

## BUILD YOUR OWN BRANDING

### Persona

Sarah, 29, Salesforce Administrator

### Scenario/Objective

Sarah needs to update the appearance of record pages in Salesforce to align with her company's branding guidelines. She wants a user-friendly solution that allows her to make these changes efficiently without needing extensive technical knowledge.

	Discovery	Configuration	Implementation	Adoption
User Actions	Sarah explores customization options within Salesforce.	Sarah finds Build Your Own Branding tool on PSC website, installs and accesses the tool in Salesforce app builder.	Sarah selects color schemes for background and buttons, previews changes, and saves configurations.	Sarah communicates users about the rebranding of key object record pages in sales, monitors feedback.
Touchpoints	Salesforce platform, online resources, community forums.	Build Your Own Branding tool interface, Salesforce configuration settings.	Record page preview, color palette selection.	Internal communication channels, user feedback forums.
Emotion				
Pain Points	Limited customization options, uncertainty about available tools.	Complexity of configuration settings, unclear navigation.	Limited preview options, fear of making irreversible changes.	Difficulty in gauging impact of the new changes.
Possible Solutions	Provide clear documentation and tutorials within Salesforce, highlight customization features during platform training sessions.	Simplify user interface with guided setup wizards, offer tooltips for each customization option to provide clarity.	Enhance preview functionality to provide more comprehensive views, offer the ability to revert changes easily.	Conduct user training sessions to gather feedback actively and iterate on customization options based on user preferences.