

BHARATHI WOMEN'S COLLEGE (AUTONOMOUS),

CHENNAI—600108

A PROJECT

ON

IMPLEMENTING CRM FOR RESULT

TRACKING OF A CANDIDATE WITH

INTERNAL MARKS

BY

REGISTER NUMBER	ROLE	NAME	EMAIL
2013331011023	Team leader	RITHIKA R.	rithikarenga2002@gmail.com
2013331011011	Team member 1	MAHALAKSHMI M.	lakshmimaha512003@gmail.com
2013331011012	Team member 2	MARIYAMMAL M.	cdtmmaryammal@gmail.com
2013331011013	Team member 3	NADHIYA V.	vnadhiya02@gmail.com

1. INTRODUCTION

1.1 Overview

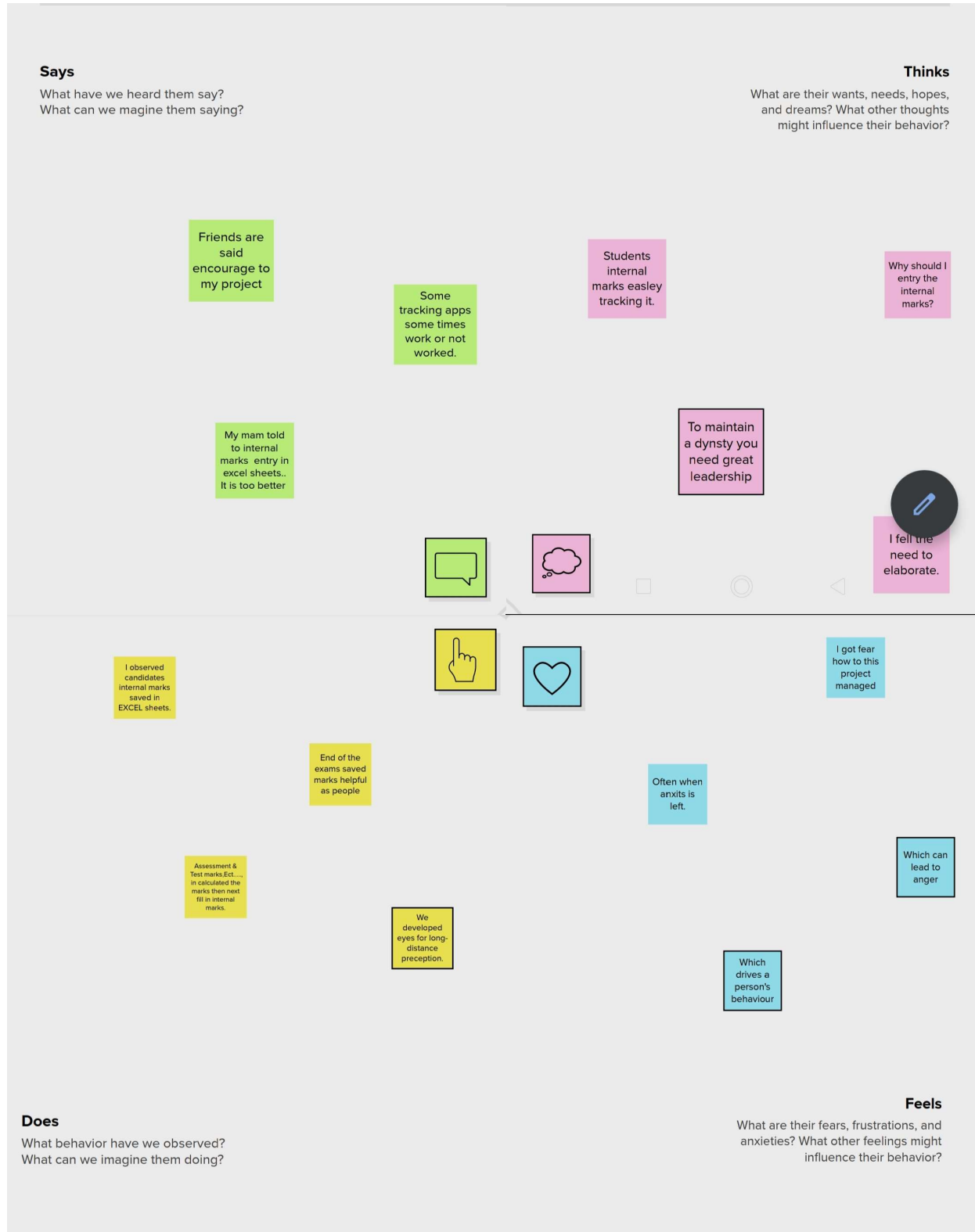
- Administrator should be able to create all base data including students on roll number, internal marks cum external marks in their semester.
- Course and Lecturer: the lecturer should have the ability to create internal results.
- COE, who is not a lecturer, should be the only one with the ability to upgrade internal results.
- Re-evaluation can be initialized by the candidate for all internal results.
- Now only COE can update the marks after re-evaluation.

