

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 1 November 2025 |
| Team ID | NM2025TMID07455 |
| Project Name | To Supply Leftover Food to Poor |
| Maximum Marks | 4 Marks |

To Supply Leftover Food to Poor Template:

This project demonstrates how Salesforce can be used to collect, track, and distribute surplus food to the needy in an efficient and transparent manner.

The process begins by allowing donors (restaurants, event organizers, households) to register leftover food through a Salesforce interface. The system then automatically assigns volunteers based on their location and availability using automation flows and triggers.

Through dashboards and reports, NGOs can monitor real-time food collection and delivery status, ensuring that food reaches people in need before it spoils.

The workflow also includes proof-of-delivery tracking and feedback collection to maintain accountability and transparency. This project not only reduces food wastage but also creates a structured, data-driven system to fight hunger.

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

The team identified the growing issue of food wastage and hunger as a major social concern. During the brainstorming session, members discussed how technology — especially Salesforce CRM tools — can help manage and streamline the collection and delivery of surplus food.

We collaborated to define the problem clearly and agreed that the goal is to connect donors, NGOs, and volunteers on one digital platform for efficient surplus food distribution.

Reference:

<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-2: Brainstorm, Idea Listing, and Grouping

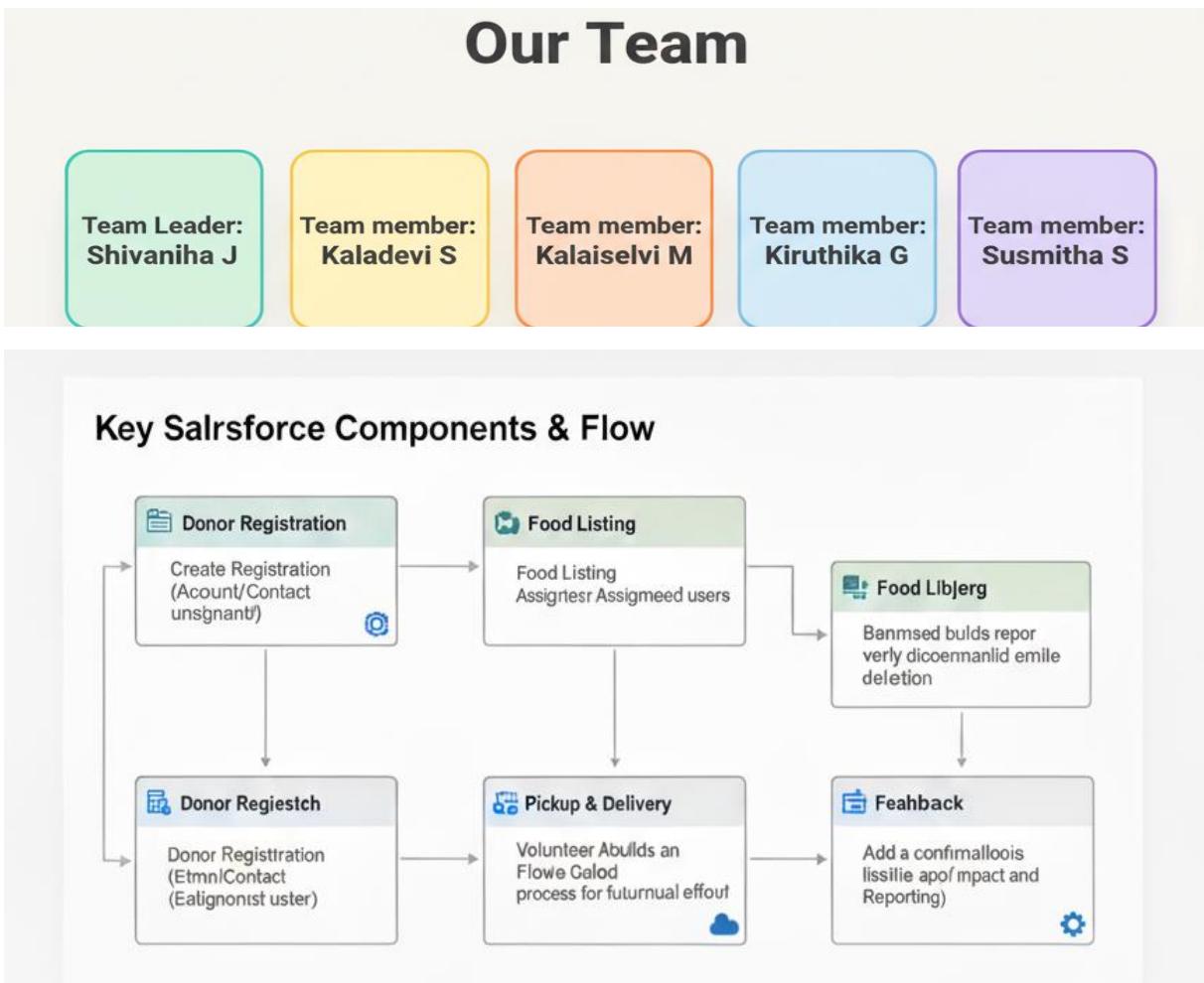
Brainstorm:

Each team member contributed ideas on how Salesforce could be customized for food redistribution. The discussion covered donor registration, volunteer management, real-time tracking, and social impact reporting.

Idea Listing:

All ideas were noted to capture every perspective. Some of the best ones included:

- Creating custom objects for Donors, Food Items, Volunteers, and Distribution Records.
- Using automation (Flows or Apex Triggers) to assign volunteers automatically.
- Enabling real-time dashboards for food tracking.
- Implementing feedback forms to assess satisfaction and improve the system.



Grouping:

The ideas were grouped into four main categories:

1. **Data Management (Donor, Volunteer, NGO modules)**
2. **Automation (Food pickup and assignment flows)**
3. **Tracking & Transparency (Dashboards and reports)**
4. **Feedback & Improvement (Beneficiary satisfaction reports)**

Action Planning:

We converted the chosen ideas into actionable steps — designing data models, setting up automation, and creating dashboards — with timelines and assigned roles for each team member.

Step-3: Idea Prioritization

Idea Prioritization:

Prioritization helped us focus on features that have the highest social and functional impact. The team ranked ideas based on feasibility, impact, and scalability.



- **Top Priority:** Implementing automation to assign volunteers to nearby donors for fast food collection.
- **Second Priority:** Developing dashboards for tracking deliveries and reducing waste.
- **Third Priority:** Integrating feedback mechanisms to measure effectiveness.

By polarizing ideas, the team ensured that the project remains simple yet impactful. The focus was on transparency, accountability, and efficiency — values central to solving food distribution challenges. Visual flowcharts and dashboards were used to communicate the workflow clearly.

This structured approach ensures smooth execution and measurable social outcomes.