

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 june 2025
Team ID	LTVIP2025TMID51515
Project Name	Comprehensiv 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



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

- 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


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 Grouping

Brainstorm

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

JOSHNA

Create heat maps to visualize most consumed and preferred food items by region

Build a filterable dashboard by cafeteria, food category

Integrate food consumption trend lines before and after health awareness campaigns

Highlight low demand / unhealthy items using color coded alerts

MANOJ

Includes benchmark data from other colleges for diet and preference comparisons

Add summary KPI cards showing metrics like 'healthy vs unhealthy food ratio'

Design a "What if" simulation tool in Tableau to test changes like removing sugary drinks

Embed a recommendation engine based on student eating patterns and feedback

KESAV

Use interactive tooltips to show nutrition facts

Organize dashboards with clean tabs

Add icon based visuals for better UX

Apply conditional formatting to highlight unusual spikes in junk food

GOWTHAM

Schedule automatic data refreshes for real time tracking of cafeteria food usage

Add a feedback form within the dashboard to collect student feedback

Set up user access levels for nutritionists, canteen staff

Link Tableau reports to auto email updates for college administration food committee

Step 3: Idea prioritization

Your Team should all be on same page about Whats important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

Benchmark data from
other colleges

Student feedback
form

Build a filterable
dashboard

Create heat maps

Add icon based visuals

Add KPI cards

Recommendation
engine

Use interactive
tooltips

What if simulation tool

Highlight unhealthy
items

Set user access levels

Organize dashboards