

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID29797
Project Name	Workforce Administration Solution(dev)
Maximum Marks	4 Marks

1. Brainstorming:

- **Define the Problem:**

Clearly articulate the specific challenges in workforce administration that the Salesforce solution aims to address (e.g., inefficient onboarding, lack of centralized employee data, inaccurate time tracking).

- **Gather Participants:**

Include stakeholders from HR, IT, management, and potentially even employees to get diverse perspectives.

- **Use Brainstorming Techniques:**

Employ techniques like:

- **Mind Mapping:** Visually organize ideas and their connections.
- **Brainwriting:** Participants write down ideas individually before sharing, promoting more diverse contributions.
- **SCAMPER:** Use prompts like Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, and Reverse to spark new ideas.
- **Encourage Free Thinking:**

Create a safe space for all ideas, even seemingly unconventional ones, without judgment.

- **Document Everything:**

Record all ideas, even those that might not be immediately pursued, for future consideration.

2. Idea Prioritization:

- **Establish Criteria:**

Define clear criteria for evaluating ideas, such as:

- **Business Impact:** How much will the solution improve efficiency, reduce costs, or increase revenue?
- **Feasibility:** Can the solution be implemented with existing resources and technology?

- **User Benefit:** How will the solution improve the experience for employees and administrators?
- **Alignment with Business Goals:** Does the solution support overall business objectives?
- **Technical Complexity:** How complex is the solution to build and maintain?
- **Prioritization Frameworks:**
 - **MoSCoW Method:** Categorize ideas as Must have, Should have, Could have, and Won't have.
 - **Impact/Effort Matrix:** Plot ideas on a matrix based on their impact and effort required for implementation. High impact/low effort ideas should be prioritized.
 - **Forced Ranking:** Rank ideas against each other based on the chosen criteria.
 - **Salesforce Ideas Exchange:** Utilize the Salesforce Ideas Exchange to gauge community interest and gather feedback on specific ideas.
- **Stakeholder Input:**

Involve key stakeholders in the prioritization process to ensure alignment and buy-in.

- **Transparency and Communication:**

Communicate the prioritization process and results clearly to all stakeholders.

- **Regular Review:**

Revisit priorities regularly to adapt to changing business needs and user feedback.

3. Implementation Planning:

- **Develop a Roadmap:** Create a phased implementation plan based on the prioritized ideas.
- **Assign Ownership:** Clearly assign ownership and responsibility for each task.
- **Track Progress:** Use project management tools to track progress against the plan.
- **Monitor and Evaluate:** Continuously monitor the impact of implemented solutions and evaluate their effectiveness.
- **Gather User Feedback:** Establish a feedback loop to collect user feedback and identify areas for improvement.

By following these steps, you can effectively brainstorm, prioritize, and implement a Salesforce workforce administration solution that meets the needs of your organization and drives positive outcomes.