

Ideation Phase
Empathize & Discover

Date	16 June 2025
Team ID	LTVIP2025TMID59132
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

Empathize & Discover – Understanding the User

➤ **Speaks**

- "I want to make healthier food choices but don't know where to start."
- "The cafeteria doesn't offer enough nutritious options."
- "I don't realize how my eating affects my focus and health."

➤ **Thinks**

- "Am I eating enough fruits and vegetables?"
- "Does my diet impact my academic performance?"
- "Can someone personalize a nutrition plan for me?"

➤ **Sees**

- Nutrition labels, campus posters, and health awareness events.
- Peers choosing quick, often unhealthy, meal options.
- Limited information on dietary impact or recommendations.

➤ **Does**

- Eats at campus dining halls or fastfood spots.
- Skips meals due to tight schedules.
- Occasionally exercises or engages in fitness activities.

➤ **Pain Points**

- Lack of access to personalized dietary guidance.
- Limited visibility into own nutritional intake.
- Unawareness of long-term health effects of current eating habits.

➤ **Gains**

- Real-time feedback on food choices.
- Personalized nutrition recommendations.
- Improved health and academic performance through better diet.

Scenarios Addressed:

1. Monitoring Nutritional Intake:

Tableau dashboards monitor trends like fruit and veggie consumption; real-time data supports quick decisions like menu changes and targeted campaigns.

2. Addressing Dietary Deficiencies:

Analyzing data on low vitamin intake or excess junk food use helps allocate resources, plan workshops, and target affected groups.

3. Predictive and Personalized Plans:

Historical data identifies high-risk patterns, supports early interventions, and tailors student-specific nutrition plans.

Empathy map:

