

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 February 2026
Team ID	LTVIP2026TMIDS52086
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

Define the Problem Statement

College students struggle to maintain healthy dietary habits due to limited budgets, busy academic schedules, irregular meal timings, and easy access to junk food. These unhealthy habits negatively affect their physical health and academic performance. Therefore, there is a need to analyze student dietary patterns and identify strategies to promote healthier food choices using data-driven approaches.

Step 2: Brainstorm Possible Solutions

During the brainstorming session, the team generated several possible solutions:

- Develop interactive Tableau dashboards to analyze student food habits.
- Study the relationship between breakfast consumption and GPA.
- Analyze the impact of exercise frequency on dietary behavior.
- Identify major reasons for comfort food consumption.
- Provide data-driven recommendations for healthier eating strategies.
- Create a structured story dashboard for better presentation of insights.
- Propose awareness initiatives for improving nutrition habits.
- Explore the possibility of future AI-based food recommendation systems.

Step 3: Idea Evaluation and Prioritization

- After discussing all ideas, the team evaluated each solution based on its impact and feasibility.
- The development of interactive Tableau dashboards and analysis of dietary patterns were considered highly feasible and impactful because the required dataset (126 records) was already available.
- The idea of correlating GPA with food habits and exercise was also prioritized, as it provides meaningful academic and health insights.
- Advanced ideas such as AI-based recommendation systems and real-time tracking applications were considered high-impact but less feasible within the project timeline. Therefore, they were kept as future enhancements.

Step 4: Final Selected Idea

Based on prioritization, the team finalized the following:

- Development of interactive Tableau dashboards
- Analysis of dietary habits and academic performance
- Identification of strategies to promote healthier eating habits

These selected ideas align with the project objectives and can be effectively implemented within the given timeframe.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Brainstorm & idea prioritization

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.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

college students are making unhealthy food choices due to lack of awareness, budget constraints, and peer influence which is affecting their health and academic performance.

how might we improve student nutrition habits using data driven insights?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

SA

Step-2: Brainstorm, Idea Listing and Grouping

! Brainstorm

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

🕒 10 minutes

TIP



You can select a sticky note and use the dot menu to select 'Bring All to Grid' to align them to a grid.



Step-2: Group ideas

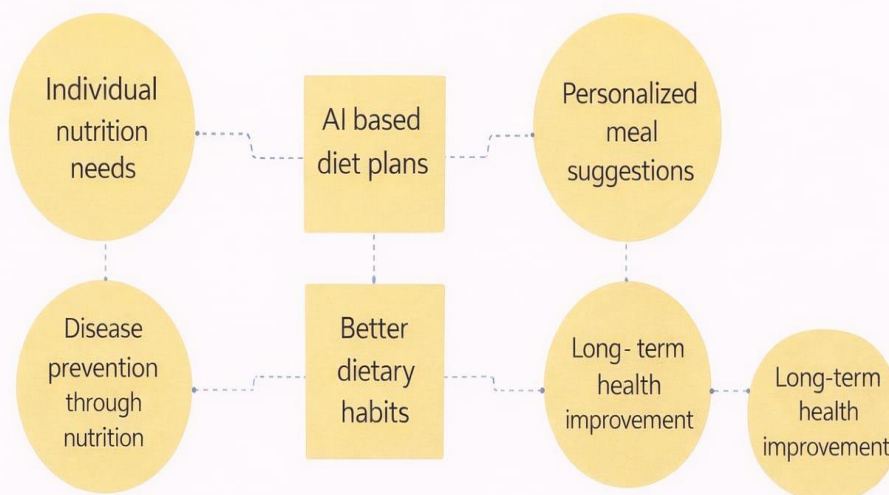


Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

TIP



AI diet assistant can suggest personalized meals based on user preferences and nutrition goals.



Step 3: Idea prioritization

3 Prioritize

Your team should all 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

TIP

★
If each of these ideas moves forward well, the outcome will stick! It's not about the goal: the fair, important. As the diet, the user, tools and dashboard easier solving the it: they project's success.

Importance

How much of the idea
can be implemented?
If the idea is not
feasible, it's not
important.

Feasibility

