

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS24885
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Heart disease remains one of the leading causes of mortality worldwide, with its impact continuing to grow due to lifestyle changes, unhealthy dietary habits, and insufficient physical activity. Despite significant advances in medical science, prevention and early detection remain crucial in reducing severe health outcomes. The increasing availability of large-scale healthcare data—covering patient demographics, medical history, lifestyle factors, and clinical indicators—presents an opportunity to better understand the causes and progression of heart disease. However, extracting meaningful insights from such complex datasets requires advanced analytical and visualization tools. In this project, we collaboratively aim to analyze heart disease data using Tableau, a powerful data visualization and business intelligence platform. The objective is to transform raw healthcare data into interactive and insightful dashboards that highlight key risk factors and reveal important correlations. These insights can support data-driven decision-making for healthcare professionals, policymakers, and individuals. By leveraging Tableau's interactive capabilities, the project seeks to uncover hidden trends, compare patient groups, and present compelling data-driven stories that contribute to early detection, preventive care, and increased awareness of heart disease.

The screenshot shows a web-based application for team collaboration. On the left, a vertical sidebar titled 'BRAINSTORMING' contains a lightbulb icon and the text 'Brainstorm & idea prioritization' followed by 'IREVOLUTION'. The main area has a header with a user icon and the identifier 'LTVIP2026TMIDS24885'. Below this, a teal box contains the question: 'How might we analyze heart disease patient data to identify key risk factors, patterns, and trends that help healthcare professionals make better decisions and improve early diagnosis and prevention?'. At the bottom, a white box lists 'Key rules of brainstorming': Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, If possible, be visual, and If possible, be visual. A small note at the bottom left says 'Tableau Interface Description'.

Step-2: Brainstorm, Idea Listing and Grouping

In this step, the team brainstorms ideas related to heart disease analysis. Different factors such as patient demographics, lifestyle habits, and clinical indicators are discussed to understand their impact on heart disease. All ideas are listed without judgment to encourage creativity and collaboration. After brainstorming, the ideas are grouped into meaningful categories such as demographic factors, lifestyle factors, clinical indicators, and visualization ideas. This grouping helps in organizing the analysis and selecting the most important factors for effective visualization using Tableau.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes



Group ideas – Heart Disease Analysis

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a suitable title label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller subgroups.

⌚ 20 minutes

Demographic Factors

Gender wise Heart Disease

Clinical Factors

People suffering from Diabetic and Stroke

Clinical Factors

People suffering from Diabetic and Stroke

Lifestyle Factors

Impact of smoking and alcohol drinking on heart disease

Other Diseases vs Stroke

People got stroke suffering from Diabetes and Heart disease

Risk & Disease Interaction

General Health vs Heart Disease

Risk & Disease Interaction

Age and BMI vs Heart disease

General Health vs Heart Disease

Step-3: Idea Prioritization

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

