Neuralink - Community Health and Donation Tracking System

Problem Statement: Nonprofits running community healthcare programs struggle to connect donor contributions with patient outcomes. Separate systems for donations and health records cause poor transparency, reducing donor trust and retention. Healthcare workers also lack easy reporting on how funds improve health. A unified system is needed to track care, link it to donations, and provide real-time impact reporting.

Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

- **Identify needs**: donor tracking, patient records, campaigns.

- **Define objects**: Contact (Donor), Campaign (Program), Donation__c, Patient__c.

- **Capture key fields**: Donation amount, date, patient condition, treatment type.

- **Decide reports**: Total donations, patients served, campaign impact.

- **Automations**: Update donor's total donations, send thank-you email.

- **Security**: Limit access by role (student users, admins).

- **Data entry**: Simple donation and patient forms.

- **Scalability**: Support recurring donations and future reports.

- **Offline needs**: Prepare Excel import templates.

- **Validation**: Required donation fields.

Stakeholder Analysis

- **Admins**: Configure Salesforce objects and automation.

- **Donors**: Need acknowledgment emails and impact reports.

- **Healthcare Volunteers**: Enter patient details and services delivered.

- **Program Managers**: Track campaign performance and outcomes.

- **Students/Developers**: Build and test functionality in Student Edition.

- **End Users:** Evaluate the capstone project's usability.

- **Patients**: Benefit from tracked treatments and donations.

Business Process Mapping

- Donor pledges or gives → Donation__c record created.

- Donation links to donor (Contact) and campaign.

- Flow updates donor's *Total Donations*.

- Thank-you email auto-sent to donor.

- Patients register → Patient__c record created.

- Treatments delivered → Treatment__c linked to patient & campaign.

- Campaign accumulates donations and patient records.

- Reports show donations per campaign, patients treated.

- Dashboard combines donor impact and program success.

Industry-specific Use Case Analysis

- **Healthcare**: Track patients, conditions, and treatments.

- **Nonprofit Donations**: Record and manage donor contributions.

- **Education/Student Projects**: Demonstrate data-driven social impact.

- **Community Outreach**: Link campaigns to both donations and patients.

- **Public Health**: Show vaccination drives or awareness programs.

- **Reporting Needs**: Measure funds raised vs. patients helped.

- **Automation**: Send reminders for recurring donations.

- **Security**: Ensure patient and donor confidentiality.