


## Ideation Phase

### Brainstorm & Idea Prioritization Template




Date	26 June 2025
Team ID	LTVIP2025TMID20798
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




### Brainstorm & idea prioritization

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.

 10 minutes to prepare  
 1 hour to collaborate  
 2-8 people recommended

#### 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

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A

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.

C


**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

**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


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PROBLEM


How might we [your problem statement]?


**Key rules of brainstorming**  
To run an 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 Groupin

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

### Team Members

Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study

Merge and format datasets for Tableau use.

Conduct research on dietary habits, behavioral psychology, and existing interventions.

Conduct research on dietary habits, behavioral psychology, and existing interventions

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### IDEA -1

Fueling Student Success: The Link Between Diet and Academic Performance

#### IDEA-2

Smart Plates: Designing a Data-Driven Healthy Eating App for Campus

## Step-3: Idea Prioritization



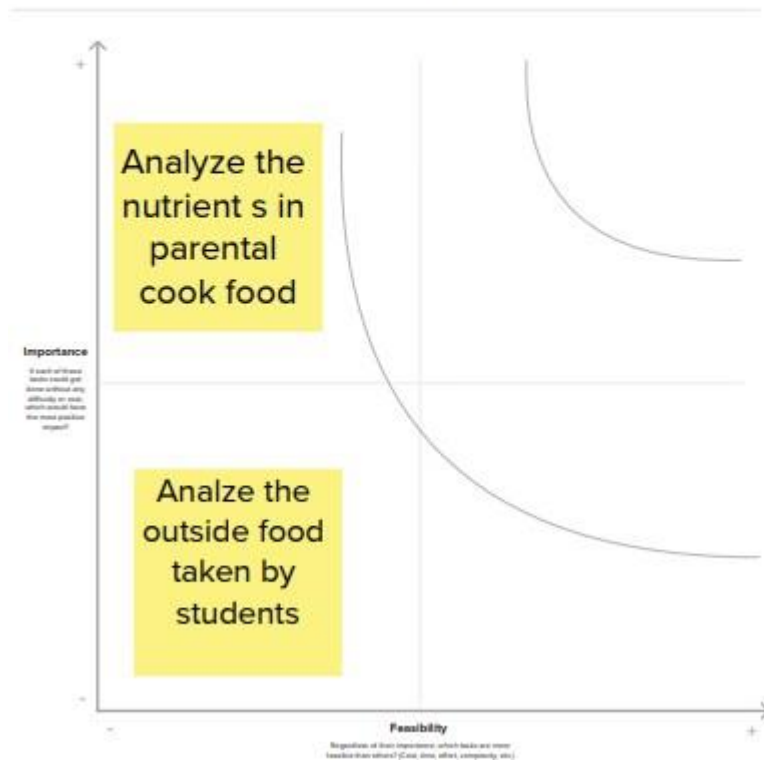
### Prioritize

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

20 minutes

#### TIP

Participants can use their experience point at where entry points should go on the grid. The facilitator can monitor this and be using the team problem-solving flow along on the keyboard.



Submitted Template link:

<https://app.mural.co/t/online4574/m/online4574/1750841145544/cc9c743b6cf88a5a178418e48afa438c19458f05?sender=u9d237e48905f50fc2adf3836>

## **Conclusion (Brainstorming & Prioritization)**

Our brainstorming session helped us identify key areas to focus on for analyzing college food choices using data visualization in Tableau. We explored a wide range of components—demographics, dietary behavior, nutrition, academic impact, and environmental constraints—allowing us to take a comprehensive approach to understanding student eating habits.

We also developed two strong group project ideas and clarified how the work can be effectively divided among four members. Additionally, we discussed how to prioritize ideas based on importance and feasibility using a structured grid.

Moving forward, we now have:

- A clear direction for our research and data collection.
- Defined roles within the team.
- Visual and analytical tools (Tableau) to bring our insights to life.
- A foundation for developing impactful dietary strategies for students.