BRAINSTORMING AND PRIORITIZING

PROJECT NAME	VEHICLE MANAGEMENT USING SALESFORCE

Brainstorming is a creative problem-solving technique used to generate a large number of ideas or solutions in a short period of time. It encourages free-flowing, non-judgmental thinking, and encourages participants to think outside the box. The goal of brainstorming is to produce a diverse range of ideas, which can then be evaluated and refined to find the best solution to a particular problem or to generate innovative concepts for a project. Brainstorming sessions can be conducted individually or in groups, and they often involve techniques like free association, mind mapping, or structured ideation exercises.

Brainstorming for the "Vehicle Management using Salesforce" project can generate creative ideas and potential solutions.

Brainstorm

Ideas that come to mind that address your problem statement.

🕐 10 minutes

Person 1

Implement a GPS tracking feature to provide real time location updates for each vehicle in the fleet	Integrate with mapping services for accurate and detailed route information

Person 2

Develop a predictive maintenance algorithm to schedule regular maintenance based on usage patterns	Send automated alerts for upcoming maintenance tasks

Person 3

Create a user friendly portal for drivers to report issues and report updates on their assigned tasks

Include a messaging system for easy communication between drivers and fleet managers

Person 4

Provide customizable reporting options for data analysis

Generate reports to demonstrate compliance

Group ideas

Group ideas on project

🕐 20 minutes

Real-Time Tracking and communication

User Training and support for experience

Reporting and analytics as integration with salesforce CRM

Advanced driver behaviour monitoring and engine diagnostics and optimization

---

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Integration with IOT Sensors
- Dashboard for fleet Managers
- Real-Time GPS Tracking
- Driver Communication Portal
- Automated Maintenance
- Compliance and safety checks
- Integration with salesforce CRM
- Automated Alerts and Notifications
- Mobile app for Drivers
- Expense tracking and budgeting
- User training and support

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback