**Phase 3 Overview: Data Modeling & Relationships**

**Objective**

The primary objective of this phase was to build the complete data architecture for the AgriConnect CRM application. This involved creating a logical and scalable data model to store and relate all critical information about farmers, their land, crops, and interactions with support programs.

**Procedure / Key Activities Performed**

1. **Object Creation**:
   * Four core **Custom Objects** were created (Farmer\_\_c, Plot\_\_c, Crop\_Cycle\_\_c, Subsidy\_Application\_\_c) to form the foundation of the application.
   * The standard **Case** object was strategically utilized to manage all farmer "Advisory Requests," leveraging its built-in service functionalities.
2. **Field and Relationship Configuration**:
   * Numerous custom **Fields** were added to each object to capture essential data points like status, land size, and soil type.
   * **Master-Detail** and **Lookup Relationships** were implemented to create a hierarchical data model, establishing a 360-degree view with the Farmer\_\_c object at the center.
3. **UI Specialization with Record Types**:
   * Two distinct **Page Layouts** and **Record Types** ("Seed Subsidy" and "Equipment Subsidy") were created for the Subsidy\_Application\_\_c object to support different business processes and user experiences.
4. **User Experience Enhancement**:
   * A custom **Compact Layout** was designed and assigned for the Farmer\_\_c object to ensure key information is immediately visible in the record highlights panel.

**Result / Key Outcomes**

The completion of this phase resulted in a robust and scalable data model that serves as the backbone for all application functionality. Key outcomes include:

* A clear 360-degree view of each farmer and their related assets and activities.
* Distinct, tailored processes for managing different types of subsidy applications.
* An improved and more informative user interface on key records.

**Visual Evidence: Data Model Blueprint**

The final data model, with all objects and their relationships, is visually represented in the **Schema Builder** diagram