Project Design Phase
Solution Architecture

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Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap
between business problems and technology solutions. For our project, the goal is to develop
a Salesforce-based CRM system that digitizes and streamlines the banquet hall booking
process, ensuring efficient operations, data integrity, and customer satisfaction.

Project Objective

To design and implement a Salesforce CRM application that enables
seamless reservation and management of public transport services,
including trip booking, route assignment, bus tracking, and passenger
record management. The system prevents duplicate or conflicting
bookings using automation and Flow logic, while providing
stakeholders with dashboards and reports for operational insights.

Goals of the Solution Architecture:

Provide a centralized system to manage bus schedules, bookings, and route
assignments.

Ensure a smooth user experience through a customized Lightning App and
page layouts.

Prevent duplicate or overlapping bookings using Flows and Validation Rules.

Enable real-time visibility into trip status, bookings, and operational metrics using Reports and Dashboards.

Automate routine tasks like passenger confirmations, schedule alerts, and driver assignment using Flows and Triggers.

Facilitate data-driven decision making for the transport authority via Salesforce analytics.

Solution Architecture Diagram: