

Ideation Phase

Date	21 October 2023
Team ID	Team - 591276
Project Name	Project - Pediatric Allergies Unveiled: A Tableau Exploration Of Prevalence And Demographics
Maximum Marks	4 marks

Problem statement :

"Despite the increasing prevalence of pediatric allergies and their significant impact on children's well-being, there exists a critical gap in comprehensive understanding, awareness, and effective data-driven interventions. Parents of children with allergies, healthcare professionals, and policymakers are faced with ongoing challenges in managing and mitigating the risks associated with pediatric allergies. The lack of clear allergen labeling, inconsistent allergen-free options, and inadequate awareness contribute to heightened anxiety, preventable allergic reactions, and hindered social and educational experiences for children. To address these issues, there is a pressing need for a data-driven solution that provides insightful geospatial and demographic visualizations to enhance awareness, education, and policy development. This project aims to unveil the hidden nuances of pediatric allergies and empower stakeholders with the knowledge required for informed decision-making, ultimately improving the well-being and safety of children affected by allergies."

Ideation Phase

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.

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy map :

