IDEATION PHASE
Brainstorm & Idea Prioritization

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Team ID	LTVIP2025TMID29772
Project Name	GARAGE MANAGEMENT SYSTEM

The ideation phase is a stage in problem-solving or project development where creative ideas are generated to address a specific problem or need.

In our project, **" GARAGE MANAGEMENT SYSTEM "** our main aim is to digitize and streamline the end-to-end operations of an automotive garage—right from customer appointment booking to service delivery, billing, and feedback—using Salesforce CRM tools.

Brainstorming

Brainstorming in the Garage Management System project is a key step in the ideation phase, where team members come together to generate and refine ideas. The goal is to identify the core problems faced by garages and design digital solutions using Salesforce.

During brainstorming, the team discusses:

- Pain points like manual appointment booking, service tracking delays, and lack of structured feedback.
- Functional ideas such as creating custom objects for Customers, Appointments, Services, Billing, and Feedback.
- Automation needs using Flows, Apex Triggers, and Validation Rules.
- Role-based access for Managers and Salespersons.
- Reporting tools to monitor garage performance and customer satisfaction.

Step-1: Team Gathering, Collaboration, and Select the Problem Statement

To bring all stakeholders together, encourage creative input, and align on a clear focused problem statement that will guide the rest of the project.

1. Team Gathering:

Assemble a cross-functional team, including:

- **Project Manager –** Facilitates the session

- **Salesforce Developer –** Technical expert
- **Garage Owner/Stakeholder –** Domain expert
- **Service Staff Representative –** End-user voice
- **Salesperson Role –** Customer interaction insights
- **Business Analyst or Student Coordinator –** Documentation and requirements gathering

2. Collaboration Environment:

- **Set Expectations:**
    - Encourage open participation
    - No idea is a bad idea
    - Avoid interruptions
    - Prioritize listening

- **Choose a Facilitator:**
    - Keeps the session moving
    - Makes sure every voice is heard

- **Use Collaboration Tools:**
    - Visual tools for mapping ideas (e.g., draw the flow from customer entry to service feedback)
    - Sticky notes for quick idea drops (physical or digital)

3. Select the Problem Statement:

Activity: Start by asking each team member:

- "What is the biggest challenge garages face daily?"

Sample Inputs:

- "Manually tracking customer visits causes confusion."
- "Service billing is delayed due to unclear service selection."
- "No customer feedback is collected effectively."
- "Appointments overlap or are missed."

Selected Problem Statement:

"Garages struggle with managing customer appointments, tracking service history, and ensuring timely billing and feedback, resulting in operational inefficiency and poor customer experience."

Outcome of Step-1:

- Team assembled with clear roles
- Open environment for sharing ideas
- Primary problem identified and agreed
- Team alignment on goal: *"Build a digital system using Salesforce to streamline appointments, service records, billing, and feedback for a garage."*

Step-2: Brainstorm, Idea Listing and Grouping

To generate all possible ideas from the team, list them out without judgment, and then group them into logical categories for the Garage Management System solution.

1. Brainstorming Session:

Encourage free thinking and participation from all team members. Use whiteboards, sticky notes, or tools like Miro or Jamboard.

Ask guiding questions such as:

- What problems do garages face daily?

- What information does a garage need to manage?
- What should be automated?
- What do different user roles need access to?
- How can Salesforce features solve these issues?

2. Raw Idea Listing:

Capture all the ideas, big and small, including:

- Store customer info (name, phone, email)
- Create appointment records
- Add checkboxes for types of services
- Auto-calculate service charges
- Capture customer feedback
- Validate vehicle number format
- Send confirmation emails
- Create user roles like Manager & Salesperson
- Set field permissions and role hierarchies

- Build dashboards for performance tracking
- Prevent duplicate customer entries
- Link service record to appointment and billing
- Show pending payments
- Visual reports of customer ratings

3. Grouping the Ideas:

Category	Grouped Ideas
Customer Management	Store customer info, prevent duplicate entries, create Customer Details object
Appointment Handling	Appointment object, vehicle number validation, service selection checkboxes
Service Tracking	Link services to appointments, Quality check field, service status picklist
Billing & Feedback	Auto-calculate service amount, Payment status, Ratings, Thank-you email flow
Automation & Validation	Validation rules, record-triggered flows, Apex triggers

Outcome of Step-2:

- A structured list of all necessary features and functionalities
- Grouped modules that can be planned in development sprints
- Clear understanding of how Salesforce tools (Objects, Fields, Flows, etc.) will be used

Step-3: Idea Prioritization

To evaluate and rank the brainstormed ideas based on their importance, impact, and feasibility, so the development team knows what to build first.

1. Prioritization Method Used: MoSCoW:

Category	Meaning
M – Must Have	Essential for the system to work
S – Should Have	Important but not immediately necessary
C – Could Have	Useful enhancements, but optional
W – Won't Have Now	Not needed at the current stage

2. Apply MoSCoW to Garage Management System Ideas:

Feature/Idea	Priority
Create custom objects (Customer, Appointment, Service etc.)	Must Have
Validation rules (vehicle number, rating limit)	Must Have
Lookup relationships between objects	Must Have
Automated calculation of service amount (Apex Trigger)	Must Have
Checkbox fields for service types	Must Have

3. Outcome of Prioritization:

- **Immediate focus is on:**

  - Core objects
  - Service flow
  - Billing & feedback logic
  - Access control
  - Data validation

- **Next-level tasks (for after initial build):**

  - Email automation
  - Dashboards
  - Quality check automation

- **Future ideas (can be postponed or ignored):**

  - Gamification
  - Mobile optimization (if not using Salesforce mobile)

Final Output of Step-3:

A clear development roadmap divided into:

- Phase 1 (Must Haves)
- Phase 2 (Should Haves)
- Phase 3 (Optional / Future Scope)