

# Phase 3: Data Modeling & Relationships – TourEase Project

## 1. Standard & Custom Objects

- **Purpose:** Store data in Salesforce. Standard objects come built-in (e.g., Account, Contact), while custom objects are created for project-specific data.
- **Example:** Booking\_\_c, Travel\_Package\_\_c as custom objects for TourEase.

Travel Package	Travel_Package__c	Custom Object	9/26/2025	✓	▼
Booking	Booking__c	Custom Object	9/25/2025	✓	▼
Contact	Contact	Standard Object			

## 2. Fields

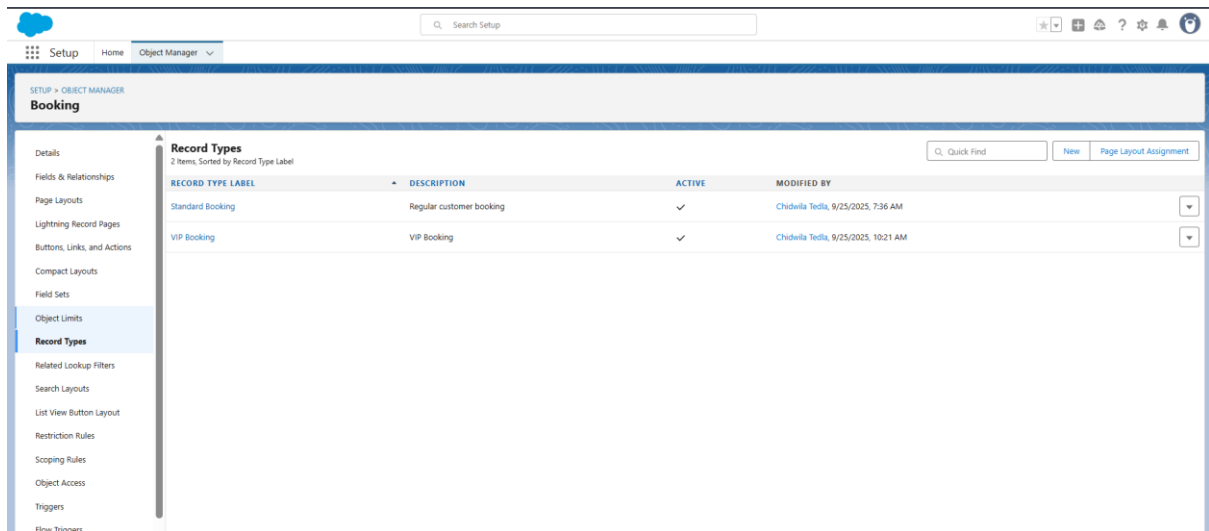
- **Purpose:** Store specific data attributes in objects. Can be Text, Number, Date, Lookup, etc.
- **Example:** Booking\_\_c → Booking\_Date\_\_c, Status\_\_c; Travel\_Package\_\_c → Destination\_\_c, Price\_\_c.

The screenshot shows the Salesforce Setup interface for the 'Booking' object. The 'Fields & Relationships' tab is selected, displaying a list of 22 fields. The fields are sorted by label and include various data types such as Text, Date, and Lookup. The 'Airlines' field is a Lookup field pointing to the 'Booking' object. The 'Airports' field is also a Lookup field pointing to the 'Booking' object. The 'Arrival Airport' field is a Text field with a length of 255. The 'Arrival IATA' field is a Text field with a length of 10. The 'Booking Date' field is a Date field. The 'Booking Name' field is a Text field with a length of 80. The 'Contact' field is a Lookup field pointing to the 'Contact' object. The 'Created By' field is a Lookup field pointing to the 'User' object. The 'Customer User' field is a Lookup field pointing to the 'User' object. The 'Departure Airport' field is a Text field with a length of 255. The 'Departure IATA' field is a Text field with a length of 10. The 'Last Modified By' field is a Lookup field pointing to the 'User' object. The 'Number of Adults' field is a Number field with a length of 18 and 0 decimal places.

