Ideation Phase

Brainstorm & Idea Prioritization Template

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

To Supply Leftover Food to Poor Template :

This Salesforce-based guided project demonstrates how to collect and distribute surplus food efficiently using a cloud-based system. The objective is to ensure that leftover food from venues reaches needy people through a network of volunteers and NGOs. By leveraging Salesforce automation tools, the project improves coordination between food donors, drop-off points, and volunteers, ensuring transparency and accountability throughout the process.

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

The team identified the social issue of food wastage in communities, where surplus food often goes unused while many people face hunger. To address this problem, the team decided to design a Salesforce-based solution named “FoodConnect” that simplifies donation and delivery workflows. The Salesforce platform was chosen for its robust data management, workflow automation, and reporting capabilities. Reference: https://developer.salesforce.com/signup

Step-2: Brainstorm, Idea Listing and Grouping:

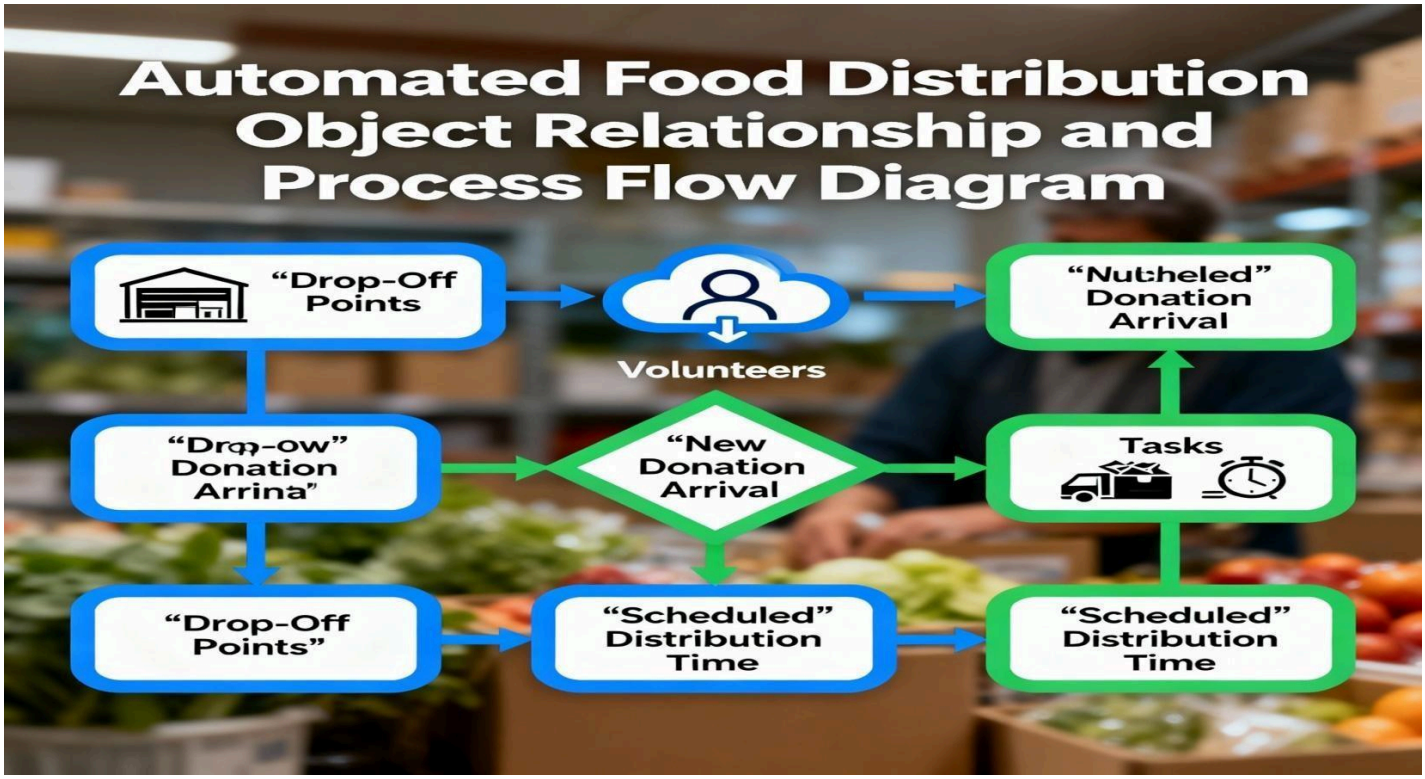
Brainstorm: Team members collaborated to discuss various ways to streamline food collection and distribution. Ideas such as tracking venues, managing drop-off locations, assigning volunteers, and generating real-time reports were shared.

Idea Listing: Every idea was documented to ensure no contribution was missed.

Grouping: Similar ideas were grouped under categories like Data Management, Automation, and Analytics. This helped the team clearly define each phase of implementation.

Action Planning: The finalized plan included creating five core Salesforce objects — Venue, Drop-Off Point, Task, Volunteer, and Execution Details — followed by automation using flows and triggers.

Step-3: Idea Prioritization:



The team prioritized automation, scalability, and data transparency as key goals. Salesforce Screen Flows were implemented to capture Venue data efficiently. Relationships were defined between Drop-Off Points, Volunteers, and Tasks to maintain a connected workflow. Custom triggers such as 'DropOffTrigger' were added to calculate distances automatically. These priorities ensured that the system could dynamically connect donors with nearby NGOs based on location data. Visualization tools like Reports and Dashboards were planned for real-time insights.

Step-4: Implementation Highlights:

- Created custom objects: Venue, Drop-Off Point, Task, Volunteer, and Execution Details.
- Established Master-Detail and Lookup relationships for structured data flow.
- Designed Screen Flows to automate Venue record creation.
- Added a Trigger (DropOffTrigger) to assign calculated distances.
- Configured Reports: 'Venue with Drop-Off with Volunteer' and 'Volunteer Task Report'.
- Built Dashboards: 'Organization Details' and 'Task Execution Details'.
- Implemented Sharing Rules to provide NGOs access based on location distance ranges.

Step-5: Outcome and Benefits:

The FoodConnect system effectively connects food donors to NGOs through volunteer coordination. The use of automation reduces manual errors and enhances efficiency in distributing leftover food. Dashboards display metrics like drop-off distances, volunteer performance, and number of people served. By centralizing the process in Salesforce, the project ensures data integrity, timely response, and measurable social impact. This initiative promotes sustainability by minimizing food waste and helping communities in need.

Conclusion:

Through teamwork, brainstorming, and idea prioritization, the team developed a comprehensive Salesforce solution that demonstrates how technology can be applied for humanitarian purposes. The FoodConnect project bridges the gap between surplus and scarcity, aligning with the goals of social responsibility and sustainability. The project serves as an inspiring model of how CRM tools can create tangible social change while maintaining operational efficiency.