1.2 Purpose

- ✓ Reduces costs, because the right things are being done.
- ✓ Increases customer satisfaction, because they are getting exactly what they want.
- ✓ Maximization of opportunities.
- ✓ Highlighting poor operational processes' long-term profitability and sustainability.

2. PROBELM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map:

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

How might we (your problem statement)?

Administrator should be able to create all base data including Semester, Candidate, Course and Lecturer. Lecturer should have the ability to create Internal Results. Dean, who is one of the Lecturers, should be the only one with the ability to update internal results. Re-evaluation can be initialized by Candidate for all Internal Results. Now only dean can update the marks after re-evaluation.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Person 1

Check the existing system, identify the problem, brainstorm ideas, write down ideas, prioritize ideas, create a prototype, test the prototype, iterate on the prototype, present the prototype, get feedback, refine the prototype, launch the prototype, monitor the prototype, evaluate the prototype, celebrate the success.

Person 2

Identify the problem, brainstorm ideas, write down ideas, prioritize ideas, create a prototype, test the prototype, iterate on the prototype, present the prototype, get feedback, refine the prototype, launch the prototype, monitor the prototype, evaluate the prototype, celebrate the success.

Person 3

Identify the problem, brainstorm ideas, write down ideas, prioritize ideas, create a prototype, test the prototype, iterate on the prototype, present the prototype, get feedback, refine the prototype, launch the prototype, monitor the prototype, evaluate the prototype, celebrate the success.

Person 4

Identify the problem, brainstorm ideas, write down ideas, prioritize ideas, create a prototype, test the prototype, iterate on the prototype, present the prototype, get feedback, refine the prototype, launch the prototype, monitor the prototype, evaluate the prototype, celebrate the success.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

1. Seamless social media integration for customer context centralisation.

2. Realtime deal update notifications via the mobile app.

3. Major preoccupations

4. Appearance

5. GDPR, other data regulations, and audits are adhered to easily.

6. What really counts

7. Customer context at your fingertips, all the time

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance

Feasibility

3. RESULTS

3.1 Data model

Object Name	Fields in the object	
Candidate	Field label	Data type
	Candidate	Text
	Candidate Name	Text
Course	Field Label	Data type
	Course	Text
	Course Name	Text

3.2 Activity & Screenshot

Milestone 1: Salesforce

Creating a Developer Account

The screenshot shows the Salesforce Developer Edition Sign-up page. On the left, there's a blue banner with the text "Build enterprise-quality apps fast to bring your ideas to life" and a list of features: "Build apps fast with drag and drop tools", "Customize your data model with clicks", "Go further with Apex code", "Integrate with anything using powerful APIs", "Stay protected with enterprise-grade security", and "Customize UI with clicks or any leading-edge web framework". On the right, there's a white form titled "Sign up for your Salesforce Developer Edition" with the subtitle "A full-featured copy of the Platform, for free". The form includes fields for "First Name*" (RITHIKA), "Last Name*" (R), "Email*" (rithikarenga2002@gmail.com), "Role*" (Developer), "Company*" (Bharathi Women's College), and "Country/Region*".

Build enterprise-quality apps fast to bring your ideas to life

- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
- Customize UI with clicks or any leading-edge web framework

Sign up for your Salesforce Developer Edition

A full-featured copy of the Platform, for free

Complete the form to start your free trial. Our team will be in touch to help you make the most of your trial.

First Name* RITHIKA Last Name* R

Email* rithikarenga2002@gmail.com

Role* Developer

Company* Bharathi Women's College

Country/Region*

Login to Your Salesforce Account

The screenshot shows the Salesforce login page. On the left, there's a white login form with the Salesforce logo at the top. The form includes fields for "Username" (rithikarenga2002@gmail.com) and "Password" (masked with dots). There's a "Log In" button, a "Remember me" checkbox, and links for "Forgot Your Password?" and "Use Custom Domain". Below the form, there's a "Not a customer? Try for Free" link. On the right, there's a promotional banner for the "Fifth Edition: Small & Medium Business Trends Report" with a "DOWNLOAD TO FIND OUT" button. The banner features an illustration of a person in a brown bear costume holding a sign that says "OPEN".

salesforce

Username 1 Saved Username

rithikarenga2002@gmail.com

Password

Log In

☒ Remember me

[Forgot Your Password?](#) [Use Custom Domain](#)

Not a customer? [Try for Free](#)

© 2023 Salesforce, Inc. All rights reserved. | Privacy

Fifth Edition:
Small & Medium Business
Trends Report

Discover how to drive business resilience and improve productivity during a crisis

DOWNLOAD TO FIND OUT

Small and Medium Business Trends Report

Insights from over 2,000 small and medium business owners and leaders worldwide

Milestone 2: Object

Candidate, Course, Lecturer, Internal

This screenshot shows the Salesforce Object Manager setup page for the 'Candidate' object. The browser address bar indicates the URL: `bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jPZs/Details/view`. The page title is 'SETUP > OBJECT MANAGER Candidate'. On the left, a sidebar lists various configuration options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The 'Details' section is currently selected and expanded. The main content area displays the following configuration details:

Field	Value
Description	
API Name	Candidate__c
Custom	✓
Singular Label	Candidate
Plural Label	Candidates
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

Buttons for 'Edit' and 'Delete' are located in the top right corner of the details section. The Windows taskbar at the bottom shows the system time as 11:04 on 13-04-2023.

This screenshot shows the Salesforce Object Manager setup page for the 'Course' object. The browser address bar indicates the URL: `bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jPZx/Details/view`. The page title is 'SETUP > OBJECT MANAGER Course'. The layout is identical to the previous screenshot, with the 'Details' section expanded. The configuration details for the 'Course' object are as follows:

Field	Value
Description	
API Name	Course__c
Custom	✓
Singular Label	Course
Plural Label	Courses
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

Buttons for 'Edit' and 'Delete' are located in the top right corner of the details section. The Windows taskbar at the bottom shows the system time as 11:05 on 13-04-2023.

Screenshot of the Salesforce Setup page for the 'Lecturer' object. The browser tabs show '- Student' and 'Lecturer | Salesforce'. The URL is 'bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jPa7/Details/view'. The page title is 'Lecturer'. The left sidebar shows the 'Details' section selected. The main content area displays the following details:

Details	
Description	
API Name	Lecturer_c
Custom	✓
Singular Label	Lecturer
Plural Label	Lectures
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

The Windows taskbar at the bottom shows the search bar, taskbar icons, and system tray with weather (30°C Partly cloudy) and date/time (11:06 13-04-2023).

Screenshot of the Salesforce Setup page for the 'Internal' object. The browser tabs show '- Student' and 'Internal | Salesforce'. The URL is 'bharathiwomenscollege3-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003jPZO/Details/view'. The page title is 'Internal'. The left sidebar shows the 'Details' section selected. The main content area displays the following details:

Details	
Description	
API Name	Internal_c
Custom	✓
Singular Label	Internal
Plural Label	Internals
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

The Windows taskbar at the bottom shows the search bar, taskbar icons, and system tray with weather (30°C Partly cloudy) and date/time (11:07 13-04-2023).

Milestone 3: Fields and Relation

Creation of Fields

The screenshot shows the Salesforce Object Manager interface for the 'Candidate' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and displays a table of 5 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Candidate (Text(9)), Candidate Name (Text(80)), Created By (Lookup(User)), Last Modified By (Lookup(User)), and Owner (Lookup(User,Group)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Candidate	Candidate__c	Text(9)		
Candidate Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

The screenshot shows the Salesforce Object Manager interface for the 'Course' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and displays a table of 5 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Course (Text(6)), Course Name (Text(80)), Created By (Lookup(User)), Last Modified By (Lookup(User)), and Owner (Lookup(User,Group)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Course	Course__c	Text(6)		
Course Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Salesforce Setup Page for 'Lecturer' Object Manager.

Navigation: Setup > Object Manager > Lecturer

Fields & Relationships (5 Items, Sorted by Field Label)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Lecturer	Lecturer__c	Text(8)		
Lecturer Name	Name	Text(80)		✓
Owner	OwnerId	Lookup(User,Group)		✓

Salesforce Setup Page for 'Internal' Object Manager.