Field Label	Field Name	Field Type	Field Length	Field Format	Field Dependencies	Field History Tracking
Airlines	Airlines__c	Lookup(Booking)			✓	▼
Airports	Airports__c	Lookup(Booking)			✓	▼
Arrival Airport	Arrival_Airport__c	Text(255)				▼
Arrival IATA	Arrival_IATA__c	Text(10)				▼
Booking Date	Booking_Date__c	Date				▼
Booking Name	Name	Text(80)			✓	▼
Contact	Contact__c	Lookup(Contact)			✓	▼
Created By	CreatedById	Lookup(User)				▼
Customer User	Customer_User__c	Lookup(User)			✓	▼
Departure Airport	Departure_Airport__c	Text(255)				▼
Departure IATA	Departure_IATA__c	Text(10)				▼
Last Modified By	LastModifiedById	Lookup(User)				▼
Number of Adults	Number_of_Adults__c	Number(18, 0)				▼

## 3. Record Types

- **Purpose:** Different layouts, picklist values, or business processes for the same object.
- **Example:** Booking\_\_c → Record Types: Domestic Booking, International Booking.

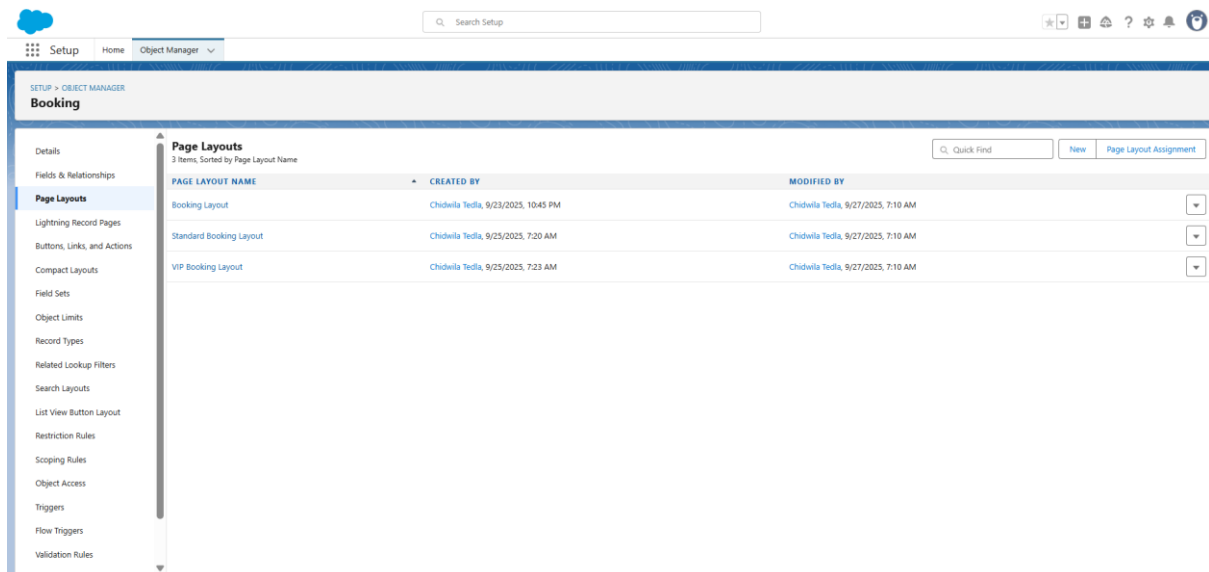


The screenshot shows the Salesforce Setup interface for the 'Booking' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types (selected), Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, Scoping Rules, Object Access, Triggers, and Flow Triggers. The main content area is titled 'Record Types' and shows a table with 2 items, sorted by Record Type Label. The table has columns for Record Type Label, Description, Active status, and Modified By. The data rows are 'Standard Booking' and 'VIP Booking', both of which are active and were modified by Chidwila Tedla.

RECORD TYPE LABEL	DESCRIPTION	ACTIVE	MODIFIED BY
Standard Booking	Regular customer booking	✓	Chidwila Tedla, 9/25/2025, 7:36 AM
VIP Booking	VIP Booking	✓	Chidwila Tedla, 9/25/2025, 10:21 AM

## 4. Page Layouts

- **Purpose:** Organize fields, related lists, and sections visible to users.
- **Example:** Booking Page Layout showing Booking details, Contact info, and Travel Package related list.

