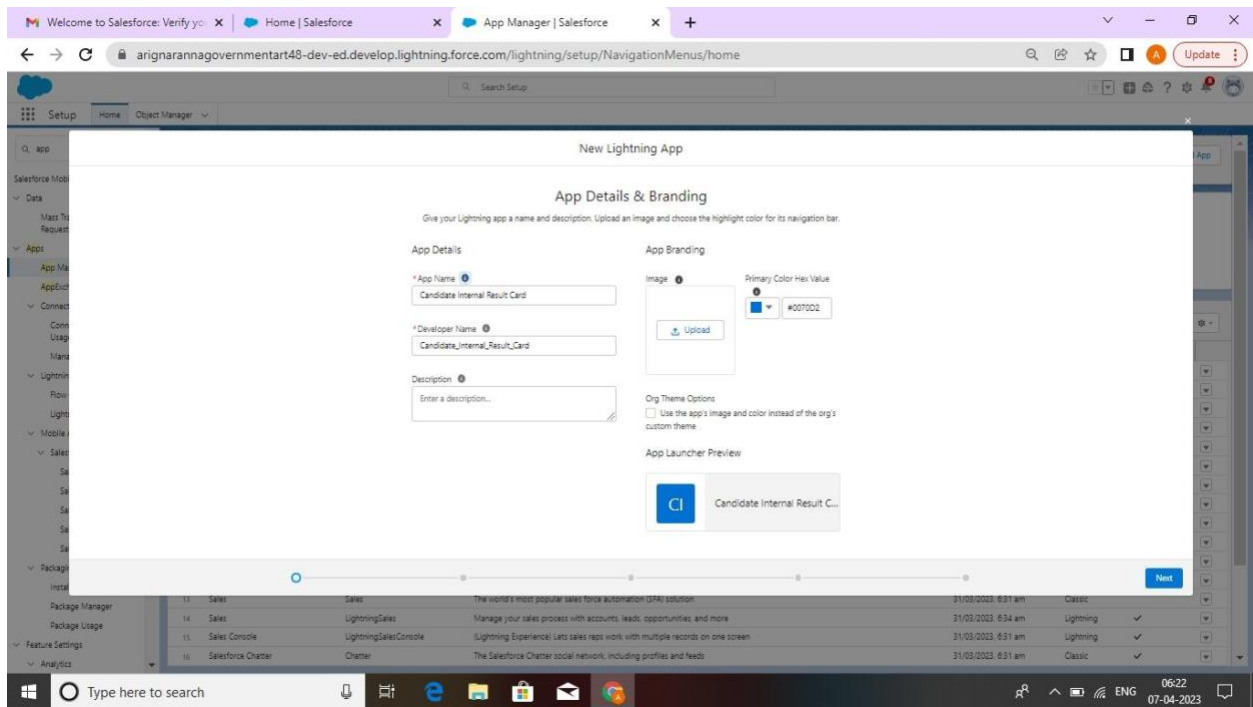
The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

