

Phase 1:

Problem Understanding & Industry Analysis

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 CO₂ 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 CO₂ Saved (Flow/Trigger) → Auto Badge Assignment → Dashboards Updated (Leaderboards & Reports).

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.
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Summary:

- Clear **Problem Statement & Use Cases** defined.
- Identified **stakeholders & workflows**.
- Chosen **custom Salesforce CRM solution** over pre-built AppExchange apps for simplicity and scalability.