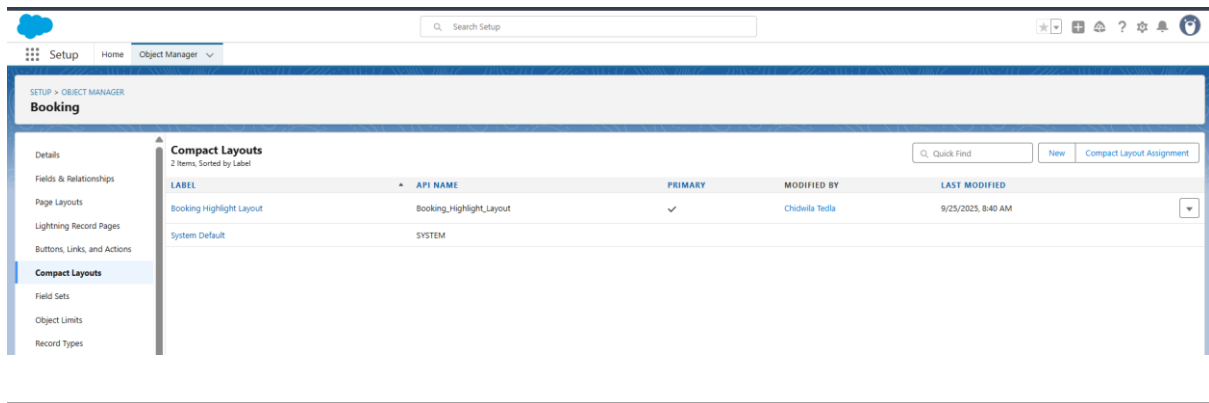


The screenshot shows the Salesforce Setup interface for the 'Booking' object, specifically the 'Page Layouts' section. The left sidebar is the same as the previous screenshot, but 'Page Layouts' is now selected. The main content area is titled 'Page Layouts' and shows a table with 3 items, sorted by Page Layout Name. The table has columns for Page Layout Name, Created By, and Modified By. The data rows are 'Booking Layout', 'Standard Booking Layout', and 'VIP Booking Layout', all of which were created by Chidwila Tedla.

PAGE LAYOUT NAME	CREATED BY	MODIFIED BY
Booking Layout	Chidwila Tedla, 9/23/2025, 10:45 PM	Chidwila Tedla, 9/27/2025, 7:10 AM
Standard Booking Layout	Chidwila Tedla, 9/23/2025, 7:20 AM	Chidwila Tedla, 9/27/2025, 7:10 AM
VIP Booking Layout	Chidwila Tedla, 9/23/2025, 7:23 AM	Chidwila Tedla, 9/27/2025, 7:10 AM

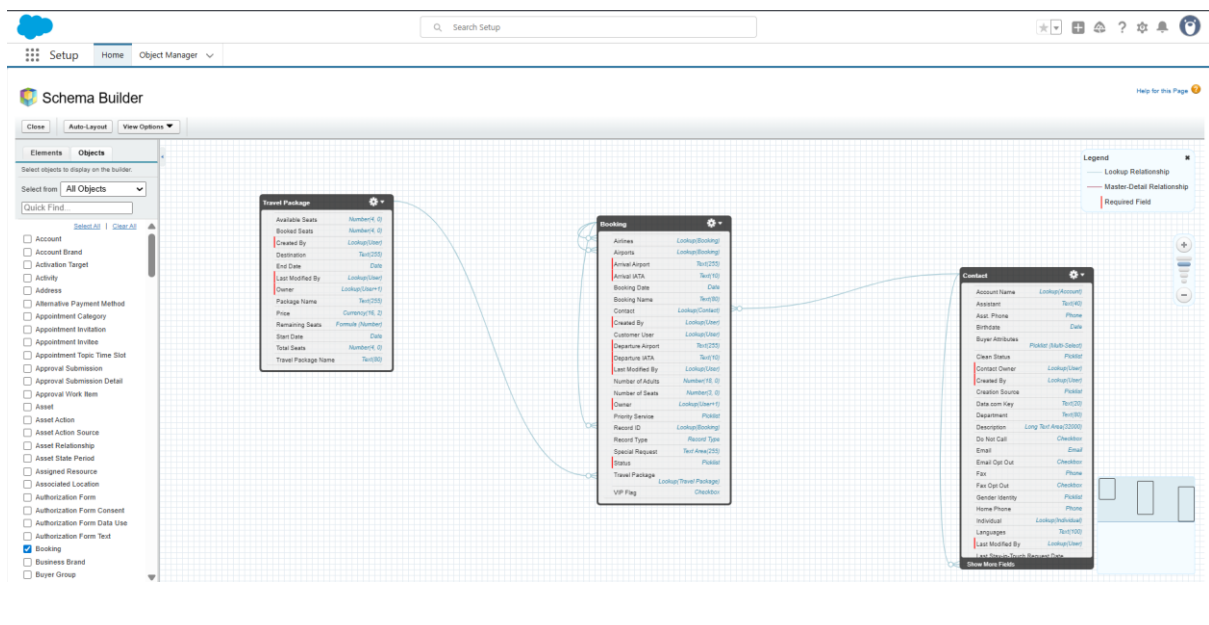
## 5. Compact Layouts

- **Purpose:** Display key fields in the record header for quick view.
- **Example:** Booking\_\_c → Booking\_Date\_\_c, Status\_\_c, Destination\_\_c.



## 6. Schema Builder

- **Purpose:** Visualize objects and their relationships in a drag-and-drop interface.
- **Example:** Display relationships between Booking\_\_c, Contact, and Travel\_Package\_\_c.



## 7. Lookup vs Master-Detail vs Hierarchical Relationships

- **Purpose:** Define how objects relate to each other:
  - **Lookup:** Optional relationship, e.g., Booking\_\_c → Contact.
  - **Master-Detail:** Strong relationship, e.g., Booking\_\_c → Travel\_Package\_\_c (deleting package deletes bookings).
  - **Hierarchical:** Only for User object relationships (e.g., manager).

SETUP > OBJECT MANAGER  
Booking

Details

**Fields & Relationships**  
22 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	
Airlines	Airlines__c	Lookup(Booking)		✓	▼
Airports	Airports__c	Lookup(Booking)		✓	▼
Arrival Airport	Arrival_Airport__c	Text(255)			▼
Arrival IATA	Arrival_IATA__c	Text(10)			▼
Booking Date	Booking_Date__c	Date			▼
Booking Name	Name	Text(80)		✓	▼
Contact	Contact__c	Lookup(Contact)		✓	▼
Created By	CreatedById	Lookup(User)			▼
Customer User	Customer_User__c	Lookup(User)		✓	▼
Departure Airport	Departure_Airport__c	Text(255)			▼
Departure IATA	Departure_IATA__c	Text(10)			▼
Last Modified By	LastModifiedById	Lookup(User)			▼

## 8. External Objects

- **Purpose:** Access data stored outside Salesforce (e.g., external APIs, databases).
- **Example:** Connect to an external flights API to display available flights without storing them in Salesforce.

SETUP  
External Objects

External Objects

Use external objects to virtually represent external data as Salesforce objects. External objects map to a table in a data source outside the Salesforce org and enable access to that data via custom tabs and search. Each external object requires an [external data source](#) definition for connection details.

Help for this Page

Action	Label	Deployed	External Data Source	Description
<a href="#">Edit</a> / <a href="#">Erase</a>	Airline	✓	TrailPin	Airlines
<a href="#">Edit</a> / <a href="#">Erase</a>	Airport	✓	TrailPin	Airports
<a href="#">Edit</a> / <a href="#">Erase</a>	Person	✓	TrailPin	People

Didn't find what you're looking for?  
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## Conclusion:

In Phase 3, the TourEase project focused on designing an efficient and scalable data model to manage travel bookings, packages, and customer information. By creating custom objects, fields, record types, and layouts, the system ensures that data is organized and easily accessible. Relationships—Lookup, Master-Detail, Hierarchical, and Junction objects—enable seamless connections between records, while Schema Builder provides a clear visual representation of the data structure. Additionally, compact layouts and external objects enhance usability and integration with external data sources. Overall, this phase demonstrates how a well-structured Salesforce data model supports accurate data management, better reporting, and a streamlined user experience.

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