

# Phase 3: Data Modeling & Relationships

## Overview

After completing Org Setup & Configuration (Phase 2), the focus of this phase was to design and implement the data model for the PlayStation Gaming CRM. The objective was to represent the key entities of the gaming ecosystem—gamers, games, subscriptions, and support cases—through structured objects and meaningful relationships.

This data model ensures that information is well-organized, interconnected, and easy to manage, forming the foundation for future automation, workflows, and reporting.

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## Activities Completed

### 1. Standard Objects Utilized

- **Contacts** → Represent gamers.
- **Cases** → Log and track gamer support issues.
- **Campaigns** → Manage PlayStation marketing campaigns and promotions.

### 2. Custom Objects Created

- **Games** 🎮 → Stores details such as Game Name, Genre, Release Date, and Price.
- **Subscriptions** 📅 → Tracks gamer subscriptions with fields for Plan Type, Start Date, End Date, and Status.
- **Repairs** 🔧 → Records repair or installation service requests raised by gamers.

### 3. Relationships Defined

- **Contact → Subscriptions (One-to-Many)**: A single gamer can have multiple subscriptions.
- **Contact → Cases (One-to-Many)**: A single gamer can raise multiple support issues.
- **Contact ↔ Games (Many-to-Many)**: Gamers can play multiple games, and each game can be linked to multiple gamers through a junction object (*Game Participation*).

### 4. Page Layouts & Compact Layouts

- **Page Layouts**: Customized for Games and Subscriptions to capture detailed data fields.
- **Compact Layouts**: Configured to display key highlights such as Subscription Plan, Status, and End Date at a glance.

SETUP > OBJECT MANAGER

Games

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Scoping Rules

Games Compact Layouts

Compact Layout Assignment

Help for this Page

Edit Assignment

Primary Compact Layout

The primary compact layout defines the fields that display when this object's records appear as list view items in the mobile app.

Primary Compact Layout: Games Compact Layout

Edit Assignment

SETUP > OBJECT MANAGER

Repairs

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Scoping Rules

Object Access

Triggers

Flow Triggers

Validation Rules

Conditional Field Formatting

Save Quick Save Preview As... Cancel Undo Redo Layout Properties

Fields

Buttons

Quick Actions

Mobile & Lightning Actions

Expanded Lookups

Related Lists

Repeat Charts

Repairs Detail

Standard Buttons

Custom Buttons

Information (Header visible on edit only)

System Information (Header visible on edit only)

Custom Links (Header visible on edit only)

Repair Request Info

Gamer Info

Mobile Cards (Salesforce mobile only)

Related Lists

Open Activities

SETUP > OBJECT MANAGER

Subscriptions

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Scoping Rules

Object Access

Triggers

Flow Triggers

Validation Rules

Fields & Relationships

10 Items. Sorted by Field Label

Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Contact	Contact__c	Lookup(Contact)		✓
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date		
Gamer	Gamer__c	Lookup(Contact)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Plan Type	Plan_Type__c	Picklist		
Start Date	Start_Date__c	Date		
Status	Status__c	Picklist		
Subscription Name	Name	Auto Number		✓