Navigation: Setup > Object Manager > Internal

Fields & Relationships (5 Items, Sorted by Field Label)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Internal	Internal__c	Text(8)		
Internal Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Milestone 4: Lightning App

Create the Candidate Internal Result Card App

The screenshot shows the Salesforce Lightning Experience App Manager interface. The left sidebar contains a navigation menu with options like 'Setup', 'Home', 'Object Manager', and 'App Manager'. The main content area is titled 'Lightning Experience App Manager' and includes a 'Clone Apps(Beta)' section with a toggle for 'Enable App Cloning'. Below this is a table listing 23 items, sorted by App Name. The table has columns for App Name, Developer Name, Description, Last Modified, App Type, and Visibility. The 'Candidate Internal Card' app is highlighted in the list.

App Name	Developer Name	Description	Last Modified	App Type	Visibility
1. All Tabs	AllTabSet		10/03/2023, 4:25 pm	Classic	
2. Analytics Studio	Insights	Build CRM Analytics dashboards and apps	10/03/2023, 4:25 pm	Classic	
3. App Launcher	AppLauncher	App Launcher tabs	10/03/2023, 4:25 pm	Classic	
4. Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your...	10/03/2023, 4:28 pm	Lightning	
5. Candidate Internal Card	Candidate_Internal_Card		10/03/2023, 7:32 pm	Lightning	

Milestone 5: Users

Creating a Users

The screenshot shows the Salesforce Lightning Experience Users management interface. The left sidebar contains a navigation menu with options like 'Setup', 'Home', 'Object Manager', and 'Users'. The main content area is titled 'Users' and includes a 'All Users' section with a table listing users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The 'Candidate Internal Card' app is highlighted in the list.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatter.00d2u00000k0yoeal.h7c2vscf6o@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit	Martin John	imad	riverarenga2004@gmail.com		<input type="checkbox"/>	Standard User
<input type="checkbox"/> Edit	B. RITHIKA	RR	rthikarenga2002@gmail.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2u00000k0yoeal.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	majorbtssecurity@00d2u00000k0yoeal.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

Milestone 6: Reports

Create a Reports

The screenshot shows the Salesforce Report Builder interface. The top navigation bar includes tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The 'Reports' tab is active, and the 'New Accounts Report' is being created. The left sidebar shows the 'Outline' section with 'Groups' and 'Columns' sections. The 'Columns' section lists the fields included in the report: Last Activity, Account Owner, Account Name, Billing State/Province, Type, Rating, and Last Modified Date. The main table displays 12 rows of data, each representing an account record. The table has columns for Last Activity, Account Owner, Account Name, Billing State/Province, Type, Rating, and Last Modified Date. The data is as follows:

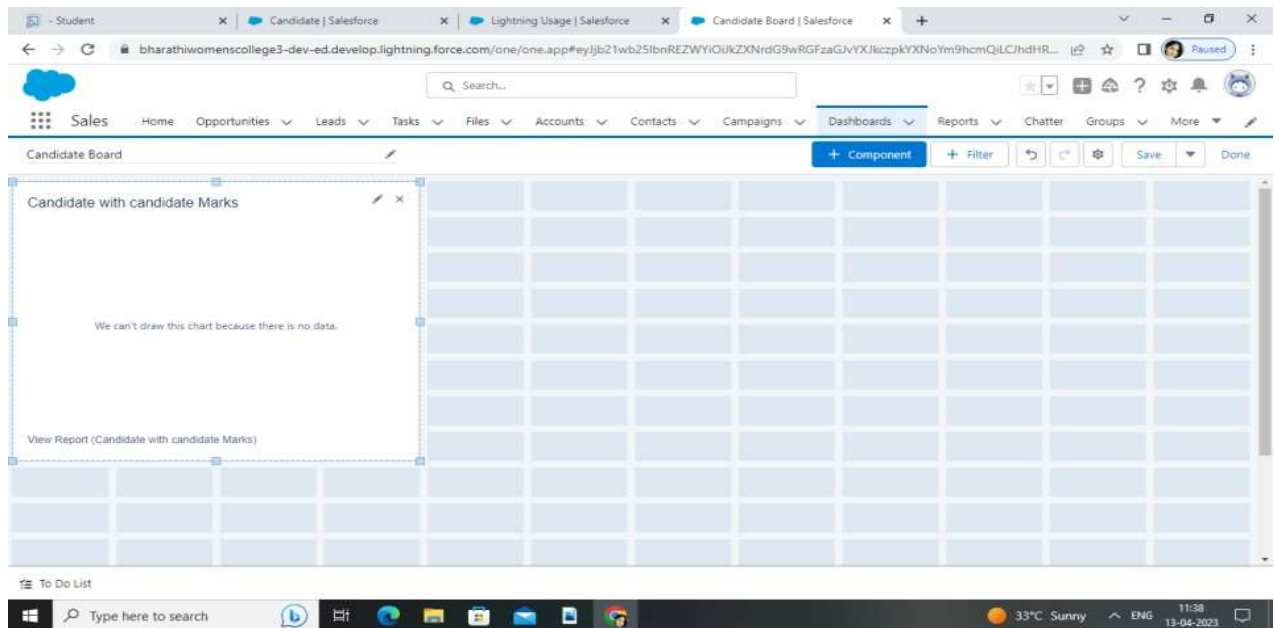
	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1		RITHIKA R.	GenePoint	CA	Customer - Channel	Cold	10/03/2023
2		RITHIKA R.	United Oil & Gas, UK	UK	Customer - Direct	-	10/03/2023
3		RITHIKA R.	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	10/03/2023
4		RITHIKA R.	Edge Communications	TX	Customer - Direct	Hot	10/03/2023
5		RITHIKA R.	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	10/03/2023
6		RITHIKA R.	Pyramid Construction Inc.	-	Customer - Channel	-	10/03/2023
7		RITHIKA R.	Dickenson plc	KS	Customer - Channel	-	10/03/2023
8		RITHIKA R.	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	10/03/2023
9		RITHIKA R.	Express Logistics and Transport	OR	Customer - Channel	Cold	10/03/2023
10		RITHIKA R.	University of Arizona	AZ	Customer - Direct	Warm	10/03/2023
11		RITHIKA R.	United Oil & Gas Corp.	NV	Customer - Direct	Hot	10/03/2023
12		RITHIKA R.	sForce	CA	-	-	10/03/2023

The screenshot shows the Salesforce Reports page. The top navigation bar includes tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The 'Reports' tab is active, and the 'All Reports' page is displayed. The left sidebar shows the 'Reports' section with 'All Reports' selected. The main table displays a list of reports, including 'Candidate with candidate Marks' and 'Sample Flow Report: Screen Flows'. The table has columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. The data is as follows:

Report Name	Description	Folder	Created By	Created On	Subscribed
Candidate with candidate Marks		Private Reports	RITHIKA R.	6/4/2023, 8:56 pm	
Sample Flow Report: Screen Flows	Which flows run, what's the status of each interview, and how long do users take to complete the screens?	Public Reports	Automated Process	10/3/2023, 4:25 pm	

Milestone 7: Dashboards

Create a Dashboard



4. TRAILHEAD PROFILE PUBLIC URL

Team Lead – <https://trailblazer.me/id/rithr4>

Team Member 1 – <https://trailblazer.me/id/mahasendbox>

Team Member 2 – <https://trailblazer.me/id/marim102>

Team Member 3 – <https://trailblazer.me/id/nadhv>

5. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- It allows for more effective sales and marketing.
- Lowers time costs and boosts morale.
- It allows geographically dispersed teams to collaborate effectively.

DISADVANTAGES

- Lack of leadership
- Lack of organization-wide use
- Lack of technology integration

6. APPLICATIONS

- ☐ Marketing: Run Campaigns, Generate Leads, Form a Database
- ☐ Sales: Assign Leads, Qualify Leads, Convert Leads, Track Opportunities
- ☐ Orders: Deliver Products, Produce Invoices
- ☐ Support: Manage Cases, Conduct Trainings, Provide Service

7. FUTURE SCOPE

- ❖ Improve Campaign Efficiency
- ❖ Improve Forecast Accuracy and Timeline
- ❖ Increase Knowledge Retention
- ❖ Increase Customer Satisfaction
- ❖ Improve Product and Pricing Models
- ❖ Increase Your Understanding of Your Customers

8. CONCLUSION

Application tracking system for recruiters is a very effective hiring solution that most successful recruiters utilize because, without it, there is a good chance that your process of moving applicants through different stages can become very difficult.