

# 1.Introduction

## 1.1Project overview:

The project aims to build an event management system from the very beginning of planning all the way to post-event strategizing.

We created:

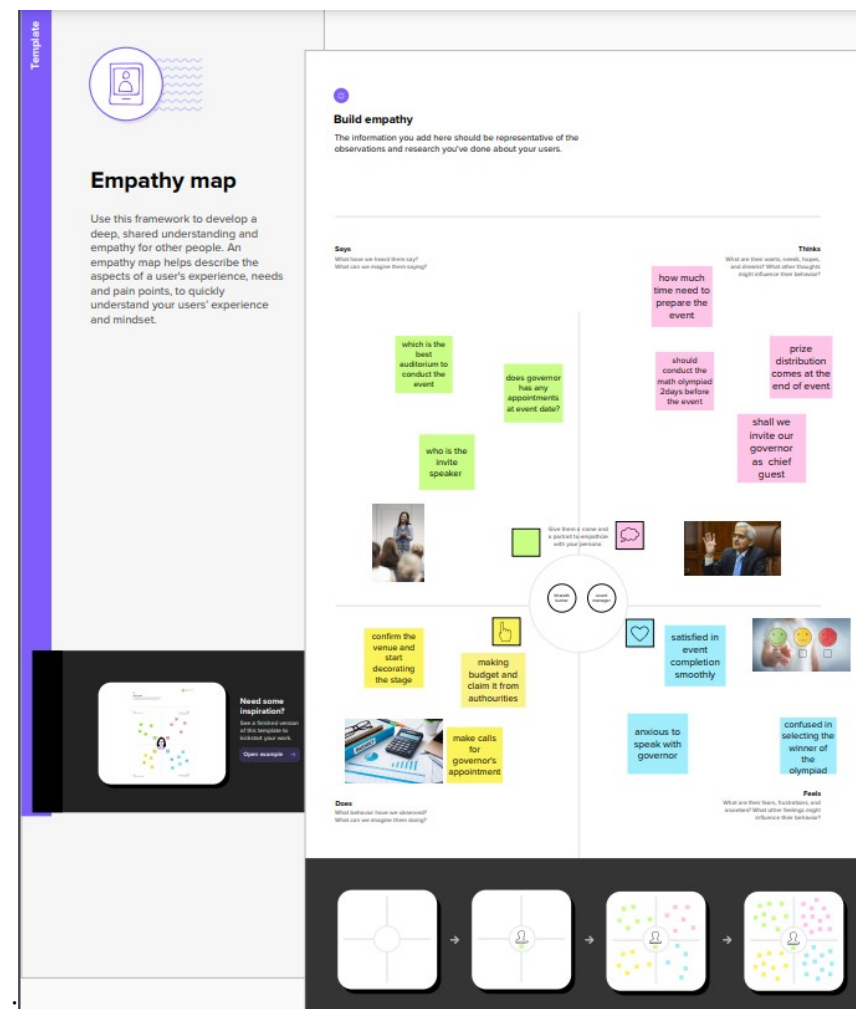
- ➡ Event management system app.
- ➡ Objects and fields for our app.

## 1.2Purpose of our app:

- ➡ Event managers can make decision such as time, location and theme of their event .
- ➡ They can oversee the event live and make sure things smoothly.
- ➡ They can review event data and ROI findings.

## 2.Problem definition and design thinking:

### 2.1 Empathy map:



### 2.2 Ideation and Brainstroming Map:



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended



### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

how to avoid understaffing an event ?



#### Key rules of brainstorming

To run a smooth and productive session

- |                 |                         |
|-----------------|-------------------------|
| Stay in topic.  | Encourage wild ideas.   |
| Defer judgment. | Listen to others.       |
| Go for volume.  | If possible, be visual. |



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!

