SALESFORCE PROJECT

***Time Capsule App***

**Phase 1: Problem Understanding & Industry Analysis**

**🔹 Problem Statement :-**

People often want to preserve important memories, messages, or documents and deliver them at a specific time in the future. Traditional methods such as handwritten letters, emails saved in drafts, or cloud storage lack:

* Automation (manual delivery required).
* Security (risk of loss or unauthorized access).
* Reliability (data may get deleted, corrupted, or forgotten).
* Integration (no easy link to reminders, calendars, or workflows).

Thus, there is a need for a secure, automated, and user-friendly solution to create and deliver “Time capsules” at the right moment.

**🔹** **Requirement Gathering :-**

**1. Stakeholder Interviews**

* Talking with **end users** (students, families, professionals) to understand their needs.
* Consulting **project sponsors** to capture vision and business goals.
* Meeting with **Salesforce admins and developers** for technical feasibility.

**2. Business Process Analysis**

* Reviewing how people currently save memories or future messages (e.g., letters, notes, email drafts).
* Identifying gaps: no automation, weak security, no reminders.
* Mapping these pain points to Salesforce solutions.

**3. Industry Best Practices**

* Looking at use cases in **education, corporate, and personal/family** scenarios.
* Checking how similar apps (like reminder tools or digital vaults) work and where they fail.

**4. AppExchange & Salesforce Features**

* Exploring **AppExchange apps** (e.g., CalendarAnything, OwnBackup, DocuSign).
* Matching their capabilities to potential requirements for capsule scheduling, storage, and encryption.

**5. Brainstorming & Workshops**

* Collecting ideas from team workshops.
* Prioritizing them into **must-have (MVP)** vs **nice-to-have (future enhancements)**.

**🔹 Stakeholder Analysis :-**

**- Purpose**

The goal of stakeholder analysis is to identify all individuals and groups who will be affected by or have influence over the Time Capsule App, along with their roles, responsibilities, and level of influence.

**- Stakeholder Table**

| **Stakeholder** | **Role** | **Responsibilities** | **Influence** |
| --- | --- | --- | --- |
|  |  |  |  |
| **Project Sponsor** | Visionary & Funder | Provides funding, defines vision, approves key decisions | High |
| **End Users** | Students, families, corporates | Create, schedule, and receive time capsules | High |
| **Salesforce Admin** | System Configuration | Manage users, permissions, security, data storage | High |
| **Developers** | Technical Team | Build custom objects, automation flows, Lightning pages | Medium |
| **QA Testers** | Quality Assurance | Test features, ensure performance & reliability | Medium |
| **Business Analysts** | Requirement Gathering | Elicit requirements, validate alignment with business needs | Medium |
| **AppExchange Partners** | Third-party vendors | Provide add-ons (backup, encryption, calendar scheduling) | Low |
| **Regulatory Bodies** | Compliance Authorities | Ensure data security, privacy, and legal compliance | Medium |

**– Key Insights**

* **High Influence Stakeholders** (sponsor, end users, admins) must be engaged regularly through demos and feedback.
* **Medium Influence Stakeholders** (developers, QA, analysts) ensure smooth technical delivery and quality.
* **Low Influence Stakeholders** (AppExchange vendors) provide support tools but don’t drive the project vision.

**🔹 Business Process Mapping :–**

**– Purpose**

Business Process Mapping (BPM) helps visualize the workflow of how users will interact with the Time Capsule App and how Salesforce will support these processes. It ensures alignment between **business needs** and **technical implementation**.

**– Current Business Process (Without the App)**

1. Users write letters, notes, or record videos manually.
2. They store them in personal drives, emails, or physical storage.
3. They set manual reminders (calendar/phone) for future dates.
4. Often, files are lost, forgotten, or lack security.

**– Problems Identified:**

* No automation of reminders.
* Security and privacy risks.
* No centralized system.
* Poor long-term reliability.

**– Proposed Business Process (With Salesforce App)**

**Step 1: User Onboarding**

* End users sign up/login to Salesforce Time Capsule App.

**Step 2: Capsule Creation**

* Users create a new capsule (custom Salesforce object).
* Attach text, images, or documents.
* Set **unlock date/time** (future).

**Step 3: Data Storage & Security**

* Capsule stored in Salesforce database.
* Permissions & encryption ensure privacy.

**Step 4: Notification & Automation**

* Salesforce Flow/Process Builder schedules reminders.
* Email/SMS alerts sent near unlock date.

**Step 5: Capsule Delivery**

* On the scheduled date, the capsule unlocks.
* Users receive access via email link or Salesforce dashboard.

**Step 6: Reporting & Monitoring**

* Admins monitor capsule usage via dashboards.
* Analytics show number of capsules, storage usage, delivery success rate.

**- BPM Diagram (Text Version)**

User → Create Capsule → Store Securely → Schedule Delivery → Automated Reminder → Capsule Unlocks → User Receives Capsule

**🔹 Industry-Specific Use Case Analysis :-**

**- Purpose**

The Time Capsule App can be applied across multiple industries. This analysis highlights practical use cases and benefits without technical platform details.

**1. Education Sector**

* **Use Case:** Students create digital capsules containing letters, projects, or graduation memories to be opened at a future date.
* **Value:** Preserves student journeys, fosters emotional connection with peers and institutions.

**2. Corporate Sector**

* **Use Case:** Employees set future goals, project milestones, or personal messages to be revisited after a year or on specific events.
* **Value:** Enhances engagement, reflection, and motivation in the workplace.

**3. Family & Personal Use**

* **Use Case:** Families record messages, photos, or videos for children to open on birthdays, weddings, or anniversaries.
* **Value:** Preserves personal memories, strengthens family bonds.

**4. Nonprofit & Social Sector**

* **Use Case:** Organizations encourage beneficiaries to write future goals or aspirations, unlocking them after completing milestones like education or training.
* **Value:** Inspires hope, measures long-term impact, and motivates recipients.

**5. Healthcare & Wellness *(Optional)***

* **Use Case:** Patients create messages or recovery goals to reflect on later; healthcare providers track progress or motivational notes.
* **Value:** Supports long-term well-being and motivation.

**🔹 AppExchange Exploration :-**

**- Purpose**

The purpose of AppExchange exploration is to identify existing apps or tools that can enhance the Time Capsule App. This research helps improve functionality, save development effort, and follow best practices.

**- Exploration Details**

There are several categories of apps that could be useful:

* **Document Management Apps:** These apps allow secure storage, management, and retrieval of capsule attachments, including images, PDFs, and videos.
* **Scheduling & Reminder Apps:** Tools that automate notifications for capsule delivery dates ensure users are reminded when capsules are ready to open.
* **Backup & Recovery Apps:** These apps help protect capsule data by enabling automatic backups and easy recovery in case of accidental deletion or data loss.
* **Encryption & Security Apps:** Additional security measures can be applied to sensitive capsule content to protect user privacy.
* **Forms & Input Automation Apps:** These apps simplify capsule creation by providing advanced forms or drag-and-drop input options for users.
* **Analytics & Reporting Apps:** Apps that provide insights into capsule creation, delivery success, and user engagement can help monitor and improve app usage.