

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID52061
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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Template



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

- **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- **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

Problem Statement: How can we utilize Tableau to analyze and visualize dietary and lifestyle data among college students in order to detect health trends, identify nutritional gaps, and design strategies that promote student well-being and academic performance?

Key Questions:

- What dietary patterns and health perceptions are common among students?
- How do lifestyle choices like exercise and snacking affect nutrition?
- What deficiencies or risk factors appear across different student groups?
- Which visualizations can best communicate these insights to stakeholders?

🕒 5 minutes


PROBLEM

- How might we analyze and visualize college students' dietary patterns and health indicators using Tableau to identify nutritional trends, improve health outcomes, and support data-driven interventions for student well-being?

Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 🚫 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.



Need some inspiration?

Take a Pinterest version of this template to the next group with you.

[Open workspace](#) →

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕒 10 minutes

TIP

You can convert a sticky note into a drawing (switch to sketch) or to add drawing!

M REDDEPPA REDDY



R.M.SREE LEKHA



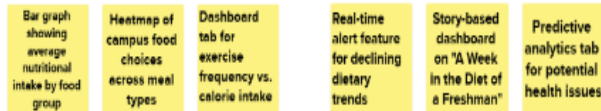
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MANNEM BINDHU MADHAV



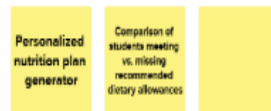
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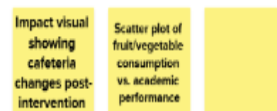
R.M.SREE LEKHA



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Mannem Bindu Madhav



3

Group ideas

Themes/Clusters:

- Nutritional intake and health habits
- Predictive analytics and risk forecasting
- Personalized interventions
- Behavior patterns and real-time trends
- Interactive stories and student-focused dashboards

TIP

Add customizable tags to sticky notes to make it easier to find, group, organize, and categorize important ideas or themes within your theme.

🕒 20 minutes



Step-3: Idea Prioritization

4

Prioritize

High Importance & High Feasibility:

- Visuals of nutritional trends and deficiencies
- Dashboard showing health impact by food group
- Real-time alert system for risky patterns

High Importance & Medium Feasibility:

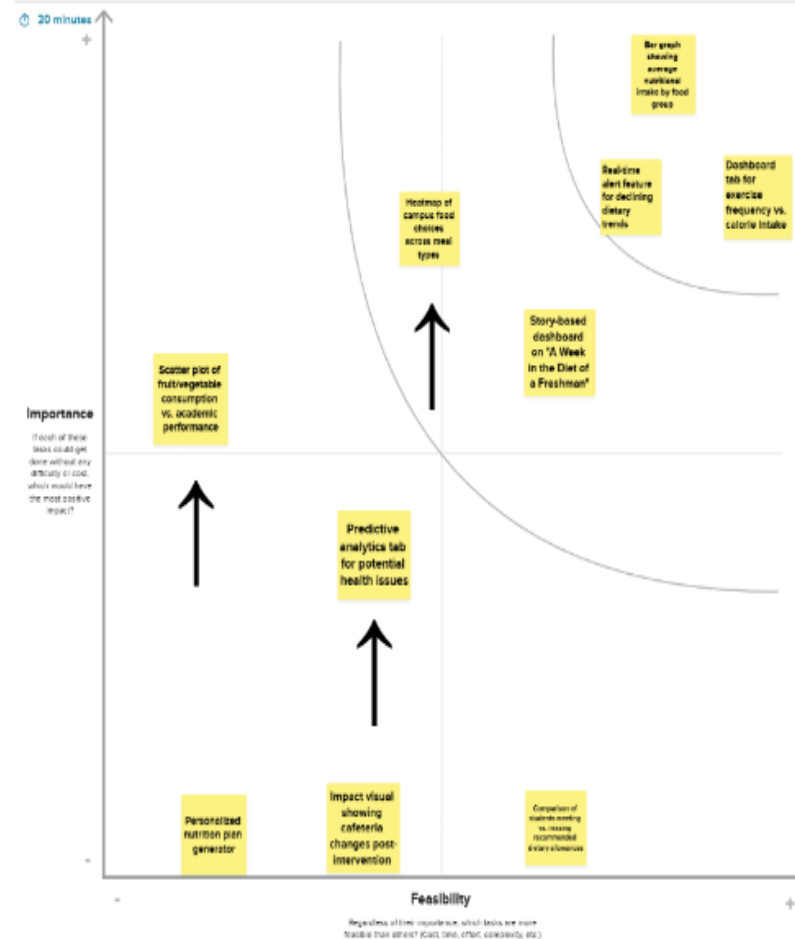
- Predictive health outcome modeling
- Academic performance vs. diet correlation

Lower Importance or Feasibility:

- Fully personalized nutrition engine
- Augmented reality cafeteria simulations

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the M key on the keyboard.



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After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

