

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13/06/25
Team ID	LTVIP2025TMID59113
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Our team united to explore an emerging challenge affecting student health and performance: dietary habits in college environments. Recognizing that student nutrition significantly impacts mental clarity, physical health, and academic success, we identified the need for a data-driven approach to dietary monitoring and improvement.

With the power of Tableau, we aim to create an intuitive platform that enables educational institutions to visualize, analyze, and act on dietary patterns and health trends among students.

Problem Statement:

“How can college dietary data be visualized and analyzed using Tableau to support informed decision-making, address nutritional deficiencies, and promote healthier eating habits among students?”

Team Members

- **Team Leader:** Gowmi Suhitha
- **Team Member:** Shaik Mohammed Abdul
- **Team Member:** Kalluru Vishnu Sai Vardhan
- **Team Member:** Sanka Govind Sai Charan

Step-2: Brainstorm, Idea Listing and Grouping

Idea	Idea Description	Group / Category
1	Monitor fruit and vegetable consumption patterns	Nutritional Tracking
2	Identify trends in unhealthy snack intake	Risk Behavior Detection
3	Use Tableau for real-time alerting on dietary trends	Real-Time Insights
4	Analyze diet vs academic performance correlations	Impact Analytics
5	Predict potential deficiencies using historical data	Predictive Modeling
6	Personalized nutrition plans based on diet data	Personalization
7	Demographic-wise health behavior visualization	Demographic Insights
8	Use strip plots, trellis charts, and lollipop graphs for unique insights	Advanced Visuals
9	Deploy dashboard for health services and nutritionists	Health Strategy Enablement
10	Build dynamic filters (gender, food preference, meal type)	Dashboard Interactivity
11	Create a Tableau Story for university health campaigns	Narrative & Engagement
12	Link exercise patterns with food choices	Behavioral Correlation

Step-3: Idea Prioritization

Idea	Idea Description	Impact	Feasibility	Priority
1	Monitor fruit and vegetable consumption	High	Easy	High
2	Identify unhealthy snack intake	High	Easy	High
3	Real-time alerting in Tableau	High	Medium	High
4	Diet vs academic performance	Medium	Medium	Medium
5	Predict deficiencies	High	Hard	Medium
6	Personalized nutrition plans	High	Medium	High
7	Demographic-based visualizations	Medium	Easy	Medium
8	Use creative Tableau charts	Medium	Medium	Medium
9	Dashboard for health services	High	Medium	High

Idea	Idea Description	Impact	Feasibility	Priority
10	Interactive dashboard filters	Medium	Easy	Medium
11	Tableau Story integration	High	Medium	High
12	Link food & exercise	Medium	Medium	Medium