

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	02/11/2025
Team ID	NM2025TMID02631
Project Name	To Supply Leftover Food to Poor

### Project Description:

The project “To Supply Leftover Food to Poor” aims to develop a Salesforce-based Food Donation Management System that connects restaurants, event organizers, and individuals who have surplus food with volunteers and NGOs that distribute it to people in need.

The system ensures that leftover food is safely collected, tracked, and delivered before it spoils, reducing food wastage and addressing hunger simultaneously. Using Salesforce automation tools such as Flows, Triggers, and Dashboards, the project simplifies the process of food donation, enhances transparency, and ensures accountability in food distribution activities.

This solution supports social welfare goals and aligns with UN Sustainable Development Goal (SDG) 2 – Zero Hunger by promoting efficient use of excess food resources.

### Team Gathering, Collaboration, and Selecting the Problem Statement

During the initial team meeting, all members collaborated to identify social issues that could be addressed through Salesforce technology. After discussing multiple ideas, the team prioritized the issue of food wastage in restaurants, hostels, and events.

We analyzed the causes — such as lack of coordination between donors and receivers — and identified the opportunity to build a system that automates the process of connecting food donors, NGOs, and volunteers.

## **Brainstorming, Idea Listing, and Grouping:**

### **Brainstorming:**

Team members freely shared ideas on how technology, especially Salesforce, could be used to manage food redistribution efficiently. Concepts such as real-time donor notifications, volunteer tracking, location-based alerts, and report generation were explored.

### **Idea Listing:**

All suggestions were documented to ensure no idea was missed. Key ideas included:

- Building a Salesforce app for food donation tracking.
- Creating dashboards for monitoring donations and deliveries.
- Integrating automated alerts for nearby NGOs and volunteers.
- Maintaining donor and receiver data for future planning.

### **Grouping:**

Similar ideas were grouped under key themes:

1. Food Collection & Donation Management
2. Volunteer Coordination
3. Automated Alerts & Tracking
4. Reporting & Analytics

Tasks were divided among members with clear timelines and responsibilities.

## **Action Planning:**

The team finalized the core functional modules:

- **Donor Portal:** To post available leftover food details.
- **Volunteer Workflow:** To accept donation tasks and confirm delivery.
- **Admin Dashboard:** To monitor and manage all ongoing activities.

## **Idea Prioritization:**

### **Idea Prioritization:**

Idea prioritization helped the team focus on the most impactful and technically feasible aspects of the project. The core priority was to create a Salesforce system that minimizes food wastage while maintaining data integrity, transparency, and ease of use.

By breaking down the larger problem into focused components — donor management, volunteer coordination, and reporting — the team was able to create a structured development roadmap.

Visual tools such as flow diagrams, process charts, and component maps were used to clarify each idea and plan its implementation.

The prioritization process ensured that the project goals remained clear:

- Prevent food wastage.
- Feed underprivileged people efficiently.
- Leverage Salesforce automation for social good.

This structured brainstorming and prioritization strengthened our project clarity, simplified collaboration, and laid the foundation for smooth execution.