

DATE	20-06-2025
TEAM ID	LTVIP2025TMID29698
PROJECT NAME	A CRM APPLICATION FOR PUBLIC TRANSPORT MANAGEMENT SYSTEM
MAXIMUM	

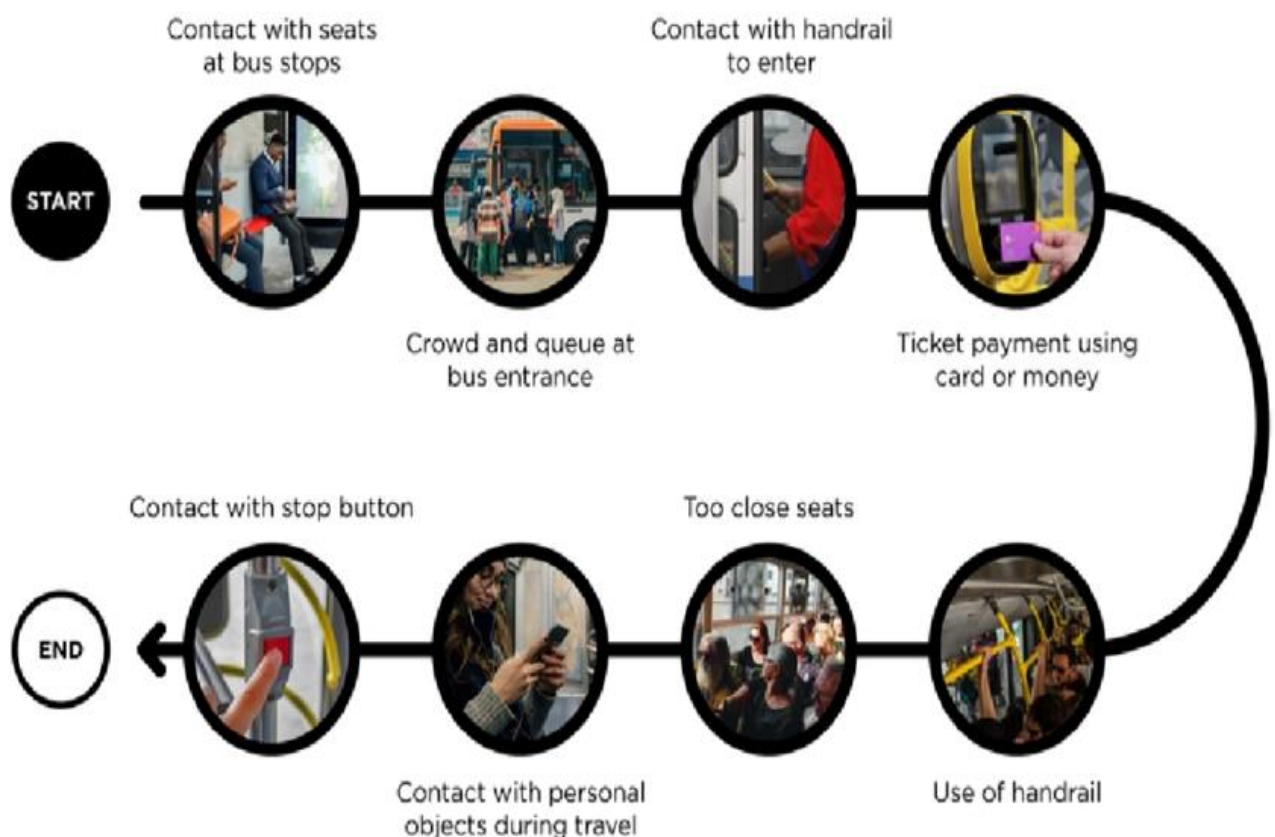
CHAPTER 3:-REQUIREMENT ANALYSIS

Requirement Analysis for your **CRM Application for Public Transport Management System**.

This phase translates ideas into actionable specifications that guide design and development.

3.1 :- Journey Map

Customer Journey Map for a commuter using the **CRM Application in a Public Transport Management System**. This map helps visualize the commuter's experience across different touchpoints, highlighting pain points and opportunities for improvement.



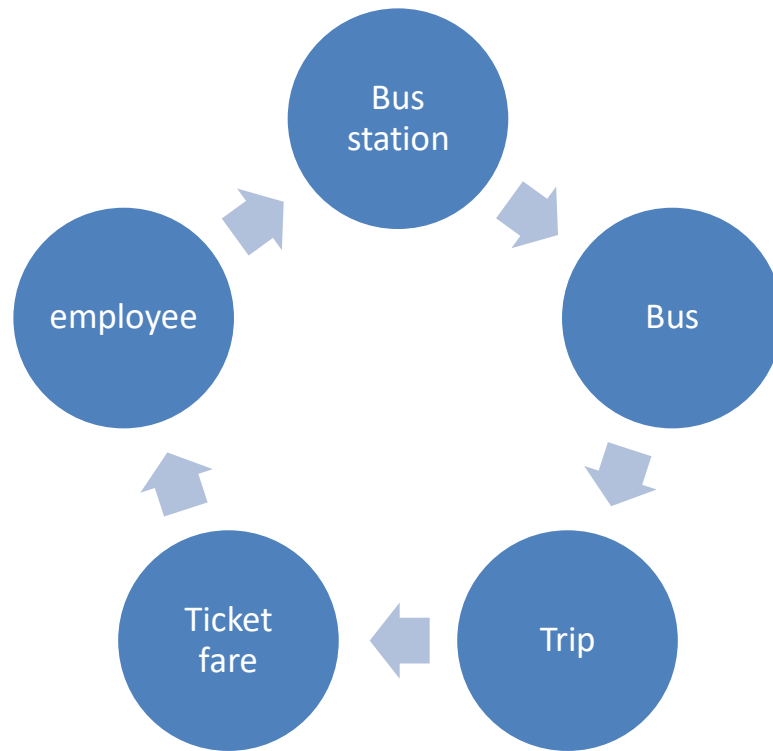
3.2:- Software Requirements

Software Requirements for your **CRM Application for Public Transport Management System**, organized into **Functional** and **Non-Functional Requirements**

Technical Stack Components

Layer	Technology/Tools	Purpose
Platform Core	Salesforce (Multitenant, Metadata-Driven)	Foundation for data model, security, APIs
Backend Logic	Apex (Triggers, Classes, Batch Jobs), SOQL/SOSL	Custom business logic and data processing
User Interface	Lightning web components (LWC), Aura, Experience Cloud	Responsive and portal UI for tenants/manger
Automation Tools	Flow Builder, Scheduled Flows, Approval Processes	Automate processes like renewals, reminders

3.3 :- Data Flow Daigrams



3.4:- Technology Stack

Technology Stack recommendation for your **CRM Application for Public Transport Management System**.

Technology Stack: CRM for Public Transport

Goals for the Stack

- Scalable to support thousands to millions of users
- Secure and compliant with data protection standards
- Responsive across devices (mobile, web, tablets)
- Easy to maintain and extend with new features

Platform & Programming Layers

- **Backend languages:**
 - **Apex** – Salesforce’s proprietary, Java-like language for custom business logic and triggers.
 - **Java** – core for platform internals and services.
- **Frontend frameworks:**
 - **Lightning Web Components (LWC)** – built on standard **JavaScript (ES6+)**, **HTML5**, **CSS3**, enabling modern, reusable UI modules .
 - **Aura** and classic **Visualforce** remain for legacy use cases .