

Ideation Phase

Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID59682
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	2 Marks

Project Statement:

The dietary habits of college students are influenced by various factors such as academic schedules, budget constraints, nutritional awareness, and access to diverse food choices. Understanding these influences is crucial for creating effective strategies that promote healthier eating behaviors while respecting students' time and financial limitations. This project aims to analyze student food choice patterns using data visualization techniques in Tableau. By uncovering key behavioral trends and nutritional challenges, it seeks to deliver interactive dashboards that support personalized dietary planning. The outcome will serve as a valuable resource for students, campus dining services, and health-focused initiatives striving to make informed, balanced food decisions easier and more accessible.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy student juggling classes	eat on time and stay energized throughout the day	I end up skipping meals or eating packaged snacks	I don't have the time or tools to plan my meals in advance	exhausted and guilty
PS-2	a student trying to improve my fitness and lifestyle	choose meals that align with my dietary goals	campus food options don't provide nutritional information	the dining system isn't built with health tracking in mind	unsure and frustrated
PS-3	a student living on a limited budget	eat affordable and healthy meals every day	nutritious food is often more expensive	the cheapest options are usually processed foods	stuck and worried about my health

			or less accessible		
PS-4	a vegetarian student on campus	find satisfying meals that meet my preferences	the dining options are repetitive and lack diversity	the menu doesn't cater to varied dietary lifestyles	neglected and unmotivated to eat on campus
PS-5	a student who cares about my long-term well-being	develop healthier eating habits	I don't understand my current food patterns or where to start	I don't have access to clear, personalized insights	overwhelmed and stuck in a loop