

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 December 2025
Team ID	LTVIP2026TMIDS52620
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.

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

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

Our team discussed different project ideas related to healthcare and data analytics. After evaluating multiple options, we selected Heart Disease Analysis as our problem statement.

Heart disease is one of the leading health issues worldwide. By analyzing patient data such as age, cholesterol level, blood pressure, and other medical attributes, we aim to identify patterns and major risk factors.

We decided to implement this project using Tableau to create interactive dashboards and generate meaningful visual insights.

The screenshot displays the Mural Brainstorm & Idea Prioritization template. It is organized into four main vertical sections:

- Before you collaborate:** A brief introduction to preparation, stating that a little bit of preparation goes a long way. It includes a timer icon and a note that it takes about 30 minutes. Below this are three steps: "Team gathering" (Define who should participate in the session and what materials to have ready), "Set the goal" (Define specific goals for the meeting), and "Learn how to use the facilitation tools" (Use the Facilitation Tools page to run a smooth and productive session). A "Start writing" button is located at the bottom of this section.
- Define your problem statement:** A section for framing the problem as a "How Might We" statement. It includes a timer icon and a note that it takes about 15 minutes. A "How might we define problem statement?" box is present.
- Team gathering:** A summary of the team gathering section, which includes a timer icon and a note that it takes about 10 minutes. It lists the following steps: "Define who should participate in the session and what materials to have ready," "Define specific goals for the meeting," and "Use the Facilitation Tools page to run a smooth and productive session."
- Best practices:** A summary of best practices for running a smooth and productive session, including a timer icon and a note that it takes about 10 minutes. It lists the following steps: "Define the goal," "Define the scope," "Establish roles and responsibilities," "Set clear expectations," "Encourage participation," "Promote active listening," "Use visual aids," "Encourage collaboration," and "End on a positive note."

Step-2: Brainstorm, Idea Listing and Grouping

During brainstorming, we generated several ideas related to heart disease data analysis:

- Analyze the relationship between age and heart disease risk
- Compare heart disease occurrence between male and female patients
- Study the impact of cholesterol levels
- Analyze blood pressure trends
- Identify key risk factors contributing to heart disease

These ideas were grouped into demographic analysis and medical parameter analysis for better understanding.

1 Brainstorm				2 Group Ideas			
<p>Write down any ideas that come to mind that address your problem statement.</p> <p>⌚ 10 minutes</p>				<p>Tip: Remember, more ideas is better at this stage. Capture everything that comes to mind.</p> <p>⌚ 20 minutes</p>			
Amar	Yishish	Person 3	Person 3	Person 4	Person 4	Person 5	Person 5
<ul style="list-style-type: none">- Heart disease is one of the leading causes of death worldwide.- Hospitals generate large amounts of patient data.- Manual analysis takes time and may cause errors.	<ul style="list-style-type: none">- Data analysis can help identify risk factors quickly.- Machine learning can improve diagnosis accuracy.- Important parameters: age, blood pressure, cholesterol, ECG results.	<ul style="list-style-type: none">- Visualization helps doctors understand data better.- Need to find the most important risk factors.- Improve decision-making with accurate data.	<ul style="list-style-type: none">- Visualization helps doctors understand data better.- Need to find the most important risk factors.- Improve decision-making with accurate data.	<ul style="list-style-type: none">- Identify top risk factors for heart disease probability.- Improve decision-making with accurate data.	<ul style="list-style-type: none">- Use machine learning to accurately predict heart disease risk.- Develop a dashboard to visualize patient risk scores and important health parameters for doctors.	<ul style="list-style-type: none">- Carry out exploratory data analysis first.- Need dataset with both healthy and heart disease cases.- Feature selection is crucial.- Monitor prediction accuracy regularly.	<ul style="list-style-type: none">- Feature selection is crucial.- Keep updating the model with new data.
Person 6	Person 6	Person 7	Person 8				
<ul style="list-style-type: none">- Carry out exploratory data analysis first.- Need dataset with both healthy and heart disease cases.- Feature selection is crucial.- Monitor prediction accuracy regularly.	<ul style="list-style-type: none">- Compare different ML models.- Cross-validation to avoid overfitting cases.- Keep updating the model with new data.	<ul style="list-style-type: none">- Keep model lightweight for quick predictions.- Highlight the predicted risk score to doctors.- Provide actionable insights for treatment.	<ul style="list-style-type: none">- Ensure data privacy and security.- Avoid biased predictions through balanced data.- Preprocess data to handle missing values.				

Step-3: Idea Prioritization

After reviewing all ideas, we prioritized the analyses that provide the most meaningful insights. We focused on:

- Identifying significant medical risk factors
- Comparing demographic factors such as age and gender
- Creating clear and interactive dashboards for easy interpretation

The final priority was to build a Tableau dashboard that effectively presents heart disease patterns and insights.

