Project Design Phase-I

Proposed Solution Template

|  |  |
| --- | --- |
| Date | 03 Nov 2023 |
| Team ID | NM2023TMID04741 |
| Project Name | Retail Management Application Using Salesforce |

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

|  |  |  |
| --- | --- | --- |
| S.No. | Parameter | Description |
| 1. | Problem Statement (Problem to be solved) | Define Your User Personas: Identify the different user personas who will interact with your Retail Management Application, such as store managers, sales associates, customers, and IT administrators  Gather Information: Conduct interviews or surveys with representatives from each user persona to collect their insights and feedback on what they need from the application. |
| 2. | Idea / Solution description | Tasks (Specific Activities): List the specific tasks that users perform within the application, such as inventory management, order processing, customer relationship management, etc.  Touchpoints (Interaction Points):Identify the key touchpoints or interactions with the application, including login, data entry, reporting, and any integration with other systems.Emotions (User's Emotional Journey):  Map out the user's emotional journey throughout their interaction with the Retail Management Application, including initial engagement, daily usage, and any specific events or triggers that affect their emotions.  By creating this empathy map, you can gain a deeper understanding of your users' needs and pain points, which will help you tailor your Retail Management Application using Salesforce to better meet their requirements and provide a more empathetic user experience. This understanding can guide the development and design of the application to ensure it aligns with your users' expectations and goals.  Top of Form |
| 3. | Novelty / Uniqueness | Emotions (User's Emotional Journey):  Map out the user's emotional journey throughout their interaction with the Novelty Retail Management Application, including initial engagement, daily usage, and any specific events or triggers that affect their emotions in the novelty retail industry.  By creating this empathy map, you can gain valuable insights into the unique needs and pain points of your users in the novelty retail industry. This understanding will help you design and tailor the Novelty Retail Management Application using Salesforce to provide a more empathetic user experience and better meet the specific requirements of this niche market. |
| 4. | Social Impact / Customer Satisfaction | Persona: Choose one of the key personas for your Retail Management Application (e.g., Store Manager, Sales Associate, or Customer Support Agent).  Says: What does your persona say about using the Salesforce Retail Management Application? These are direct quotes or statements related to their experience. |
| 5. | Business Model (Revenue Model) | Developing a retail management application using Salesforce involves designing a business model that takes into account various components, including your value proposition, target customers, revenue streams, and key activities. Below is a simplified outline of a business model for a retail management application using Salesforce:  Customer Segments: Retail Businesses: Small, medium, and large retail businesses in various industries (e.g., apparel, electronics, groceries).Salesforce Users: Companies and individuals who are already using Salesforce for CRM and want to expand its functionality for retail management. |
| 6. | Scalability of the Solution | Scalability in a retail management application using Salesforce refers to the application's ability to handle an increasing volume of data, users, and transactions while maintaining performance, responsiveness, and reliability. Salesforce is a robust platform that can be leveraged for building scalable retail management solutions. Here are some key considerations for achieving scalability in a Salesforce-based retail management application:  Data Model Design: Design your Salesforce data model carefully to ensure it can accommodate future growth. Use custom objects, fields, and relationships effectively. Normalize data where possible and consider data archiving strategies to keep the database size manageable. |