

# Ideation Phase

## Brainstorming

Date	01-11-2025
Team ID	NM2025TMID08208
Project Name	Garage Management System

### 1. Introduction

#### Objective:

The brainstorming session aims to identify efficient, automated, and user-friendly solutions to streamline automobile garage operations using Salesforce CRM. It ensures the **Garage Management System (GMS)** addresses real-world challenges faced by garage staff, mechanics, and administrators effectively.

#### Key Focus Areas:

1. Customer and vehicle management
2. Service scheduling and tracking
3. Automated billing and payment management
4. Mechanic performance monitoring
5. Reporting and dashboards for business insight

#### Participants:

Garage Manager

Service Advisor

Mechanic Staff

SalesforceDeveloper

Project Manager

## GMS Module Analysis



## **2. Brainstorming Methodology**

### **Techniques Used:**

#### 1. Mind Mapping:

**Central Node:** Garage Management System

**Branches:** Customer → Vehicle → Service Request → Billing → Feedback → Reports

This technique helped visualize the flow between service requests, billing, and feedback to design seamless automation.

#### 2. SWOT Analysis:

**Strengths:** Cloud-based centralized system, Real-time data access

**Weaknesses:** Requires Salesforce user training, Dependent on internet availability

**Opportunities:** Improved service efficiency, Enhanced customer satisfaction

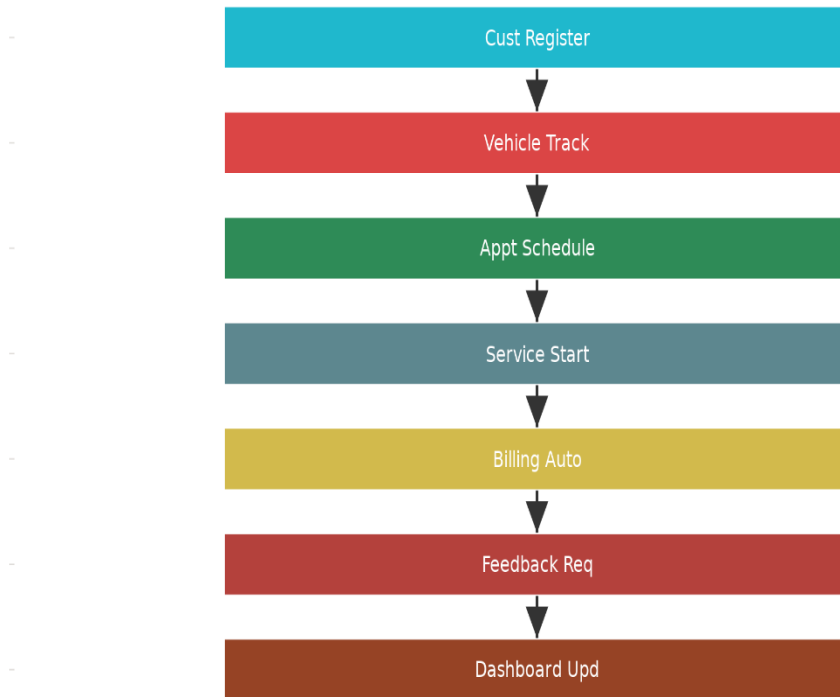
**Threats:** User resistance to technology adoption, Cost of Salesforce licensing for large teams

#### 3. “How Might We” Questions:

How might we reduce manual errors in billing and service tracking?

How might we automate customer communication and reminders?

## GMS Workflow



## **4. Detailed Workflows**

### **Workflow 1: Service Request and Billing**

1. Customer record and vehicle details are created in Salesforce.
2. Service request is logged by staff, assigning a mechanic.
3. After service completion, billing details are auto-generated.
4. Flow updates payment status and sends confirmation email.
5. Dashboard reflects daily revenue and completed services.

### **Workflow 2: Appointment and Scheduling**

1. Customer requests service via staff or online form.
2. Appointment date and mechanic availability are checked.
3. Confirmation email is automatically sent to customer.
4. Appointment is linked to vehicle and service records.
5. Status updates trigger reminders and dashboard refresh.

### **Workflow 3: Reporting and Feedback**

1. Feedback is collected through Billing Details & Feedback object.
2. Monthly performance and customer satisfaction reports are auto-generated.
3. Reports are emailed to the Admin for review.
4. Insights guide service improvements and staff evaluation.

### **Conclusion:**

The brainstorming phase identifies practical and innovative solutions to address the challenges faced by automobile garage operations. By implementing the discussed features, **GMS** will automate critical service processes, enhance operational accuracy, improve customer satisfaction, and increase overall efficiency in managing garage activities.