

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID38851
Project Name	TO SUPPLY LEFTOVER FOOD TO POOR

Define the Problem Statement:

Defining the problem is a critical step in the ideation process. It ensures that the entire team is aligned on what exactly needs to be solved, who is affected, and why the solution matters. A clear problem statement guides brainstorming, design, and development efforts in the right direction.

1. Understand the Core Challenge:

Despite surplus food being generated daily by restaurants, events, homes, and institutions, millions of people still go hungry. The core challenge lies in the lack of a structured system to collect and distribute this leftover food before it becomes waste.

2. Identify Key Problem Areas:

- **Food Waste:** A large volume of edible food is discarded daily due to lack of coordination.
- **Logistics Gap:** No real-time system to connect donors with volunteers or NGOs.
- **Awareness & Visibility:** Many potential donors are unaware of where or how to donate.
- **Volunteer Coordination:** Difficulty in organizing timely pickups and deliveries.
- **Lack of Tracking:** No efficient way to monitor what was donated, by whom, and to whom.

3. Define Stakeholders:

- **Donors:** Restaurants, event organizers, individuals, supermarkets.
- **Distributors:** NGOs, social groups, community kitchens.
- **Transporters:** Volunteers, delivery partners.
- **Beneficiaries:** Underprivileged people in slums, shelters, streets, orphanages.

4. Draft the Problem Statement:

"How might we create a digital system using Salesforce that enables efficient, real-time collection and delivery of leftover food from donors to underprivileged communities through coordinated efforts of NGOs and volunteers?"

This problem statement:

- Is **user-centered**
- Specifies the **technology platform (Salesforce)**
- Focuses on **efficiency, coordination, and impact**

5. Define Scope & Goals:

Immediate Goals:

- Build a system for registering donors, volunteers, and NGOs.
- Enable location-based food pickup and delivery.
- Automate notifications and task assignments.

Long-Term Goals:

- Reduce daily food wastage in urban areas.
- Improve the nutritional access of poor communities.
- Expand across regions and integrate more partners.

Customer Problem Statement:

"Individuals and organizations such as restaurants, event planners, and households often have excess food that goes to waste due to the absence of a centralized, easy-to-use platform that connects them with NGOs or volunteers who can collect and distribute it to the needy in a timely and safe manner."

Breakdown of the Customer Problem:

- **Donors** (restaurants, homes, caterers):
 - Want to donate leftover food but **don't know how or whom to contact**.
 - Worry about **food safety, timing, and effort required**.
- **NGOs/Volunteers**:
 - Face **difficulty tracking food availability** across locations.
 - Lack a **coordinated system** for pickups and deliveries.
- **Beneficiaries (the Poor)**:
 - Remain **unserved** despite available surplus food.
 - Suffer due to **lack of visibility and timely delivery**.

Outcome of this Step:

- A clearly defined, focused problem ready to be addressed.
- All team members have a shared understanding.
- Aligned vision for ideation, prototyping, and solution development.