

## Ideation Phase

Brainstorming/idea Prioritization

### Ideation Phase

Team ID : NM2025TMID05586

Project Title: Garage Management System

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#### 1.1 Purpose

The Ideation Phase focused on identifying key operational challenges in garages and exploring innovative Salesforce-based solutions. Through brainstorming and idea prioritization, the team aimed to enhance garage efficiency, transparency, and customer satisfaction by leveraging automation, reporting, and centralized data management.

#### 1.2 Discussion Topics

Current Industry Challenges:

1. Poor coordination between garage staff and customers.
2. Missing or incomplete service records.
3. Manual billing and lack of proper tracking.
4. Difficulty in sending service reminders to customers.
5. No analytics or data insights for garage owners.

Areas of Improvement:

1. Automation of routine workflows.
2. Centralized storage of customer and vehicle information.
3. Simplified user interface for non-technical users.
4. Timely alerts, reports, and dashboards.
5. Integration of feedback collection for quality enhancement.

#### 1.3 Ideas Generated

Idea	Description	Feasibility	Expected Impact
Customer & Vehicle Management	Create custom objects to store customer details, vehicle info, and	High	Accurate data management

	service history.		
Appointment Scheduling	Enable staff to schedule, reschedule, or cancel appointments using a simple Salesforce form.	High	Improved service organization
Service Tracking	Track each service through different stages such as Received, In Progress, and Completed.	High	Transparency and accountability
Automated Notifications	Use Salesforce Flows to send automated email alerts for updates or maintenance reminders.	Medium	Enhanced customer communication
Billing & Invoicing	Generate invoices automatically after service completion using automation tools.	High	Reduced billing delays
Reports & Dashboards	Create customized reports to track service performance, revenue, and customer trends.	High	Data-driven business decisions
Feedback Collection	Allow customers to provide post-service feedback for continuous improvement.	Medium	Improved service quality

#### **1.4 Outcome**

After evaluating all proposed ideas based on feasibility and project scope, the following modules were selected for implementation:

1. Customer Management
2. Vehicle and Service Management
3. Appointment and Billing Automation
4. Reporting and Feedback Collection

These modules form the foundation of the Garage Management System on Salesforce, ensuring efficient workflow management, customer satisfaction, and business insights.