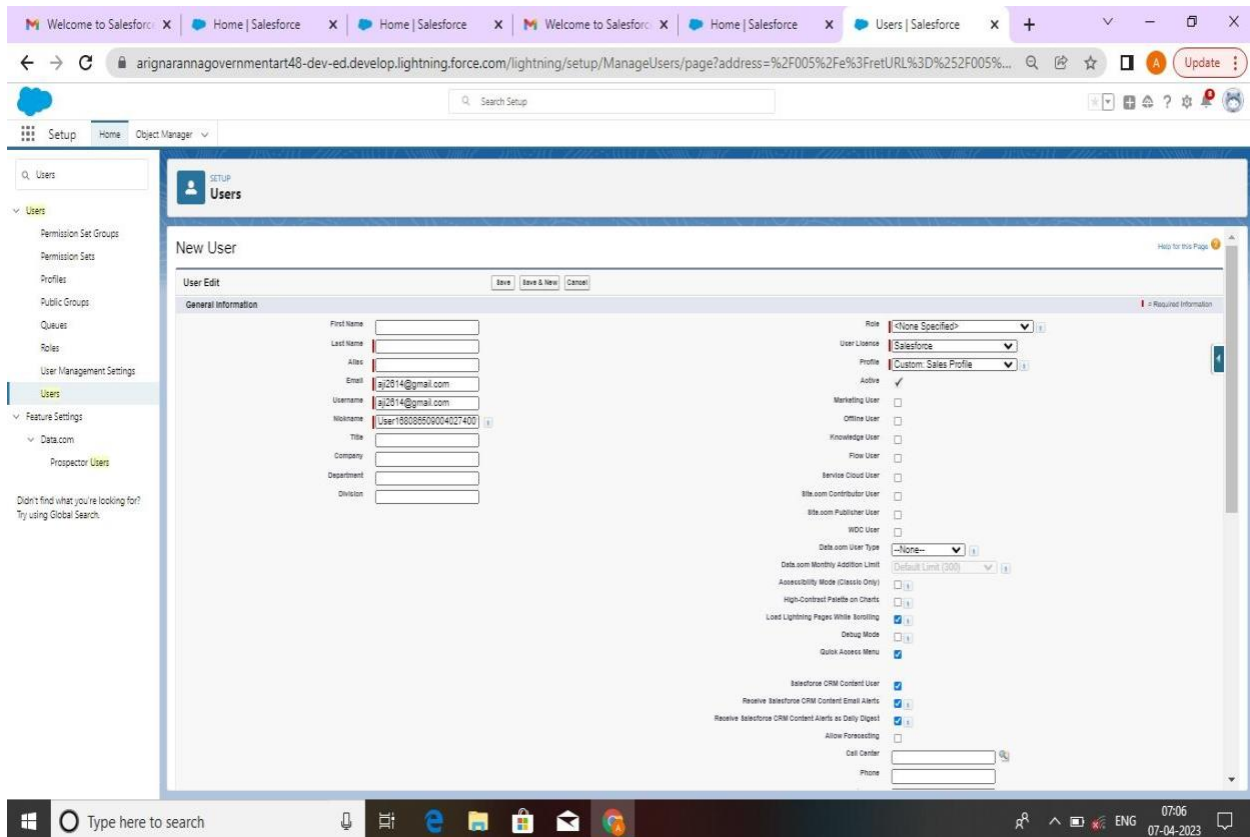
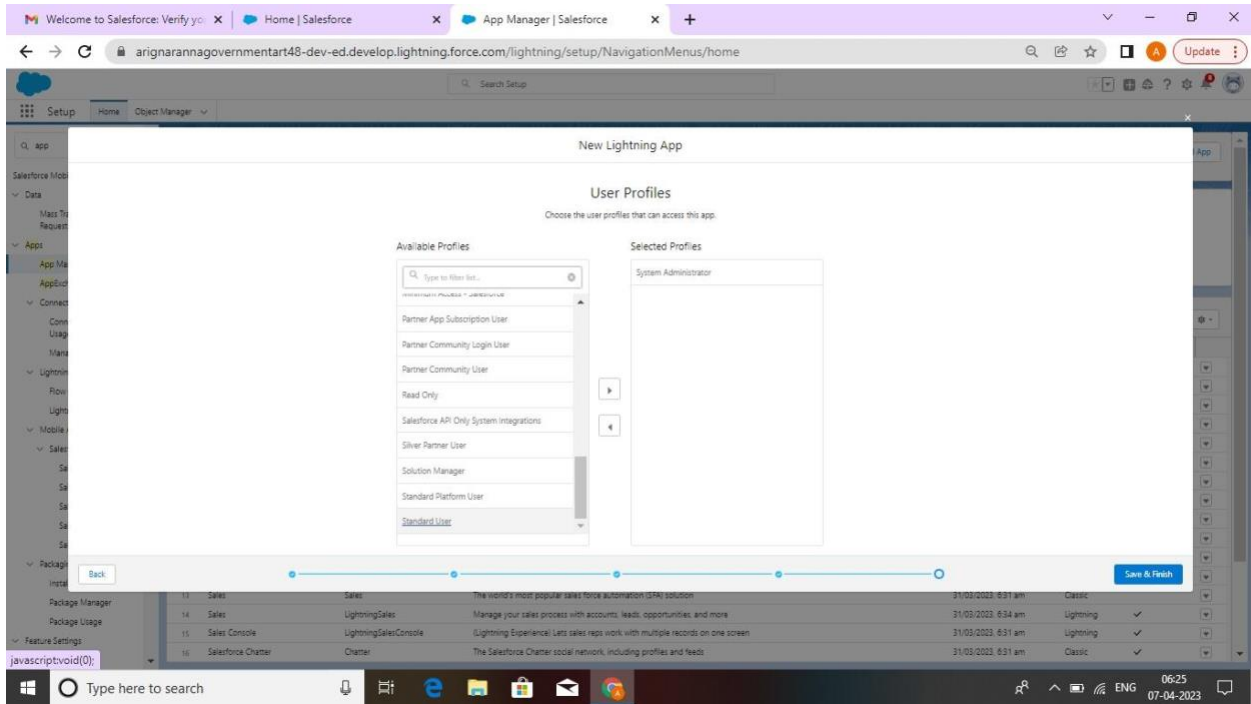
Record Name Example: Account Name