#### Person 1

Not underestimating how much help we need  
finding suitable staff for every job  
improve communication with staff

#### Person 2

split the staffs into small groups and appoint a leader  
form a whatsapp group of staffs  
pinpointing the problem before they become serious

#### Person 5

posting the job opening on social media  
Revamp the hiring and onboarding process  
Offer benefits like extra pay to staffs

#### Person 6

#### Person 3

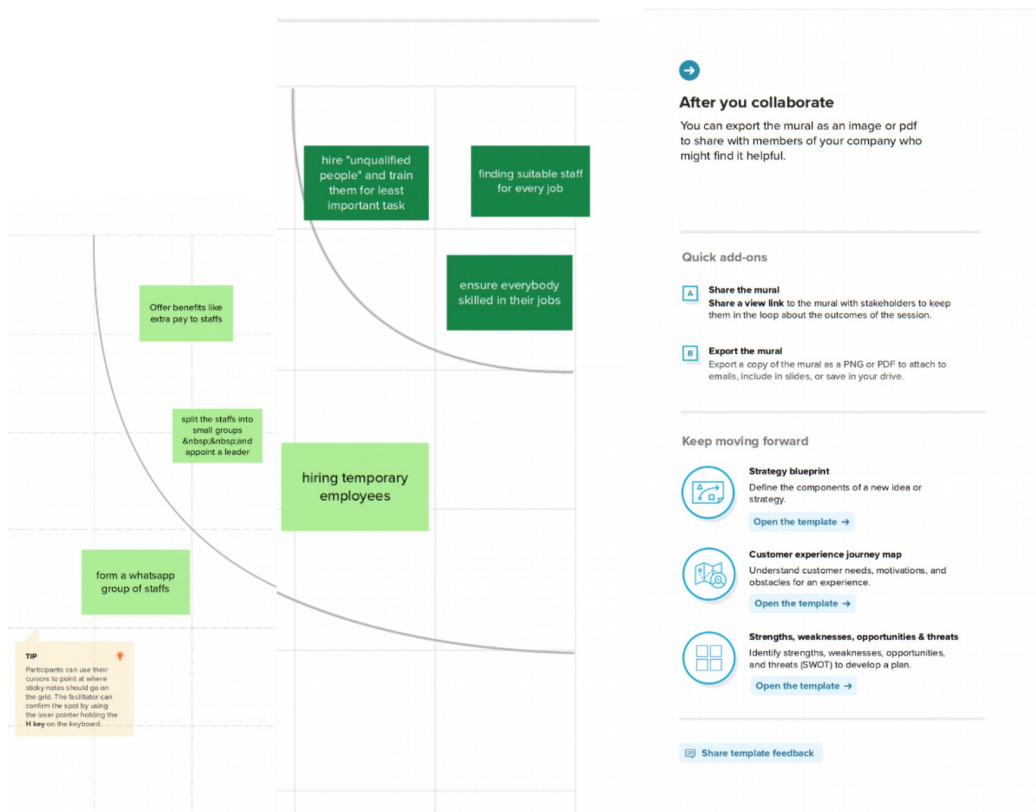
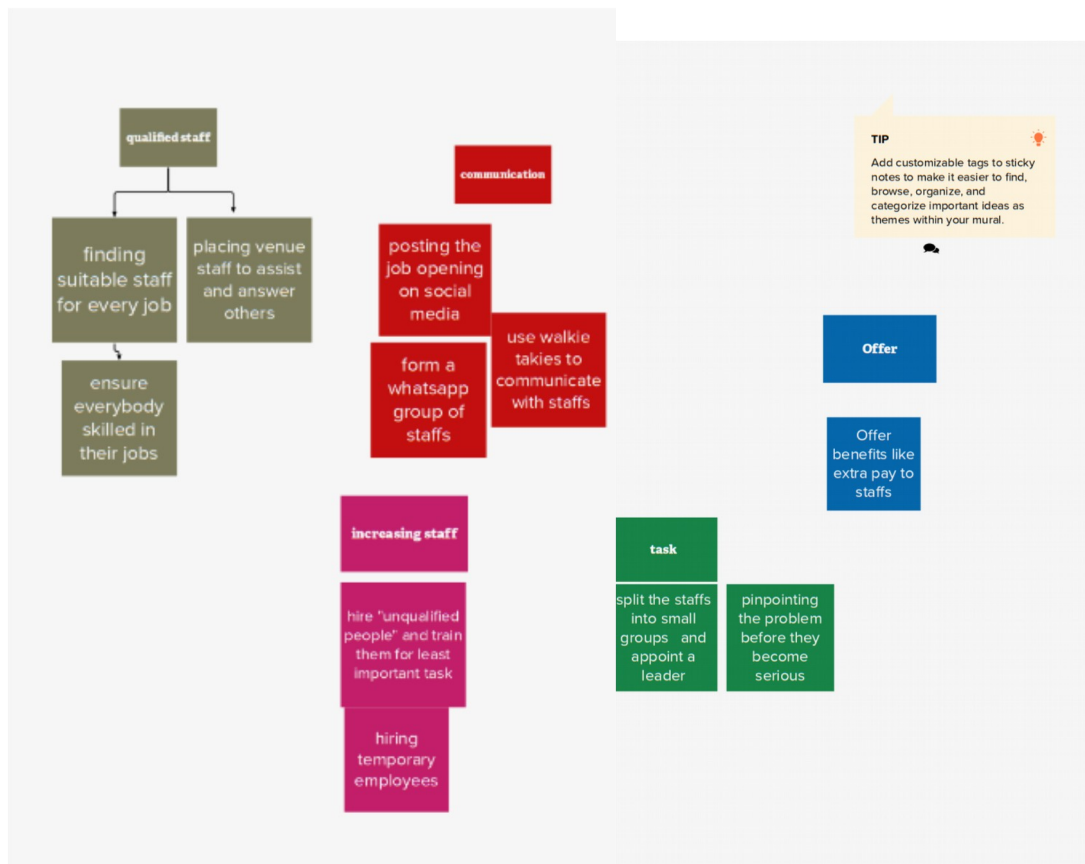
ensure everybody skilled in their jobs  
offer more time to current employees to complete their task  
use walkie talkies to communicate with staffs

