Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 jan 2026
Team ID	LTVIP2026TMIDS61540
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

1. Introduction to Brainstorming Process

The ideation phase was conducted to identify a meaningful problem statement and to develop a data-driven solution through collaborative thinking. Brainstorming sessions created an open environment where all team members contributed ideas based on their academic knowledge, domain interest, and awareness of real-world challenges.

2. Step 1 - Team Gathering, Collaboration and Problem Statement Selection

All team members actively participated in structured discussion sessions to identify potential project domains such as healthcare analytics, financial analytics, education analytics, and social media analysis.

Each proposed idea was evaluated using the following criteria:

Real-world relevance

Availability of authentic dataset

Scope for data preprocessing and visualization

Technical feasibility using the available tools

Ability to generate meaningful insights

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

PROBLEM

Heart disease remains a leading cause of death worldwide, but identifying key risk factors early is **challenging**. This project uses Tableau to visualize heart disease data in **interactive dashboards,** helping **improve prevention and awareness.**

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.

- Defer judgment.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

uring this stage, all team members contributed ideas which were listed without criticism to encourage creativity. The ideas were then grouped based on similarity and relevance.

3.1 Initial Idea List

Predicting heart disease based on patient health parameters

Identifying lifestyle factors affecting heart disease

Regional analysis of heart disease cases

Comparing heart disease risk across age groups and gender

Analyzing the impact of diabetes, obesity, and smoking

Building an interactive healthcare dashboard

Creating a web-based interface for visualization access

1. Risk Factor Analysis

Analyze key risk factors for **heart disease**—such as blood pressure, cholesterol levels, **BMI, smoking habits,** and diabetes. Identify high-risk groups needing preventive **measures.**

2. Demographic Study

Examine heart disease trends across different demographics–**comparing age groups, gen**-der, and geographic regions. **Identify vulnerable populations** in rural vs. **urban areas.**

3. Correlation Analysis

Investigate correlations between heart disease and other health conditions, such as **stroke, diabetes, and obesity.** Determine related risk patterns.

4. Interactive Dashboard Development

Develop interactive dashboards in **Tableau to** visualize heart disease insights and trends.

Build a user-friendly web interface using Flask for easy public accessibility.

Step-3: Idea Prioritization

After grouping, the ideas were prioritized based on:

- Analytical depth
- Visualization potential
- Data availability
- Implementation complexity
- Academic evaluation requirements

The final project scope was defined as:

- Performing data preparation using SQL
- Developing multiple analytical visualizations in Tableau
- Creating an interactive dashboard to highlight key health insights
- Integrating the dashboard with a Flask web application for accessibility

Prioritize

Your team should all be on the same about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes