

Problem-Solution Fit

Title: Aligning Jewelry Business Needs with Salesforce Capabilities

Understanding the Problem:

Jewelry store owners—especially traditional small-scale businesses—face common operational challenges:

- Tracking inventory manually
- Missing or inconsistent billing information
- No real-time visibility into customer orders or sales
- Inability to forecast demand or performance

Design Thinking Approach:

We used empathy maps, customer journey maps, and brainstorming to clearly identify what users (like the GoldSmith) truly need—simplicity, visibility, and control.

Proposed Solution:

Salesforce offers a declarative (no-code) environment that allows us to:

- Digitize inventory tracking using custom objects
- Separate gold and silver workflows using page layouts
- Automate actions like billing and customer email updates via Flows
- Offer business insights through dashboards and reports

Problem-Solution Fit Summary:

Problem	Salesforce Solution
Manual order and billing process	Use of Custom Objects with Record-triggered Flows
No visual summary of item availability	Dashboards and Reports based on Inventory Data
Error-prone data entry	Field Dependencies and Validation Rules
Poor customer engagement	Email Automation via Salesforce Flow

This solution ensures better business performance with zero code and full control.