

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 February 2026
Team ID	LTVIP2026TMIDS89151
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming creates an open and supportive environment that encourages all team members to actively participate in the creative thinking process for problem-solving. By prioritizing the generation of ideas over immediate evaluation, teams are free to explore out-of-the-box concepts, build on each other's suggestions, and collaborate effectively to develop a wide range of innovative solutions.

This template can be used in your own brainstorming sessions to help your team unleash their creativity and shape strong concepts, even when working remotely or not physically present in the same location.

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

Heart disease continues to be one of the primary causes of death across the globe, with its prevalence steadily increasing due to modern lifestyle patterns, poor dietary choices, and limited physical activity. Even though medical science has made remarkable progress in diagnosis and treatment, prevention and early identification remain essential to minimizing severe health consequences. The rapid growth of large-scale healthcare data—including patient demographics, clinical records, lifestyle behaviors, and medical indicators—provides a valuable opportunity to gain deeper insights into the risk factors and development of heart disease. However, analyzing and interpreting such vast and complex datasets requires effective analytical techniques and advanced visualization tools. In this project, we collaboratively focus on analyzing heart disease data using Tableau, a leading data visualization and business intelligence platform. The main goal is to convert raw and unstructured healthcare data into interactive, meaningful dashboards that clearly present critical risk factors and significant relationships. These insights enable healthcare professionals, policymakers, and individuals to make informed, data-driven decisions. By utilizing Tableau's interactive and storytelling features, the project aims to identify patterns, compare different patient segments, and communicate insights through engaging visual narratives. Ultimately, this approach supports early detection, encourages preventive healthcare strategies, and enhances overall awareness of heart disease.

The screenshot shows a web-based application for idea generation. On the left, there's a vertical sidebar with the word 'BRAINSTORMING' at the top, followed by a lightbulb icon and the text 'Brainstorm & idea prioritization' and 'IREVOLUTION'. Below this is a section titled 'Tableau interface inspiration?' with a link 'Open example'. At the bottom of the sidebar is a decorative graphic of colored squares. The main area contains a question card: 'How might we analyze heart disease patient data to identify key risk factors, patterns, and trends that help healthcare professionals make better decisions and improve early diagnosis and prevention?'. Below this is a 'Key rules of brainstorming' section with six items: 'Stay in topic.', 'Defer judgment.', 'Go for volume.', 'If possible, be visual.', 'Encourage wild ideas.', and 'Listen to others.' Each rule has a small circular icon next to it. The entire interface has a clean, modern design with a white background and blue accents.

Step-2: Brainstorm, Idea Listing and Grouping

In this stage, the team conducts brainstorming sessions focused on heart disease analysis. Various aspects such as patient demographics, lifestyle behaviors, and clinical indicators are discussed to evaluate their potential influence on heart disease. All ideas are documented without criticism to foster creativity, open thinking, and effective collaboration among team members. After the brainstorming phase, the collected ideas are organized into meaningful categories, including demographic factors, lifestyle factors, clinical indicators, and visualization concepts. This structured grouping helps streamline the analysis process and identify the most relevant factors for designing clear and impactful visualizations using Tableau.

Brainstorm

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

⌚ 10 minutes



Group ideas – Heart Disease Analysis

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 suitable title label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller groups.

⌚ 20 minutes



Step-3: Idea Prioritization

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

