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.

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
« Back to Games

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

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Restriction Rules

Scoping Rules

Object Access

Triggers

Flow Triggers

Validation Rules

Conditional Field Formatting

Save ▾ Quick Save Preview As... ▾ Cancel ↺ Undo ↻ Redo Layout Properties

Q Quick Find Field Name ⊗

Fields
Buttons
Quick Actions
Mobile & Lightning Actions
Expanded Lookups
Related Lists
Report Charts

Section	Last Modified By	Service Type
Blank Space	Owner	Status
Created By	Repairs Name	
Gamer	Request Date	

Repairs Detail

Standard Buttons   Custom Buttons
[Edit] [Delete] [Clone] [Change Owner] [Change Record Type] [Printable View] [Sharing] [Sharing Hierarchy] [Edit Labels]

Information (Header visible on edit only)
🔒 Repairs Name   GEN-2004-001234   Owner   Sample Text

System Information (Header visible on edit only)
🔒 Created By   Sample Text   🔒 Last Modified By   Sample Text

Custom Links (Header visible on edit only)

Repair Request Info
Service Type   Sample Text
Status   Sample Text
Request Date   9/22/2025

Gamer Info
Gamer   Sample Text

Mobile Cards (Salesforce mobile only) ⓘ

Drag expanded lookups and mobile-enabled Visualforce pages here to display them as mobile cards.

Related Lists

Open Activities
[New Task] [New Event]

Subject	Name	Task	Due Date	Status	Priority	Assigned To
Sample Text	Sample Text	✓	9/22/2025, 11:59 AM	Sample Text	Sample Text	Sarah Sample

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SETUP > OBJECT MANAGER
Subscriptions

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

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Flow Triggers

Validation Rules

Fields & Relationships
10 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	
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		✓	▾