

Project Title:

Green Energy Subscription & Carbon Footprint Tracker

Problem Statement:

A Salesforce-powered platform for renewable energy subscriptions and carbon footprint tracking. Customers subscribe to solar/wind plans, earn badges for eco-friendly actions, and view CO₂ savings. Dashboards and alerts promote sustainability and green energy adoption

Phase 1

Problem Understanding & Industry Analysis

1. Requirement Gathering

We need to define what your Salesforce app must achieve:

- Customers can **subscribe** to solar/wind energy plans.
 - System tracks **carbon savings** (based on energy usage).
 - **Gamification**: customers earn points & badges for eco-friendly actions.
 - **Reports/Dashboards**: total CO₂ reduced, usage per customer, leaderboards.
 - **Alerts/Notifications**: when customer usage crosses limits.
 - **Integration** possibility: IoT/Smart Meter or manual energy data entry.
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2. Stakeholder Analysis

- **Primary Stakeholders:**
 - Customers (end users who subscribe).
 - Company Admin (sets plans, manages subscriptions).
 - Sustainability Manager (reviews CO₂ savings).
 - **Secondary Stakeholders:**
 - Energy Providers (partners, optional).
 - Regulators (reporting compliance, optional).
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3. Business Process Mapping

Example flow:

1. Customer subscribes to a renewable plan.
 2. Energy usage is tracked (manual input or integration).
 3. Carbon savings auto-calculated.
 4. System updates **total savings + points**.
 5. Customer receives **badges/alerts**.
 6. Admin monitors via dashboards.
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4. Industry-specific Use Case Analysis

- **Renewable Energy Industry:** Growing focus on sustainability and carbon neutrality.
 - **Salesforce Fit:**
 - CRM to manage subscriptions.
 - Custom objects for **carbon savings tracking**.
 - Gamification via points/badges (could even extend to Loyalty Management if needed).
 - Reports for internal + external sustainability reporting.
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5. AppExchange Exploration

Some apps on AppExchange (like *Sustainability Cloud*) already track emissions — but since we’re building a **custom, student/project-focused version**, we’ll design simpler custom objects and automation.

(If you want, we could also **reference Sustainability Cloud** in your final presentation to show “future upgrade path.”)