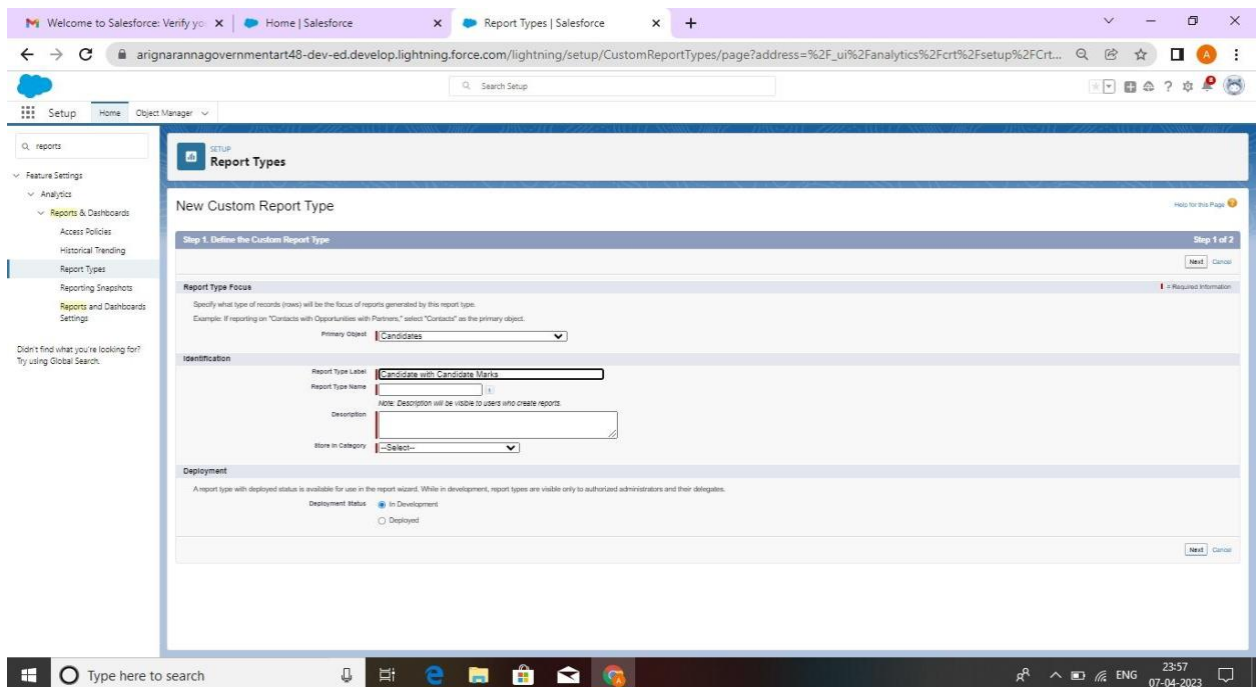
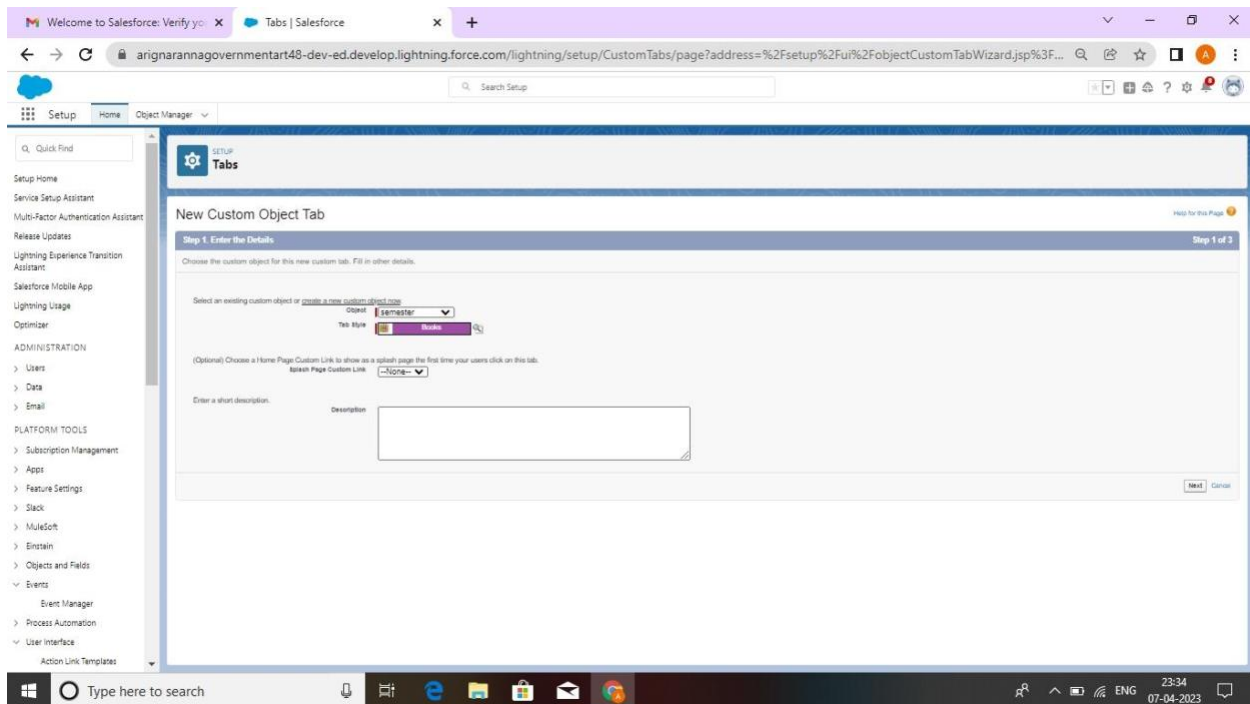
Data Type

