

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	27 June 2025
Team ID	LTVIP2025TMID51206
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.

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



Brainstorm & idea prioritization

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- 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

- Team gathering**
Existing data on college dining, student survey results on food preferences, current dining hall menus, potential Tableau dashboards for inspiration.
- Set the goal**
To identify key insights from college dining data to improve student satisfaction with food choices and optimize menu offerings using Tableau.
- Learn how to use the facilitation tools**
agree on virtual whiteboard tool, how to use sticky notes, time boxing.

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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 improve student satisfaction with college food choices?





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

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!

Person 1

Check if existing data addresses the problem

Visualize data, add data for visualization

Segment, cluster, identify key insights

Person 2

Segment, cluster, identify key insights

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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

Step-3: Idea Prioritization

4

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

