

Ideation Phase

Define the Problem Statements

Date	31 Oct 2025
Team ID	NM2025TMID06360
Project Name	To Supply Leftover Food to Poor
Maximum Marks	2 Marks

Customer Problem Statement Template:

People and organizations often struggle to manage leftover or surplus food efficiently. This leads to wastage and prevents food from reaching the poor and hungry. There is no centralized platform to coordinate food collection and distribution effectively. Using Salesforce, our project streamlines surplus food collection and delivery to ensure efficiency and transparency. It enables real-time coordination among donors, volunteers, and NGOs to reduce waste and hunger.

Problem & Solution Table

Problem	Description	Solution
Food Wastage	Edible surplus food from businesses is discarded, leading to environmental harm and missed opportunities to feed people.	Automated platform connects surplus food donors with recipients
Lack of Coordination	Automated platform connects surplus food donors with recipients in real-time.	Shortsde+ app Showcases integrated list of linked open instances
Lack of Coordination	Manual processes app display with integration between donors, volunteers, and aid organizations.	Salesforce-driven app tracking for volunteers' hours and impact contributions, logistics
Manual Tracking & Reporting	Difficulty tracking looking at Volunteers, NGOs, and impact metrics manually.	Create Salesforce objects for dashboards for direct reporting

Reference: <https://developer.salesforce.com/signup>

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Volunteer	Distribute leftover food to poor people	the process is unorganized	there's no central system to track or assign donation	frustrated and helpless.
PS-2	An NGO Manager	Collect surplus food from donors	Communication is delayed	there's no platform connecting donors and NGOs in real time	disappointed and inefficient.

Problem Statement PS 1:

As a volunteer, I want to distribute leftover food to poor people, but the process is currently unorganized and lacks a proper tracking system. This makes me feel helpless and frustrated because I cannot efficiently identify where food needs to be delivered. A Salesforce-based solution will allow proper coordination, location tracking, and task management to ensure timely food distribution.

Problem Statement PS 2:

As an NGO manager, I want to collect and manage surplus food donations effectively, but communication with donors and volunteers is often delayed. This makes me feel disappointed and inefficient, as it reduces the number of people we can help. With a Salesforce-based system, we can automate food collection assignments, notifications, and delivery tracking in real-time to enhance coordination and reduce food wastage.