Type here to search

12:26 06-04-2023







Welcome to Salesforce: Verify yo x | Tabs | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/page?address=%2Fsetup%2Fui%2FobjectCustomTabWizard.jsp%3F...

Setup Home Object Manager

Quick Find

Setup Home
Service Setup Assistant
Multi-Factor Authentication Assistant
Release Updates
Lightning Experience Transition Assistant
Salesforce Mobile App
Lightning Usage
Optimizer
ADMINISTRATION
> Users
> Data
> Email
PLATFORM TOOLS
> Subscription Management
> Apps
> Feature Settings
> Stack
> MuleSoft
> Einstein
> Objects and Fields
Events
Event Manager
> Process Automation
User Interface
Action Link Templates

SETUP Tabs

New Custom Object Tab

Step 2: Add to Profiles Step 2 of 3

Choose the user profiles for which the new custom tab will be available. You may also examine or alter the visibility of tabs from the detail and edit pages of each profile.

☒ Apply one tab visibility to all profiles (Default On)
☐ Apply a different tab visibility for each profile

Profile	Tab visibility
Analytics Cloud Integration User	Default On
Analytics Cloud Security User	Default On
Authenticated Website	Default On
Authenticated Website	Default On
Contract Manager	Default On
Cross Org Data Proxy User	Default On
Custom: Marketing Profile	Default On
Custom: Sales Profile	Default On
Custom: Support Profile	Default On
Customer Community Login User	Default On
Customer Community Plus Login User	Default On
Customer Community Plus User	Default On
Customer Community User	Default On
Customer Portal Manager Custom	Default On
Customer Portal Manager Standard	Default On
External Apps Login User	Default On
External Identity User	Default On
Force.com - App Subscription User	Default On
Force.com - Free User	Default On
Force.com - Free User	Default On

Type here to search

ENG 23:35 07-04-2023

Welcome to Salesforce: Verify yo x | Home | Salesforce x | Report Types | Salesforce x +

arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/CustomReportTypes/page?address=%2Fui%2Fanalytics%2Fcrtr%2Fsetup%2Fcrtr...

