

1 INTRODUCTION :

1.1 Overview

Salesforce Trailhead is a series of online tutorials that coach beginner and intermediate developers who need to learn how to code for the Salesforce platform. The company is best known for its Salesforce customer relationship management (CRM) product, which helps companies easily track customer communications and nurture leads. Trailhead education, which was launched in 2014, comes in three levels -- trails, modules and units.

2.2 Purpose

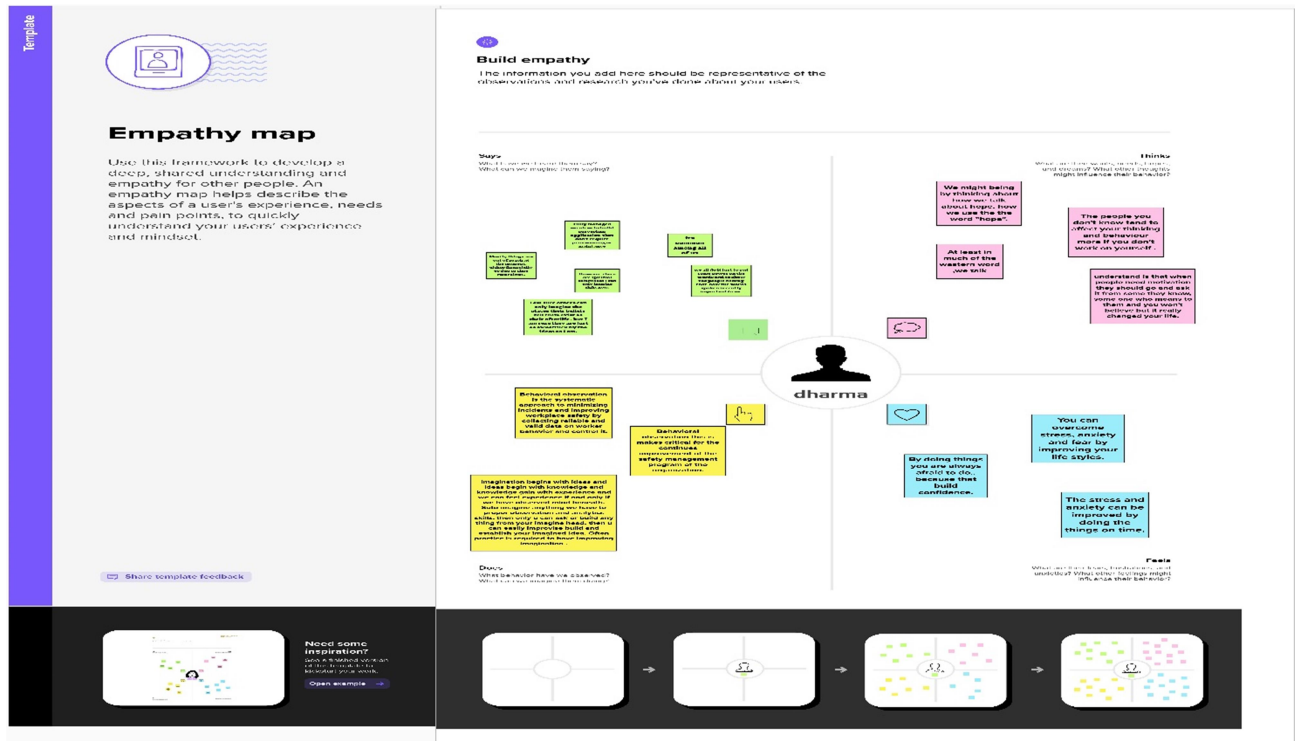
- Trailhead is Salesforce's free online learning platform. It helps Salesforce developers migrate from Salesforce Classic to Salesforce Lightning Experience, a modern development platform that uses declarative code to enable someone with limited coding knowledge to build applications. Trailhead modules show users how to program in Apex, JavaScript and Visualforce.
- The learning program is designed to help users by providing a series of interactive assessments to identify whether they've learned the content. Gamification is built into the Trailhead program, so developers can also earn badges for milestones they reach in their Trailhead education.

The following are popular benefits of the Trailhead learning program:

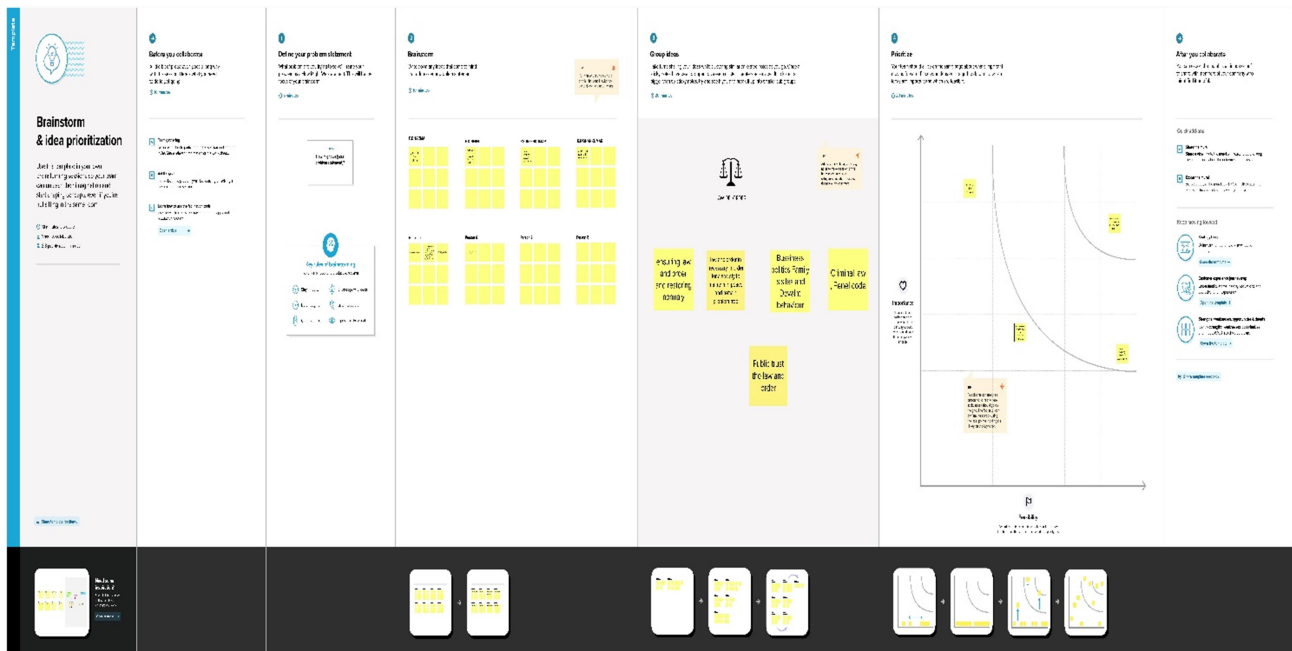
- **Collection of learning modules.** Trailhead offers a library of courses on every topic encompassing the Salesforce ecosystem. These bite-sized and user-friendly modules are called trails and provide users with a predefined path to follow. Users have the option to either build custom trails or complete premade trails.
- **Simplified content.** Each Trailhead tutorial is comprised of short, self-contained units and each unit can be typically read in 10-15 minutes. The content is designed to help users learn at their own pace to maximize the education experience.
- **Badges and certificates.** Trailhead awards valuable accreditation upon the successful completion of units and modules in the form of superbades and certificates. Users can display them on their Salesforce user profile and social media platforms such as LinkedIn to help earn recognition for their expertise with Salesforce.
- **Instructor-led classes.** The Trailhead Academy also offers online instructor-led classes that cover a wide range of in-demand topics and some offer optional in-person attendance.

Trailblazer community. All Trailhead members are part of the global Trailblazer community, which enables fellow trailblazers to connect, share ideas and support each other while learning Salesforce content.

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3 RESULT :

3.1 DATA MODEL :

Object Name	Fields in the Object
Salesforce Customer 360	Transform your businesses with a single,integrated CRM platform.
Salesforce Platform Basics	Get introduced to the platform,navigate use cases, and build custom functionality.

3.2 ACTIVITY & SCREENSHOT

Report: Accounts New Accounts Report							
				Enable Field Editing	Q	Add Chart	▼
Total Records 13							
	Last Activity ▼	Account Name ▼	Account Owner ▼	Billing State/Province ▼	Type ▼	Rating ▼	Last Modified Date ▼
1	-	Sample Account for Entitlements	Automated Process	-	-	-	15/02/2023
2	-	GenePoint	Dharma P	CA	Customer - Channel	Cold	15/02/2023
3	-	Edge Communications	Dharma P	TX	Customer - Direct	Hot	15/02/2023
4	-	Burlington Textiles Corp of America	Dharma P	NC	Customer - Direct	Warm	15/02/2023
5	-	Pyramid Construction Inc.	Dharma P	-	Customer - Channel	-	15/02/2023
6	-	Dickenson plc	Dharma P	KS	Customer - Channel	-	15/02/2023
7	-	Grand Hotels & Resorts Ltd	Dharma P	IL	Customer - Direct	Warm	15/02/2023
8	-	United Oil & Gas UK	Dharma P	UK	Customer - Direct	-	15/02/2023
9	-	United Oil & Gas Singapore	Dharma P	Singapore	Customer - Direct	-	15/02/2023
10	-	Express Logistics and Transport	Dharma P	OR	Customer - Channel	Cold	15/02/2023
11	-	University of Arizona	Dharma P	AZ	Customer - Direct	Warm	15/02/2023
12	-	United Oil & Gas Corp.	Dharma P	NY	Customer - Direct	Hot	15/02/2023
13	-	sForce	Dharma P	CA	-	-	15/02/2023

☰ To Do List

<https://thanthaileriyargovernmentar-dev-ed.develop.lightning.force.com/lightning/r/Report/00O2w00000ESmm9EAD/view?queryScope=userFolders> 1/2

4. TRIALHEAD PROFILE PUBLIC URL :

TEAM LEAD – <https://trailblazer.me/id/dharp90>

TEAM MEMBER 1 – <https://trailblazer.me/id/dhine77>

TEAM MEMBER 2 – <https://trailblazer.me/id/skumar9246>

TEAM MEMBER 3 – <https://trailblazer.me/id/m22756>

5. ADVANTAGES & DISADVANTAGES OF SALESFORCE :

- ❖ Firstly, there is little to no risk when using Salesforce. Due to its low acquiring costs and low-risk management as an organization tool, there is very little to lose and a lot to benefit from.
- ❖ The database that Salesforce uses is also helpful in digitizing and organizing company sale records. Thus, improving the overall organization of a company.
- ❖ Salesforce and good customer service comes hand in hand. It allows customization of profiles for individual customers as well as quick, organized access to individual records
- ❖ There is also no need to purchase software and hardware systems to help maintain and keep the application running. Therefore, unlike most software, Salesforce requires no capital investment.
- ❖ The integrated solutions allow users to work more efficiently and increase the value of each part of the customer life cycle. Moreover, Salesforce analytics and its reporting function gives its users the ability to expand their campaign capacity. As a result, overall productivity can be increased and profit can be maximized.
- ❖ Since Salesforce is an application and no software is required, there is no need for constant updates as Salesforce will update automatically.

Disadvantages and Barriers to Adoption :

- ✓ At times, there can be too much customization and the interface can be filled with cumbersome and tedious tools which can be seen as repetitive or distracting.
- ✓ Some users face difficulties in the transition between transactions. Some have to go through multiple screens to process transactions.
- ✓ Salesforce has its own maintenance schedule since runs on its own cloud server. As a result, there are times that the application will not be accessible.
- ✓ Users can also lose a personal touch as in the process of automation
- ✓ Salesforce contains barriers to adoption. This means that even though Salesforce is cheap, the cost to integrate the application and redesigning their IT to incorporate it into a company is not the same as the cost of acquiring Salesforce. It is possible that the cost of integrating it can exceed the costs of the software itself.

Steps for the creation of salesforce trailhead :

1. Click Add Criteria.
2. For Criteria Name, type Address Change.
3. For Criteria for Executing Actions, keep it set to Conditions are met.
4. For Set Filter Conditions, click Find a field..., select Billing Street and click Choose.
5. Set Operator to Is Changed, and set Value to True.
6. For Conditions, keep it set to All of the conditions are met (AND).
7. Click Save.

In plain language, this all means "run this process when the Billing Street changes."

Verify Step :

- ❖ You'll be completing this project in your own hands-on org. Click Launch to get started, or click the name of your org to choose a different one.
- ❖ Once you've created a Trailhead account with your Salesforce account or a linked social account, we've done all the hard work for you! A Trailhead Playground is created automatically and linked to your Trailhead account.
- ❖ In every hands-on challenge and project step verification, you'll see the name of a hands-on org and a Launch button. Trailhead automatically chooses your most recently used org or, if you've tried the challenge before, the org you last used for that particular challenge. If you've never used a hands-on org before, Trailhead defaults to your most recently created playground. You can always select the org you want to work in by clicking the name of your org and choosing a different one from the list.
- ❖ To create a new Trailhead Playground, click the name of your org and click Create Playground. Give your playground a name, click Create, and that's it! Now you have an org that you can use to complete hands-on challenges and projects, and test new features and code.
- ❖ If you're using Trailhead in a language other than English, make sure that your playground is set to the same language as the hands-on challenge. Otherwise you may run into issues passing challenges.
- ❖ Launch your Trailhead Playground from any hands-on challenge or project step by clicking Launch. Your playground opens in a new browser tab or window.

CONCLUSION :

Trailhead is an amazing platform that all Salesforce users should use to expand their knowledge. No matter how advanced you are, there are modules for everyone. And in the ever-changing world of technology, there's no other way to keep up but to learn.

FUTURE SCOPE :

- The scope of a Salesforce developer is huge. These individuals can work on a wide range of projects, including CRMs, online stores, and enterprise applications. Salesforce developers are highly sought after and must have two or more years of experience in lighting segment development. Additionally, Salesforce developers must be well versed with Trailhead records and Platform designer I. They also need experience with test strategies and REST/SOAP and Platform Event-based programming interfaces.
- Another potential area for growth is as a salesforce consultant. These professionals are constantly developing applications and integrating them with other systems. Whether you're interested in a career in this industry, or simply want to enhance your current skills, the field will always be in high demand. With a growing number of companies worldwide looking for qualified Salesforce developers, the scope of this career path is enormous.