

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	14 june 2025
Team ID	LTVIP2025TMID47655
Project Name	A College Food Choices Case Study
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

Problem Statement Chosen :

Colleges struggle to understand students' eating habits and dietary preferences due to a lack of centralized visual analysis of food choices and influencing factors.

Our team gathered to:

*Understand and address dietary patterns and food behavior among college students using the dataset College_Food_Choices.csv. We reviewed the data and agreed on the **following problem statement**:*

Brainstorm, Idea Listing and Grouping :



Idea Group / Category

Compare frequency of eating out by gender and age group

Show drop-off in healthy food choices across age groups or time

Analyze calorie intake vs. physical activity

Compare students opting for dietary plans vs. not

Track how different meal types (breakfast, lunch, dinner) contribute to overall intake

Allow filtering by gender, age, activity level

Show most consumed food items

Visualize trends in meal frequency over time or across majors

Design Tableau Story to guide college nutrition staff

Visualization

Bar Chart – Eating Habits by Demographics

Funnel Chart – Healthy Food Choices

Highlight Table – Lifestyle vs Intake

Donut Chart – Diet Plan Effectiveness

Waterfall Chart – Meal Contribution

Global Filters – Interactivity

Word Cloud – Popular Food Items

Area Chart – Meal Trends

Story Dashboard – Strategic Insights

Idea Prioritization :

Based on **impact** and **feasibility**, we prioritized the top ideas for implementation:

Priority	Idea	Justification
High	Bar Chart – Eating Habits by Demographics	Core to understanding behavior differences
High	Donut Chart – Diet Plan Effectiveness	Clear view of plan adoption
High	Highlight Table – Lifestyle vs Intake	Enables targeted health recommendations
High	Global Filters (Gender, Age, Activity)	Adds dynamic flexibility
Medium	Funnel Chart – Healthy Food Choices	Valuable if time allows
Medium	Waterfall Chart – Meal Contribution	Useful for health/nutrition analysis
Low	Word Cloud – Popular Food Items	Visually interesting but not core
Low	Area Chart – Meal Trends	Useful trend-wise but not critical
Optional	Story Dashboard	Strong for stakeholder communication