#### Person 4

placing venue staff to assist and answer others  
hire "unqualified people" and train them for least important task  
hiring temporary employees

#### Person 7

#### Person 8



### 3.Result:

### 3.1 Data model:

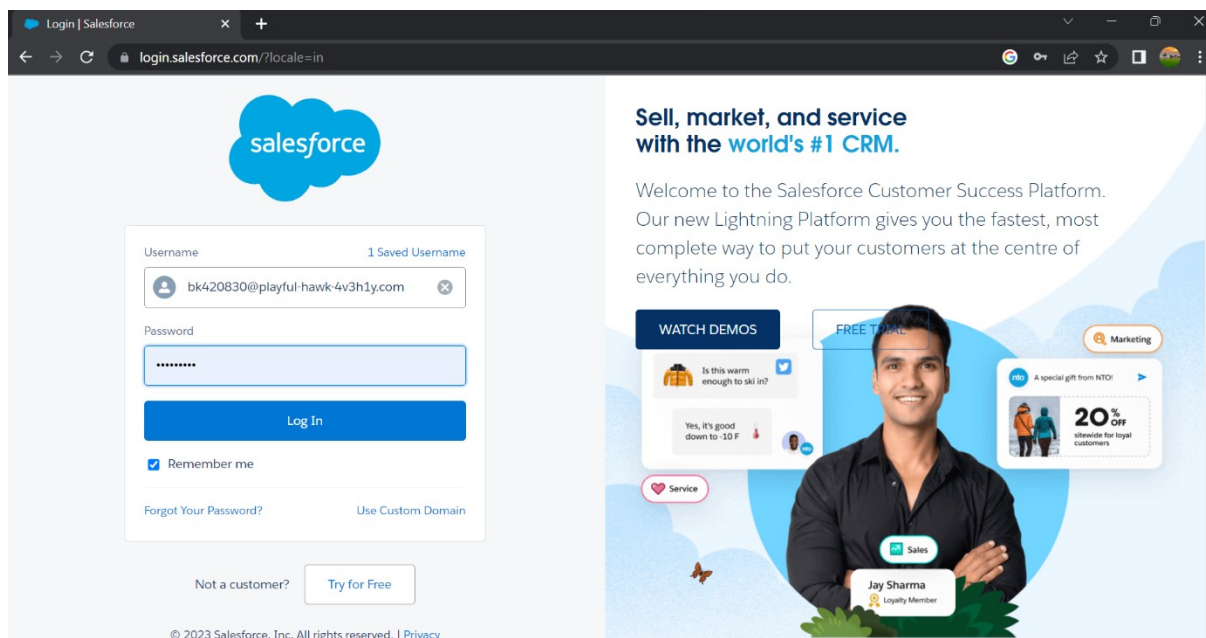
Object name	Field label	Data type
Event	City	text
	Start date	Date/time
	End date	Date/time

Attendees	Id	Auto number
	phone	Phone
	email	Email
	student	Picklist
	ticket	Picklist

Vendor	email	email
	phone	phone
	Service provider	text
	Event name	Look-up relationship

### 4.2 milestone1

Creating a salesforce developer org:



### Milestone2:

Creation of attendee object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/home

