

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	16 June 2025
Team ID	LTVIP2025TMID48179
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

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

Problem Statement:

How can we use data visualization to better understand, monitor, and improve the dietary choices of college students in order to enhance their health, well-being, and academic performance?

Step-2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas:

Idea	Description	Group
Real-time monitoring dashboard	Tracks intake of fruits, vegetables, and other nutrients in real time	Nutritional Monitoring
Dietary deficiency alerts	Flags trends like low vitamin intake or high junk food consumption	Health Alerts
Personalized nutrition plans	Uses predictive analytics to suggest meal plans based on habits	Predictive Analytics
Exercise and health perception integration	Links dietary data with exercise routines and self-reported wellness	Holistic Health View
Campaign impact tracking	Measures success of interventions like awareness drives	Intervention Feedback
Mobile-friendly access	Allows students to view dashboards and get recommendations	Accessibility Tools

Step-3: Idea Prioritization

Idea	Impact (High/Med/Low)	Feasibility (High/Med/Low)	Priority (High/Med/Low)	Justification
Real-time monitoring dashboard	High	High	High	Directly supports health monitoring and early intervention

Idea	Impact (High/Med/Low)	Feasibility (High/Med/Low)	Priority (High/Med/Low)	Justification
Dietary deficiency alerts	High	Medium	High	Critical for addressing nutrition gaps swiftly
Personalized nutrition plans	High	Medium	Medium	Needs historical data but has high potential impact
Exercise and health perception integration	Medium	Medium	Medium	Useful, but may depend on external input sources
Campaign impact tracking	Medium	High	Medium	Easy to implement and helps measure strategy effectiveness
Mobile-friendly access	Medium	High	Medium	Increases engagement, especially from student end