Phase 1: Brainstorming, Idea Generation, and Prioritization

Project Title: To Supply Leftover Food to Poor (Salesforce Platform)

Date: November 01, 2025

Team ID: NM2025TMID05348

Maximum Marks: 4 Marks

Purpose and Approach

This phase involves ideation and strategic planning to build a Salesforce-based system for the efficient collection, management, and delivery of leftover food to people in need. The objective is to identify every challenge, brainstorm creative solutions, and organize ideas into actionable plans that maximize social impact and project success.

Team Collaboration & Problem Statement

- The project team collaborated to select the key challenge: creating a platform that enables the systematic collection of surplus food from donors (hotels, events, restaurants, households), verified matching to recipients (NGOs, shelters), and reliable delivery tracking.
- Each member shared experiences and reviewed global models for technology-enabled food distribution to support efficient and scalable workflows.

Brainstorming & Idea Listing

Team Member	Initial Idea	Built-On Idea
Nimmala Durga Mahendra	Create clear intake forms for food donors using Salesforce objects	Add geolocation-based matching for quickest delivery
Regadamilli Sai Sankara Manoj	Send automated notifications to volunteers and recipient NGOs	Integrate mobile alerts and real-time event status
Neelapalli Gowtham	Track distributions with live dashboards and analytics	Enable SMS confirmation for successful deliveries

- Team members freely shared ideas for automation, user experience, and real-time communication.
- Ideas were compiled to ensure inclusiveness and creativity before filtering and prioritization.

Grouping, Prioritization, and Action Planning

- Ideas were organized into categories: donor onboarding, recipient matching, volunteer assignment, distribution tracking, mobile alerts, automation, and reporting.

- Prioritized for maximum impact: automation of donor-to-recipient matching, delivery notifications, dashboards for live tracking, and secure data management.

- Polarization of ideas helped break down the project into focused, manageable steps—each with clear responsibilities, timelines, and communication workflows.

- Visual diagrams and stepwise flowcharts were used for clarity and stakeholder communication.

Action Plan & Next Steps

Chosen ideas were developed into actionable tasks:

- Build out Salesforce forms for donor food intake and recipient allocation.

- Automate distribution assignment workflows for volunteers using Salesforce process builder/flows.

- Design dashboards and reports for delivery status and impact metrics.

- Schedule weekly team progress reviews and adapt plans based on feedback and results.

Conclusion

This brainstorming and prioritization phase established a clear roadmap for developing a Salesforce solution to supply leftover food to the poor. By organizing ideas systematically and assigning actionable tasks, the team is positioned to create a scalable, efficient, and impactful food distribution system.