Setup Home Object Manager

reports

Feature Settings
Analytics
Reports & Dashboards
Access Policies
Historical Trending
Report Types
Reporting Snapshots
Reports and Dashboards Settings

Didn't find what you're looking for?
Try using Global Search.

SETUP Report Types

New Custom Report Type

Step 1: Define the Custom Report Type Step 1 of 2

Report Type Focus

Specify what type of records (rows) will be the focus of reports generated by this report type.
Example: If reporting on "Contacts with Opportunities with Partners," select "Contacts" as the primary object.

Primary Object: Candidates

Identification

Report Type Label: Candidate with Candidate Marks
Report Type Name:
Description:
Note: Description will be visible to users who create reports
Store in Category: -Select-

Deployment

A report type with deployed status is available for use in the report wizard. While in development, report types are visible only to authorized administrators and their delegates.

Deployment Status: ☒ In Development ☐ Deployed

Type here to search

ENG 23:57 07-04-2023

Windows taskbar: Type here to search, Task View, Edge, File Explorer, Mail, Chrome, System tray (00:01, 08-04-2023).

Browser tabs: Welcome to Salesforce: Verify yo..., Home | Salesforce, Report Types | Salesforce.

Address bar: arignarannagovernmentart48-dev-ed.develop.lightning.force.com/lightning/setup/CustomReportTypes/page?address=%2F0702w00000067ZN

Setup navigation: Setup, Home, Object Manager, Search Setup.

Report Types

Custom Report Type: Candidate with Candidate Mark

Below is the information for this custom report type. You can click the buttons on this page to preview or update information for the custom report type.

Custom Report Type Definition

Report Type Label	Report Type Name	Report Type Category	Other Reports
Candidate with Candidate Mark	Candidate_with_Candidate_Marks		
Description	14	Deployment Status	In Development
Created By	AJITHA Reddy	Created By	AJITHA Reddy
	08/04/2023, 9:30 am	Modified By	AJITHA Reddy
			08/04/2023, 9:30 am

Object Relationships

Relationship diagram showing Candidates (A) connected to a report icon.

Fields Available for Reports

Source	Selected Fields
Candidates	7

Windows taskbar: Type here to search, Task View, Edge, File Explorer, Mail, Chrome, System tray (02:04, 08-04-2023).

Browser tabs: Welcome to Salesforce: Verify yo..., Home | Salesforce, Report Builder | Salesforce.

Address bar: arignarannagovernmentart48-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOiJyZXBvcnRzOnJlcG9ydEJ1aWxkZXIiLCJhdHRyaWJ1dGVzI...

Navigation: Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, Calendar, People, Cases, Forecasts, semestars.

Create Report

Category: Recently Used, All, Accounts & Contacts, Opportunities, Customer Support Reports, Leads, Campaigns, Activities, Contracts and Orders, Price Books, Products and Assets, Administrative Reports, File and Content Reports, Individuals, Other Reports, Hidden Report Types.

Select a Report Type

Report Type Name	Category
Candidates	Standard
Candidate with Candidate Mark	Custom