Setup Home Object Manager

Object Manager

1 Items, Sorted by Label

Search Setup

Schema Builder Create

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Attendee	Attendee__c	Custom Object		29/03/2023	✓

Creation of speaker object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/home

Setup Home Object Manager

Object Manager

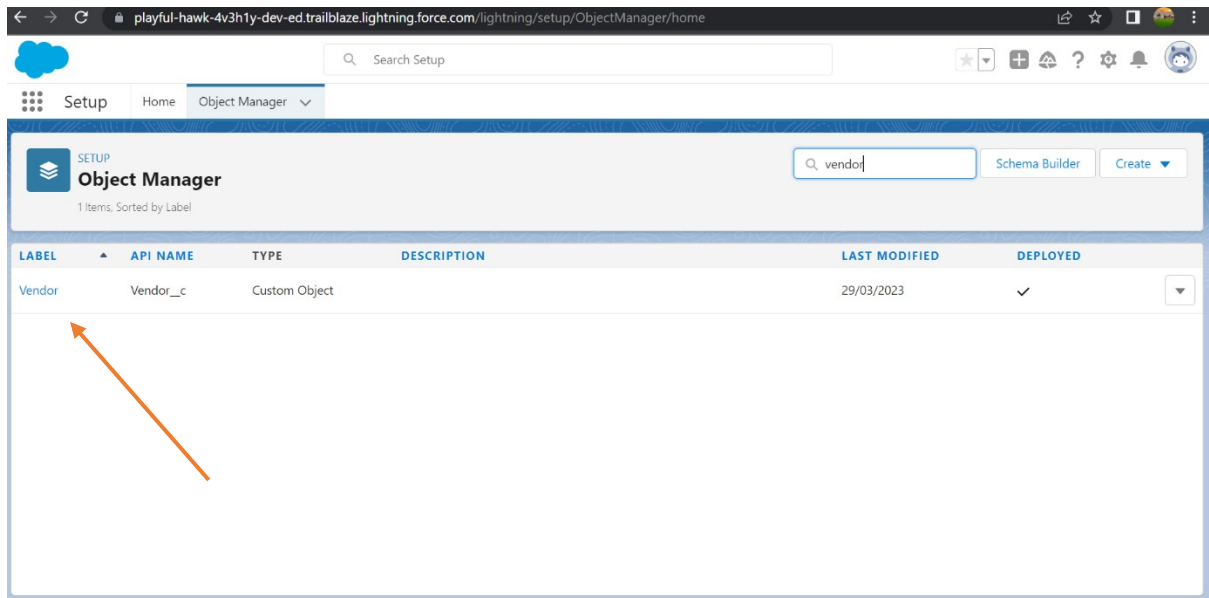
1 Items, Sorted by Label

Search Setup

Schema Builder Create

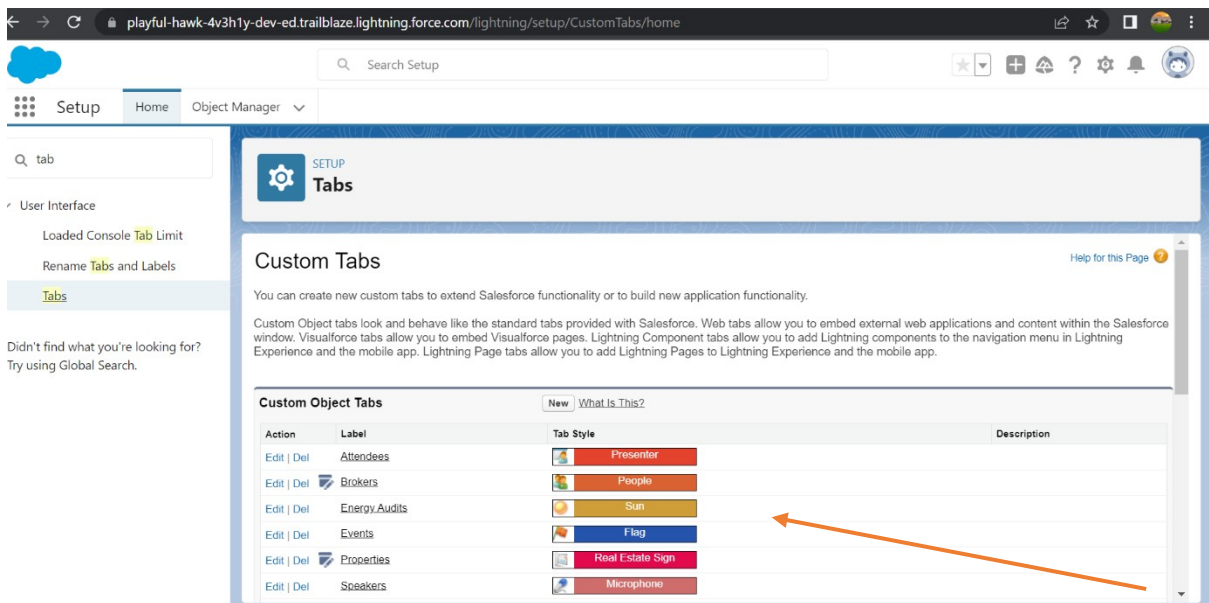
LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Speaker	Speaker__c	Custom Object		29/03/2023	✓

