Phase 1:

Problem Understanding & Industry Analysis

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1. Requirement Gathering

- Communities, NGOs, and educational institutions often conduct eco-friendly activities (tree plantations, recycling, awareness drives).

- Currently, these activities are logged manually (spreadsheets, WhatsApp groups, paper records).

- No systematic way to calculate the **environmental impact** (e.g., total CO_2 saved).

- Lack of recognition/gamification for participants reduces motivation.

- Need: A **centralized Salesforce CRM system** to track, calculate, and showcase sustainability efforts.

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2. Stakeholder Analysis

- **Participants (Students/Employees/Community Members):** Log activities.

- **NGOs / Environmental Clubs:** Track progress of events and activities.

- **Admins / Managers:** Monitor dashboards, assign recognition, and showcase impact in reports.

- **Society / Community:** Indirect stakeholders who benefit from transparency and awareness.

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3. Business Process Mapping

Current Flow (Manual):
Event Conducted → Participant fills Excel/WhatsApp → Data remains scattered → No accurate reporting.

Proposed Flow (with Salesforce):
Participant Logs Activity (Eco Activity object) → System Calculates CO_2 Saved (Flow/Trigger) → Auto Badge Assignment → Dashboards Updated (Leaderboards & Reports).

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4. Industry-Specific Use Case Analysis

- **Environmental Sustainability:** NGOs/CSR programs track green initiatives.

- **Education Sector:** Colleges track student eco-participation.

- **Corporate CSR:** Companies measure and report sustainability efforts.

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5. AppExchange Exploration

- Explored Salesforce AppExchange for sustainability-focused apps (e.g., *Sustainability Cloud*).

- Decided to build **GreenTrack** as a **custom app**, since it is simpler, specific, and well-suited for this project's scope.

Summary:

- Clear **Problem Statement & Use Cases** defined.

- Identified **stakeholders & workflows**.

- Chosen **custom Salesforce CRM solution** over pre-built AppExchange apps for simplicity and scalability.