IdeationPhase
Brainstorm&IdeaPrioritizationTemplate

Date	31OCT 2025
TeamID	NM2025TMID03694
ProjectName	ToSupply LeftoverFoodto Poor
MaximumMarks	4Marks

ToSupplyLeftoverFoodtoPoorTemplate:

This Salesforce-based guided project demonstrates how to collect and distribute surplus food efficiently using a cloud-based system.The objective istoen sure that leftoverfoodfromvenues reaches needy people through a network of volunteers and NGOs. By leveraging Salesforce automation tools,the project improve scoordination between fooddonors,drop-offpoints,and volunteers, ensuring transparency and accountability throughout the process.

Step-1:TeamGathering,CollaborationandSelecttheProblemStatement:

The teamidentifiedthesocialissueoffood wastageincommunities,wheresurplusfoodoftengoes 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,IdeaListingandGrouping:

Brainstorm:Teammemberscollaboratedtodiscussvariousways tostreamlinefoodcollectionand distribution. Ideas such as tracking venues, managing drop-off locations, assigning volunteers, and generating real-time reports were shared.
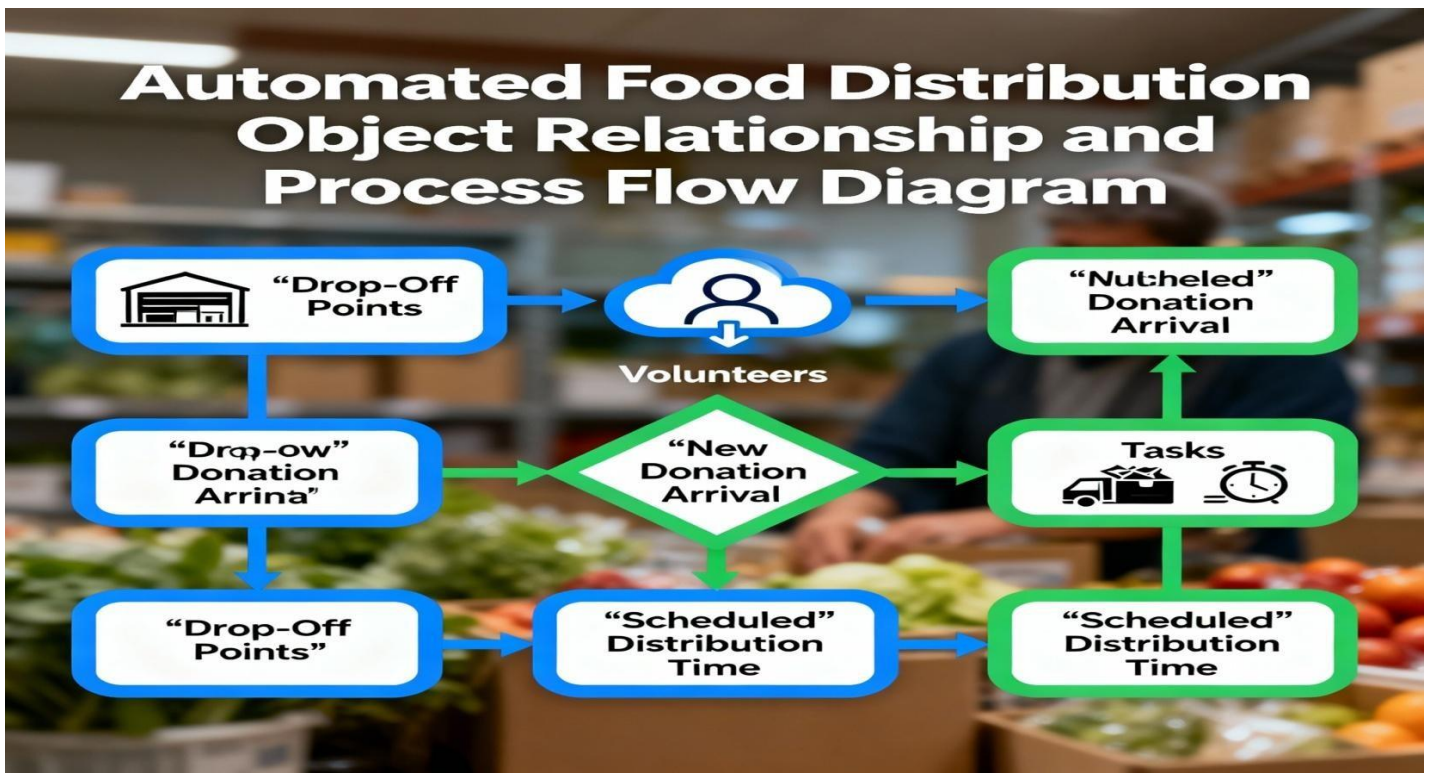
IdeaListing:Everyidea wasdocumentedtoensurenocontributionwasmissed.

Grouping:Similarideasweregroupedundercategorieslike DataManagement,Automation,and Analytics. This helped the team clearly define each phase of implementation.

ActionPlanning:ThefinalizedplanincludedcreatingfivecoreSalesforceobjects—Venue,

Drop-OffPoint,Task,Volunteer,andExecutionDetails—followedbyautomationusingflowsand triggers.

Step-3:IdeaPrioritization:

Theteam prioritized automation, scalability, and data transparency as key goals. Salesforce Screen Flows were implemented to capture Venue data efficiently. Relationships were defined between Drop-OffPoints, Volunteers, and Tasks to maintain a connected workflow. Custom triggers such as 'DropOffTrigger'wereaddedtocalculatedistancesautomatically.Theseprioritiesensuredthatthe 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:ImplementationHighlights:

- Createdcustomobjects:Venue,Drop-OffPoint,Task,Volunteer,andExecution Details.
- EstablishedMaster-DetailandLookuprelationshipsforstructureddata flow.
- DesignedScreenFlowstoautomateVenuerecord creation.
- AddedaTrigger(DropOffTrigger)toassign calculated distances.
- ConfiguredReports:'VenuewithDrop-OffwithVolunteer'and'VolunteerTask Report'.
- BuiltDashboards:'OrganizationDetails'and'TaskExecutionDetails'.
- ImplementedSharingRulestoprovideNGOsaccessbasedonlocationdistance ranges.

Step-5:OutcomeandBenefits:

The FoodConnect system effectively connects food donors to NGOs through volunteer coordination.Theuseofautomationreducesmanualerrorsandenhancesefficiencyindistributing 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 Salesforcesolutionthatdemonstrateshowtechnologycanbeappliedforhumanitarianpurposes. TheFoodConnect project bridges the gap between surplus andscarcity, aligning with thegoals of socialresponsibility andsustainability. The project servesas an inspiringmodelof howCRM tools can create tangible social change while maintaining operational efficiency.