Creation of vendor object:



### Milestone3:

Creation of tabs for objects such as event, attendee, speaker and vendor. :



Creation of event management app from app manager:



playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/NavigationMenus/home

Setup Home Object Manager

Search Setup

Enable App Cloning ☐ Disabled

31 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type

	App Name	Developer Name	Description	Last Modified	App Type	Visible
11	DataLoader Partner	Dataloader_Partner	The Data Loader is an easy to use gr...	12/03/2023, 5:53 am	Connected (Managed)	✓
12	Digital Experiences	SalesforceCMS	Manage content and media for all o...	12/03/2023, 5:53 am	Lightning	✓
13	Dreamhouse	Dreamhouse		12/03/2023, 7:10 am	Lightning	✓
14	energy consultat...	energy_consultation	track energy audit and product reco...	29/03/2023, 8:24 am	Lightning	✓
15	Event Managem...	Event_Management		29/03/2023, 5:44 p...	Lightning	✓
16	Force.com IDE	Forcecom_IDE	The Force.com IDE is a powerful clie...	12/03/2023, 5:53 am	Connected (Managed)	✓
17	Lightning Usage ...	LightningInstrumentation	View Adoption and Usage Metrics f...	12/03/2023, 5:53 am	Lightning	✓
18	Marketing	Marketing	Best-in-class on-demand marketing ...	12/03/2023, 5:53 am	Classic	✓
19	Platform	Platform	The fundamental Lightning Platform	12/03/2023, 5:53 am	Classic	✓
20	Playground Starter	Playground_Starter	Get started with your Trailhead Play...	12/03/2023, 5:53 am	Lightning (Managed)	✓

Left sidebar menu: Setup, Home, Object Manager, App Manager, AppExchange Marketplace, Connected Apps, Lightning Bolt, Mobile Apps.

#### Milestone4:

Creation of fields for event object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/0112w000003Rklj/FieldsAndRelationships/view

Setup Home Object Manager

Search Setup

SETUP > OBJECT MANAGER

**Event**

Details

**Fields & Relationships**

7 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
city	city__c	Text(18)		
Created By	CreatedById	Lookup(User)		
end_date	end_date__c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
start_date	start_date__c	Date/Time		

Left sidebar menu: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters.

Creation of fields for attendee object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/0112w000003RkKB/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**Attendee**

Details  
**Fields & Relationships**  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters

**Fields & Relationships**  
7 Items, Sorted by Field Label

Q Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
email	email__c	Email		
id	id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
phone	phone__c	Phone		

Creation of fields for speaker object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/0112w000003RkKQ/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**Speaker**

Details  
**Fields & Relationships**  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters

**Fields & Relationships**  
7 Items, Sorted by Field Label

Q Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
bio	bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
email	email__c	Email		
Event	Event__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Creation of fields for vendor object:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/01i2w000003RkKV/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**Vendor**

Details  
**Fields & Relationships**  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters

Fields & Relationships  
8 Items, Sorted by Field Label

Q Quick Find New Deleted Fields Field Dependencies Set History Tracking

Field Label	Field Name	Field Type	Relationship	Required
email	email_c	Email		
Event	Event_c	Lookup(Event)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		
phone	phone_c	Phone		
service provider	service_provider_c	Text(20)		
Vendor Name	Name	Text(80)		

## Milestone5:

Creation of profiles:

Event profile and vendor profile:

playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/lightning/setup/EnhancedProfiles/home

