# Ideation Phase
# Empathize & Discover

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| Date | 15/06/25 |
| Team ID | LTVIP2025TMID59113 |
| Project Name | Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study |
| Maximum Marks | 4 Marks |

## Empathize & Discover – Understanding the User

- **Speaks**
  - "I want to make healthier food choices but don't know where to start."
  - "The cafeteria doesn’t offer enough nutritious options."
  - "I don’t realize how my eating affects my focus and health."
- **Thinks**
  - "Am I eating enough fruits and vegetables?"
  - "Does my diet impact my academic performance?"
  - "Can someone personalize a nutrition plan for me?"
- **Sees**
  - Nutrition labels, campus posters, and health awareness events.
  - Peers choosing quick, often unhealthy, meal options.
  - Limited information on dietary impact or recommendations.
- **Does**
  - Eats at campus dining halls or fastfood spots.
  - Skips meals due to tight schedules.
  - Occasionally exercises or engages in fitness activities.
- **Pain Points**
  - Lack of access to personalized dietary guidance.
  - Limited visibility into own nutritional intake.
  - Unawareness of long-term health effects of current eating habits.
- **Gains**
  - Real-time feedback on food choices.
  - Personalized nutrition recommendations.
  - Improved health and academic performance through better diet.

## Scenarios Addressed:

**1. Monitoring Nutritional Intake:**

Tableau dashboards monitor trends like fruit and veggie consumption; real-time data supports quick decisions like menu changes and targeted campaigns.

**2. Addressing Dietary Deficiencies:**

Analyzing data on low vitamin intake or excess junk food use helps allocate resources, plan workshops, and target affected groups.

**3. Predictive and Personalized Plans:**

Historical data identifies high-risk patterns, supports early interventions, and tailors student-specific nutrition plans.

**Empathy map:**