

Ideation Phase

Define the Problem Statements

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

Customer Problem Statement Template

Every day, large quantities of surplus food from restaurants, events, and households are discarded while many poor and homeless people remain hungry. The lack of a structured system for collecting, tracking, and distributing leftover food leads to food wastage, poor coordination between donors and NGOs, and inefficient use of resources.

Food donors often struggle to find trusted collection partners, while NGOs and volunteers face challenges in organizing timely pickups and verifying food quality and delivery.

There is a strong need for a centralized, technology-driven platform that connects donors, NGOs, and volunteers — enabling real-time tracking, notifications, and transparent operations. Implementing this through Salesforce can streamline the entire process, reduce wastage, and ensure food reaches the needy efficiently and safely.

Reference:

<https://miro.com/templates/customer-problem-statement/>

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But because	Which makes me feel
PS-1	Restaurant / Event Organizer	Donate leftover food	There's no quick, organized way to connect with NGOs or volunteers	Disappointed seeing food go to waste
PS-2	Volunteer / NGO	Collect and deliver donated food	Lack of coordination and tracking tools	Frustrated by confusion and delays
PS-3	Beneficiary / Community Member	Receive food donations	Lack of communication and information sharing	Hopeless even when food is available

Problem & Solution Table

Problem	Description	Solution
Food Wastage 	Large amounts of surplus food from restaurants, events, and households are wasted daily due to lack of coordination.	Create a centralized Salesforce platform where donors can register surplus food instantly and connect with NGOs or volunteers nearby.
Coordination Challenges 	Donors, NGOs, and volunteers face communication delays, leading to confusion and missed pickups.	Implement Salesforce automation (Flows and Process Builder) to assign volunteers automatically based on location and availability
Tracking Inefficiency 	There is no proper tracking of food collection, delivery, or beneficiaries reached, reducing accountability	Develop real-time dashboards and reports in Salesforce for live tracking of food movement and delivery confirmation
Transparency Issues 	Donors and NGOs lack visibility on where and how food is distributed, creating trust issues	Integrate proof of delivery using photo uploads, timestamps, and status updates within Salesforce records

Problem Statement PS-1:

As a restaurant or event organizer, I want to donate leftover food to the poor after events, but I struggle to find volunteers or NGOs quickly. There's no centralized platform to register or coordinate donations, which leads to food being wasted. I feel disappointed and helpless seeing good food go unused. I need a simple digital system to instantly connect with collection teams and track donations in real-time.

Problem Statement PS-2:

As an NGO or volunteer, I want to collect surplus food from multiple locations efficiently, but I face difficulties in communication and coordination with donors. Without real-time tracking or alerts, food collection becomes delayed, leading to spoilage. I need a reliable system that automates pickup assignments and confirms deliveries to ensure timely service.

Problem Statement PS-3:

As a beneficiary or community coordinator, I want to know when and where food is being distributed so I can serve people in need. However, poor communication between donors and distributors means food often doesn't reach those who need it most. This makes me feel neglected and frustrated. A transparent tracking system would ensure equitable distribution and trust among all stakeholders.