**🩸 Project Title: Community Blood Donation & Donor Tracker**

* **Industry**: Healthcare / Social Welfare
* **Project Type**: Salesforce CRM Implementation (Community Service + Healthcare)
* **Target Users**: Donors, Hospitals, Blood Bank Administrators, Volunteers

**📝 Problem Statement**

Blood shortages are a recurring challenge in hospitals and blood banks. Manual tracking of donors, last donation dates, and hospital requests leads to delays and inefficiency. Often, hospitals cannot quickly find eligible donors, and donors do not receive timely reminders to donate blood again.

To solve this, we propose a **Salesforce-based Blood Donation & Donor Tracker System** that will:

* Centralize donor and hospital data.
* Automatically match donors to hospital requests based on eligibility.
* Send automated notifications to donors and hospitals.
* Provide dashboards to track blood availability, requests, and donation camps.

**✅ Use Cases**

1. **Donor Management**

* **Capture donor details:** name, age, blood group, contact info, location, last donation date.
* Mark donor as *Eligible/Not Eligible* based on last donation date (≥ 90 days).

1. **Hospital & Blood Request Management**

* Hospitals create blood requests specifying group & units required.
* System auto-matches eligible donors and notifies them.
* Track status: *Pending, In Progress, Fulfilled*.

1. **Donation Camp Management**

* Volunteers schedule and manage donation camps.
* Track participating donors and collected units.

1. **Notifications & Alerts**

* Automated reminders to donors when eligible to donate again.
* Email/SMS to donors when hospital requests match their blood group.

1. **Reporting & Dashboards**

* Donors by blood group & location.
* Pending vs fulfilled requests.
* Monthly/weekly donation reports.
* Upcoming donation camps.

**🔹 Phase 1: Problem Understanding & Industry Analysis**

**Requirement Gathering**

* Donors should be able to register with personal and blood-related details.
* Hospitals should be able to place blood requests.
* System should track donation history and eligibility.
* Automated notifications (email/SMS) required for reminders.
* Admins should have dashboards for insights.

**Stakeholder Analysis**

* **Donors**: Provide blood, receive reminders.
* **Hospitals**: Request blood, track status, fulfil demand.
* **Admins/Blood Bank Staff**: Manage data, monitor dashboards, approve requests.
* **Volunteers**: Organize donation camps, connect donors with hospitals.

**Business Process Mapping**

1. Donor Registration → Save donor details.
2. Hospital creates a Blood Request → System finds eligible donors.
3. Notifications → Donors alerted via email/SMS.
4. Donation Camp → Scheduled & tracked in Salesforce.
5. Admin monitors reports & dashboards.

**Industry-specific Use Case Analysis**

* Healthcare + NGO sector requires **real-time donor availability**.
* Blood banks need **compliance with donation cycle rules** (90 days gap).
* Hospitals require **fast donor matching**.

**AppExchange Exploration**

* Explore Salesforce **Health Cloud** add-ons.
* Explore **SMS/email apps** from AppExchange (e.g., Twilio for SMS, Mailchimp for campaigns).
* Use these if integration is allowed/required.

**🔹 Phase 2: Org Setup & Configuration**

**Salesforce Editions**

* Use **Salesforce Developer Edition (Free)** for project.

**Company Profile Setup**

* Company Name: “Community Blood Donation Portal”
* Default Currency: INR
* Locale: India (English, DD/MM/YYYY format)

**Business Hours & Holidays**

* Business Hours: 9 AM – 6 PM (Mon–Sat).
* Holidays: National holidays (dummy setup).

**Fiscal Year Settings**

* Standard fiscal year (Jan–Dec).

**User Setup & Licenses**

* **Admin User** – full access.
* **Hospital User** – access to requests & dashboards.
* **Volunteer User** – access to camps & donors.

**Profiles**

* Admin Profile
* Hospital Profile
* Volunteer Profile

**Roles**

* Admin (Top-level access).
* Hospital Staff (create/view requests).
* Volunteer (camp management).

**Permission Sets**

* Notification Manager → For users who send alerts.
* Report Viewer → For volunteers/hospitals who can only view dashboards.

**OWD (Org-Wide Defaults)**

* Donor Records → Private.
* Requests → Public Read/Write (hospitals + admins).
* Camps → Public Read/Write.

**Sharing Rules**

* Hospital role can share requests with other hospitals (if needed).
* Volunteers can share donor lists with admins.

**Login Access Policies**

* Enable login-as admin to troubleshoot hospital/volunteer accounts.

**Dev Org Setup**

* Use Salesforce Developer Org.

**Deployment Basics**

* Not applicable for this project, as all configurations and development will be done directly in the Salesforce Developer Org.