

Ideation Phase

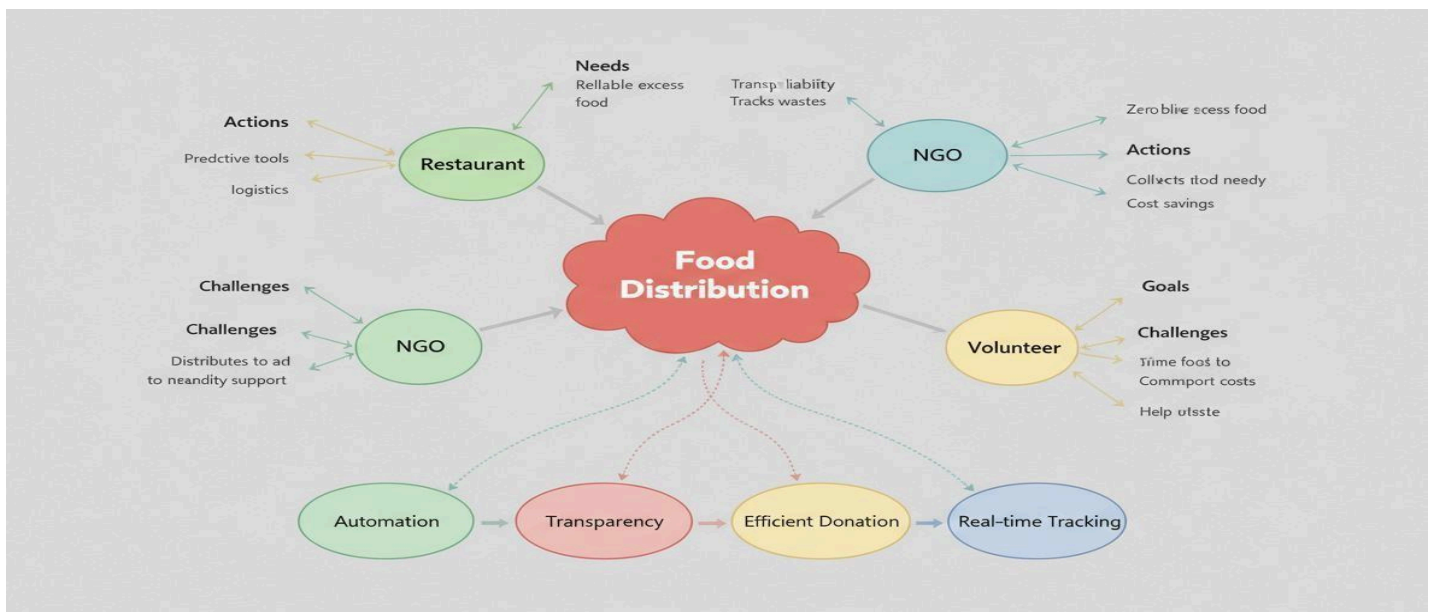
Empathize & Discover

Date	31 OCT 2025
Team ID	NM2025TMID04366
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, our team identified the pressing issue of food wastage and hunger in communities. Many organizations and volunteers face challenges in efficiently collecting and distributing surplus food. By interviewing stakeholders such as restaurants, NGOs, and volunteers, we discovered that most of the food surplus remains untracked or unused due to lack of coordination, leading to wastage and missed opportunities to help the needy. Using Salesforce, we streamlined the process by automating record management and creating custom relationships between Venues, Drop-Off Points, Tasks, and Volunteers. This ensures that available food is collected, categorized, and distributed efficiently while maintaining transparency.

Example:



Reference:

<https://developer.salesforce.com/signup>

By deeply understanding user needs through empathy mapping, our team designed a solution that minimizes food wastage and enhances collaboration among NGOs, volunteers, and collection centers. Through the FoodConnect Salesforce app, users can create venues, manage drop-off points, track volunteer activities, and monitor task completion via reports and dashboards. This system promotes accountability, saves resources, and ensures timely food distribution to those in need.

Example: Food Donation & Distribution Application



By applying the empathy-driven design approach, we built an intelligent Salesforce application that links donors, NGOs, and volunteers. It automates location tracking, volunteer assignment, and reporting—empowering organizations to make real-time decisions. The solution ensures that surplus food is never wasted and is efficiently channeled to people who need it most, fostering social impact and community well-being.