Details

Candidate with Candidate Mark
Custom Report Type

Description
14

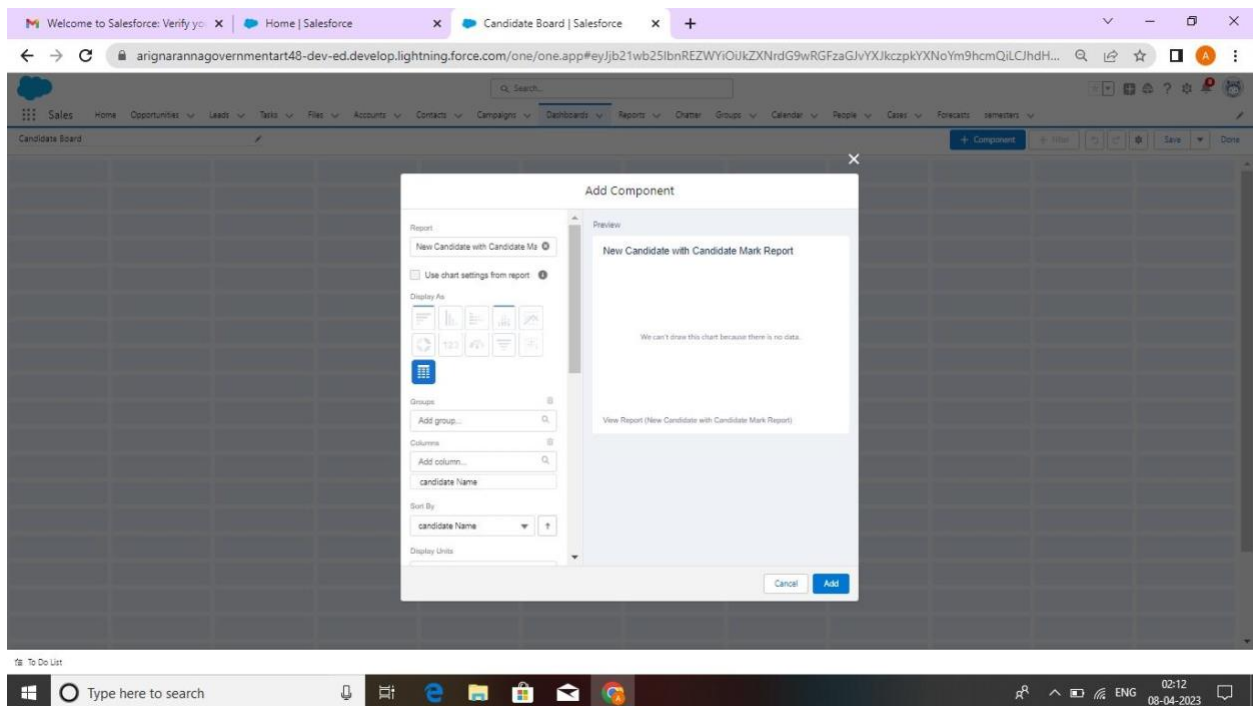
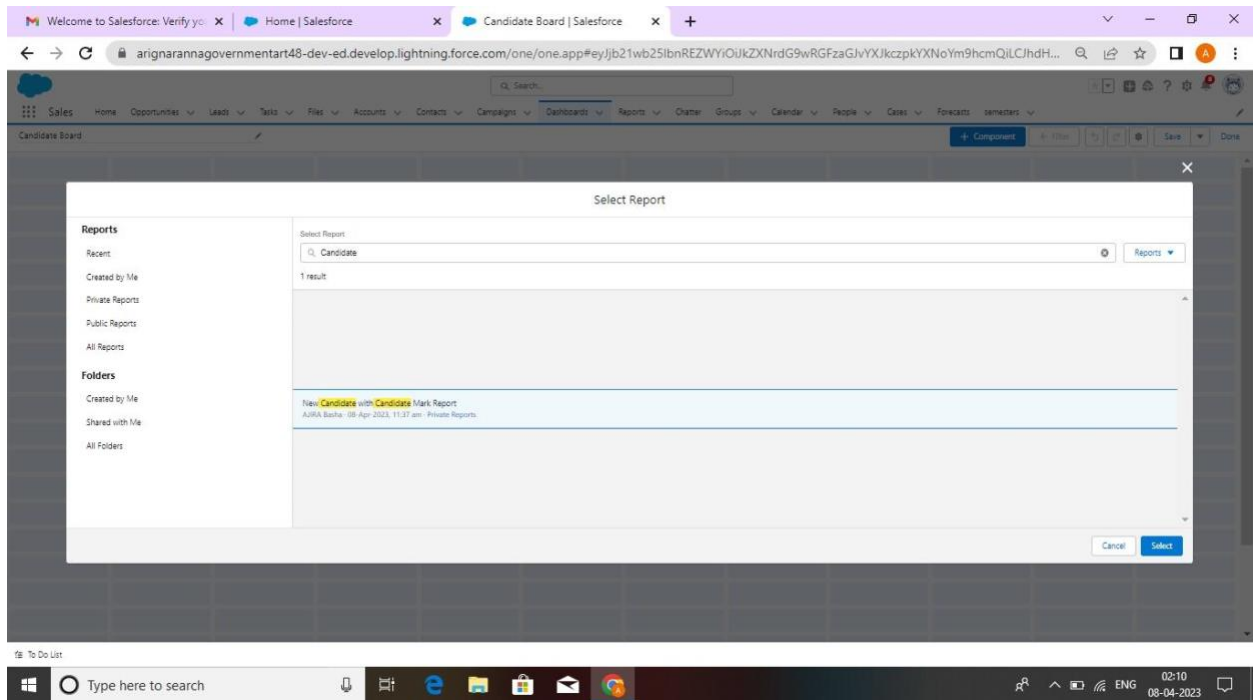
Created By You
No Reports Yet

Created By Others
No Reports Yet

Objects Used in Report Type
candidate

Windows taskbar and browser tabs at the top. The browser window shows the Salesforce Report Builder interface. The main content area displays a report titled "Candidate with Candidate Mark Report". The left sidebar contains "Groups" and "Columns" sections. The main area shows a message: "No records returned. Try editing report filters: - Show All candidates. - Set the Created Date filter to All Time. - Edit other filters in the filter panel." The bottom of the screen shows the Windows taskbar with various application icons and the system clock.

Windows taskbar and browser tabs at the top. The browser window shows the Salesforce Dashboard Builder interface. A "New Dashboard" dialog box is open in the center, with fields for "Name" (Candidate Board), "Description", and "Folder" (Private Dashboards). The "Create" button is highlighted. The background shows a grid layout for dashboard components. The bottom of the screen shows the Windows taskbar with various application icons and the system clock.



Browser tabs: Welcome to Salesforce: Verify yo | Home | Salesforce | Candidate Board | Salesforce

Address bar: arignarannagovernmentart48-dev-ed.develop.lightning.force.com/one/app#eyJjb21wb25lbnREZWYyOjUkZXNrdG9wRGFzaGJvYXJkczpkYXNoYm9hcmQILCJhdH...

Search bar: Q Search...

Navigation menu: Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contracts, Campaigns, Dashboards, Reports, Chatter, Groups, Calendar, People, Cases, Forecasts, Semesters

Page title: Candidate Board

Buttons: + Component, + Filter, Save, Done

Report title: New Candidate with Candidate Mark Report

Message: We can't show this chart because there is no data.

Link: View Report (New Candidate with Candidate Mark Report)

Footer: To Do List

Windows taskbar: Type here to search, 02:14, 08-04-2023

Browser tabs: Welcome to Salesforce: Verify yo | Home | Salesforce | Candidate Board | Salesforce

Address bar: arignarannagovernmentart48-dev-ed.develop.lightning.force.com/one/app#eyJjb21wb25lbnREZWYyOjUkZXNrdG9wRGFzaGJvYXJkczpkYXNoYm9hcmQILCJhdH...

Search bar: Q Search...

Navigation menu: Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contracts, Campaigns, Dashboards, Reports, Chatter, Groups, Calendar, People, Cases, Forecasts, Semesters

Page title: Dashboard Candidate Board

Buttons: Refresh, Edit, Subscribe

Report title: New Candidate with Candidate Mark Report

Message: We can't show this chart because there is no data.

Link: View Report (New Candidate with Candidate Mark Report)

Footer: To Do List

Windows taskbar: Type here to search, 02:14, 08-04-2023

4. Trailhead profile public URL

Team lead Ashok Kumar S

Team member 1- AJIRA B <https://trailblazer.me/id/ajirb1>

Team member 2-Arunachalam M <https://trailblazer.me/id/aambrose17>

Team member 3-Bakkiyalakshmi S <https://trailblazer.me/id/blakshmi95>

5.Adavantages and disadvantages

Advantages,

Better knowledge of your customers. ...

Better segmentation. ...

Better customer retention. ...

Better anticipation of needs. ...

Better and speedier communication

Disadvantages,

CRM costs. One of the greatest challenges to CRM implementation is cost.

Business culture. A lack of commitment or resistance to cultural change from people within the company can cause major difficulties with CRM implementation.

6. Application

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

7. Conclusion

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

8.Future scope

CRM systems might imply automation, but many only offer baseline automation options. The future of CRM will include users who demand more functionality. They'll be looking for providers that cover typical CRM essentials as well as more sophisticated automation.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Ask contentable tips to sticky notes to make it easier to find, discuss, organize, and integrate important ideas as they arise while you work.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the M key on the keyboard.