Setup Home Object Manager

Q profile

Users  
**Profiles**

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

profiles

Help for this Page

11 Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
Edit   Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	<input type="checkbox"/>
Edit   Clone	Customer Portal Manager Standard	Customer Portal Manager Standard	<input type="checkbox"/>
Edit   Del   ...	event User profile	Salesforce	<input checked="" type="checkbox"/>
Edit   Del   ...	event Vendor profile	Salesforce	<input checked="" type="checkbox"/>
Edit   Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
Edit   Clone	External Identity User	External Identity	<input type="checkbox"/>
Edit   Clone	Force.com - App Subscription User	Force.com - App Subscription	<input type="checkbox"/>
Edit   Clone	Force.com - Free User	Force.com - Free	<input type="checkbox"/>
Edit   Clone	Gold Partner User	Gold Partner	<input type="checkbox"/>

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https://playful-hawk-4v3h1y-dev-ed.trailblaze.lightning.force.com/one/one.app#/setup/EnhancedProfiles/home

## Milestone 6:

Creating users:

Sanjay gupta

**Setup** Home Object Manager

Search Setup

**Users**

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: **All Users** | [Edit](#) | [Create New View](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other **All**

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

Action	Full Name ↑	Alias	Username	Role	Active	Profile
<a href="#">Edit</a>	Chatter Expert	Chatter	chatty.00d2w00000rkaxheax.epvxebrf0b@chatter.salesforce.com		✓	Chatter Free User
<a href="#">Edit</a>	gunda_saniav	sani	saniavgunda@tsmartbridge.com		✓	event user profile
<a href="#">Edit</a>	Kumar, Bharath	BKuma	bk420830@playful-hawk-4v3h1y.com		✓	System Administrator
<a href="#">Edit</a>	User_Integration	integ	integration@00d2w00000rkaxheax.com		✓	Analytics Cloud Integration User
<a href="#">Edit</a>	User_Security	sec	insightssecurity@00d2w00000rkaxheax.com		✓	Analytics Cloud Security User

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

## Milestone7:

Creation of permission set:

Event permit and vendor permit:

**Setup** Home Object Manager

Search Setup

**Permission Sets**

On this page you can create, view, and manage permission sets.

In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)

[New](#) | [Edit](#) | [Delete](#) | [Create New View](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other **All**

[New](#) [Clone](#) [Delete](#) [Clone](#) [Delete](#) [Clone](#)

Action	Permission Set Label ↑	Description	License
<a href="#">Clone</a>	Shopper	Allow access to B2C Commerce features.	Commerce User
<a href="#">Clone</a>	Slack Service User	Lets users run the flows for swarming with Service Cl...	Slack Service User
<a href="#">Clone</a>	Standard Einstein Activity Capture	Access to Standard Einstein Activity Capture	Standard Einstein Activity Capture User
<a href="#">Del</a>   <a href="#">Clone</a>	dreamhouse		
<a href="#">Del</a>   <a href="#">Clone</a>	event_permit		
<a href="#">Del</a>   <a href="#">Clone</a>	vendor_permit		

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## Milestone 8:

Creating reports:

The screenshot shows a Salesforce Lightning interface. The top navigation bar includes 'Event Management', 'Events', 'Attendees', 'Speakers', 'Vendors', 'Reports', and 'Dashboards'. The 'Reports' tab is active, displaying a report titled 'New Attendees Report'. The report shows 'Total Records: 3'. Below this, there is a table with the following data:

	Attendee: Attendee Name
1	arun
2	Bharath Kumar
3	ramesh kanna

#### 4. trailhead profile public url:

Team lead: <https://trailblazer.me/id/bkumar1087>

Team member1: <https://trailblazer.me/id/akumar8240>

Team member2: <https://trailblazer.me/id/rsekar57>

Team member3: <https://trailblazer.me/id/jayasurya8352>

#### 5. Advantages and Disadvantages:

Since our event management app and salesforce data both exist within the same platform, no data transfer required.

Our app built on salesforce. So we don't have to deal with interruption. Suppose it is a third party app then, there is no way to guarantee reliability.

Our app is not a salesforce native app. So it's a completely external solution that must be manually integrated in order to work with salesforce system.

#### 6. Applications:

Our app could be used in the process of

- Creating a conference

- A product launch

- An internal sales kick-off

- Wedding

#### 7. Conclusion:

- We built an event management app

- Created new objects and fields

Add report objects

Giving permissions to users to access our app

## **8.Future scope:**

Enhance the use of opportunity and products with contracts and orders to build out a benefit management object to identify sponsorship levels and fulfilment request.

Inventory and contract management: allow tracking of individual sponsor benefits by products.