

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID30177
Project Name	A CRM Application for Banquet Hall Booking
Maximum Marks	

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Select the Problem Statement

We are solving:

“Manual and uncoordinated banquet hall booking and management process leading to double bookings, poor service tracking, and low customer satisfaction.”

Step-2: Brainstorm, Idea Listing and Grouping

Idea	Description
Create Salesforce objects for Events, Clients, Services	Structure data entry and tracking
Implement Validation Rules	Prevent double bookings and incomplete entries
Add Record Types for different event types	Customize based on weddings, corporate, birthdays
Use Flows for automation	Auto-confirmations, availability checks
Use Triggers to send emails	Notify clients and staff instantly
Custom Reports	Track revenue, number of bookings, popular services
Dashboards	Provide visual insights for management

Step-3: Idea Prioritization

Idea	Impact	Feasibility	Priority
Validation Rules	High	High	High
Object Structure	High	High	High
Flows for automation	High	Medium	High
Triggers for alerts	Medium	Medium	Medium
Custom Dashboards	High	Medium	Medium
Record Types	Medium	High	Medium
Reports	High	High	High