

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID48343
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
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.

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

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

Template



## 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

1

#### 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

A

#### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

#### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C


#### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

PROBLEM

#### How might we help students choose healthier foods using data 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.

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

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

10 minutes

**TIP**  
You can select a sticky note and hit the pencil switch to sketch (don't start drawing!)

#### Person 1

Conduct a student survey to gather data on daily dietary habits

Collect sales data from the college canteen for analysis

Identify the most frequently purchased junk food items

#### Person 2

Compare food consumption patterns between hostellers and day scholars

Analyze time slots with the highest junk food purchases

Create pie charts illustrating the ratio of healthy to unhealthy food consumption

#### Person 3

Develop bar graphs to show calorie intake trends by branch or gender

Propose affordable, nutritious alternatives for the canteen menu

Recommend a balanced weekly meal plan based on data insights

#### Person 4

Assess hydration patterns and water consumption among students

Use heatmaps in Tableau to highlight peak sales periods at the canteen

Compare the cost effectiveness of healthy options versus junk food

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### 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-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP**  
Add color-coded tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### Data collection

Conduct a student survey to gather data on daily dietary habits

Collect sales data from the college canteen for analysis

Identify the most frequently purchased junk food items

Compare food consumption patterns between hostellers and day scholars

Analyze time slots with the highest junk food purchases

Assess hydration patterns and water consumption among students

#### Strategy and recommendations

Propose affordable, nutritious alternatives for the canteen menu

Recommend a balanced weekly meal plan based on data insights

Compare the cost effectiveness of healthy options versus junk food

#### Data visualization

Create pie charts illustrating the ratio of healthy to unhealthy food consumption

Develop bar graphs to show calorie intake trends by branch or gender

Use heatmaps in Tableau to highlight peak sales periods at the canteen

## Step-3: Idea Prioritization

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### 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

**TIP**  
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

