**Ideation Phase**

**Brainstorm & Idea Prioritization**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID59149 |
| Project Name | A Collage Food Choices Case Study |
| Maximum Marks | 4 Marks |

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

Graphical user interface, application

Description automatically generated

**Note : that mural website is asking subscription for creating templates in mural ,so I editing in words**

**Step-2: Brainstorm, Idea Listing and Grouping**

**Person 1 : M Younus baig :**

**Consumer Behavior and Preferences**

* Why do people choose fast food over home-cooked meals?
* Impact of taste, price, convenience, and marketing on choices
* Influence of cultural, regional, and religious factors
* Role of habits vs. informed decision-making

**Person 2 : B Naga Pavan**

**Health and Nutrition Awareness**

* How nutritional awareness affects food choice
* Effectiveness of food labeling (e.g., calorie count, sugar content)
* Rise of veganism, vegetarianism, keto, etc.
* Mental health and emotional eating

**Person 3 : MD sarfa raj Ansari**

**Socioeconomic Factors**

* How income and education level affect food choices
* Food deserts vs. access to supermarkets
* Influence of subsidies and food pricing on behavior
* Government nutrition programs (e.g., mid-day meals, SNAP in the U.S.)

**Person 4 : umar Ansari**

**Marketing and Brand Influence**

* How advertising shapes preferences (especially among children)
* Impact of celebrity endorsements
* Social media food trends (e.g., mukbang, viral recipes)

**Diagram

Description automatically generatedStep-3: Idea Prioritization**