**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

|  |  |
| --- | --- |
| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID52122 |
| Project Name | Comprehensive Analysis and Dietary Strategies with Tableau |
| Maximum Marks | 4 Marks |

**Objective:**

Generate and evaluate actionable strategies for improving college food choices using insights from Tableau visualizations.

**Step-1: Problem Statement**

College students often face challenges in making informed, healthy, and affordable food choices due to limited awareness, time constraints, and availability of nutritious options on campus. Despite the presence of diverse dining facilities, data on student food preferences, nutritional intake, and behavioral patterns is rarely analyzed systematically.

There is a need for a data-driven approach to understand and improve student dietary habits—leveraging tools like Tableau to identify trends, highlight problem areas, and develop actionable strategies that align with student needs, preferences, and campus resources.

**Step 2: Brainstorming Grid**

| **Theme/Focus Area** | **Idea** | **Notes** |
| --- | --- | --- |
| Nutrition Awareness | Weekly nutrition tips embedded into the campus app | Leverage Tableau to track progress |
| Accessibility & Convenience | “Healthy Grab-n-Go” stations in key campus zones | Based on peak time heatmaps |
| Behavioral Nudges | Traffic-light labeling system (Green = Healthy) | Based on nutrient analytics |
| Student Engagement | Gamify healthy eating with rewards | Use Tableau to monitor participation |
| Cultural Inclusivity | Meal options tailored to regional dietary preferences | Visualize food demand by origin |

**Step-3: Idea Prioritization**

