

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID47715
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau
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

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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

Include nutrition experts, student volunteers, data analysts, and project mentors. Share the data collected, preliminary visualizations, and student survey results in advance.

➤

Set the goal

Identify how to improve student nutrition through data visualization and real-time insights using Tableau dashboards.

➤

Learn how to use the facilitation tools

Use Tableau and visualization techniques to facilitate understanding, discussion, and insights about food habits and health trends among students.

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Define your problem statement

How Might We use data visualization to monitor, understand, and improve college students' dietary habits and promote healthier lifestyles on campus?

PROBLEM

How might we use Tableau for a college student's dietary plan?

Key rules of brainstorming

To run a 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

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Brainstorm

Create interactive Tableau dashboards that track students' daily nutrient intake and visualize unhealthy food.

Person 1

Compare diet patterns across year groups

Track fruit/vegetable consumption drop

Create a visual alert for low nutrient intake

Person 2

Build a Tableau dashboard of food intake by meal time

Add student feedback on cafeteria meals

Visualize junk food vs healthy food ratio

Person 3

Identify common dietary deficiencies by gender

Compare food choices by hostel vs day scholars

Highlight high-caffeine/snack consumption days

Person 4

Use a heat map to show healthy food preference by department

Track water vs soft drink consumption

Add interactive filter for BMI, age group, and habits

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Group ideas

We took turns sharing our notes and grouped similar ideas into clusters. Each cluster was given a sentence-like-label based on its theme:

Cluster-1: Nutrient Monitoring & Deficiencies

Compare diet patterns across year groups

Build a Tableau dashboard of food intake by meal time

Identify common dietary deficiencies by gender

Use a heat map to show healthy food preference by department

Cluster-2: Dietary Pattern Visualization

Track fruit/vegetable consumption drop

Add student feedback on cafeteria meals

Compare food choices by hostel vs day scholars

Track water vs soft drink consumption

Cluster-3: Dashboard Design & Storytelling

Create a visual alert for low nutrient intake

Visualize junk food vs healthy food ratio

Highlight high-caffeine/snack consumption days

Add interactive filter for BMI, age group, and habits

Step-3: Idea Prioritization

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Prioritize

Our team evaluated all the clustered ideas based on their **importance** and **feasibility**. We used a prioritization grid to focus on high-impact solutions that are practical to implement.

