


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	28 June 2025
Team ID	LTVIP2025TMID49154
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

#### 1. Brainstorming & Problem Identification

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** 10 minutes  
Define who should participate in the session and send an invite. Share relevant information or previous ideas.
- 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](#)

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.


⌚ 5 minutes

How might we [your problem statement]?

#### Key rules of brainstorming

Force an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual



#### Need some inspiration?

Here is a random set of words that may inspire your ideas.

[Open vocabulary](#)

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### Brainstorm

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

10 minutes

TIP

You can reuse a sticky note just by the stickiness it is. Stick it up to use it again!

Satyam Sriram Cheron

Valluri Mounika

Swarna Lakshmi Venkata Naga Yesaswini

Seshu Babu

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### Group ideas

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 sentence like "what if a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups."

20 minutes

TIP

After you've made a group of sticky notes, try to make it even smaller. Cluster, regroup, and rearrange if needed. Always check back on your ideas.

**2.1 Context and Motivation** In modern academic environments, the dietary habits of college students have a significant influence on their physical well-being, mental health, and academic performance. With busy schedules, inconsistent meal patterns, and limited nutritional awareness, students often fall into unhealthy eating routines. This challenge presents an opportunity for data-driven intervention.

**2.2 Problem Statement** "How can we leverage data visualization tools to monitor, understand, and improve the dietary choices of college students?"

**2.3 Project Vision** The project aims to build a comprehensive, interactive dashboard using Tableau, integrated into a Flask-based web platform. This system will visualize complex dietary datasets and help universities.

**2.4 Brainstorming Questions** During ideation, the following guiding questions shaped the analytical and technical scope of the project:

- What dietary patterns can be identified across student demographics?
- How do lifestyle habits (e.g., cooking, exercise, sleep) correlate with GPA and self-perceived health?
- Can real-time data visualization help in early identification of health issues?
- How can data be used to encourage healthier eating habits institution-wide?

### 2.5 Tool Selection Rationale

- **Tableau:** For its powerful data visualization, ease of data preparation, and dynamic dashboard creation.
- **Flask:** To create a lightweight yet flexible user interface for hosting the dashboards.
- **CSV Dataset:** A structured and easily readable format for dietary, behavioral, and demographic data.



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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

Tip

Participants can use their sticky notes over a video display where they'll be on the spot. The facilitator can enforce the order by using the time counter holding the flag on the clipboard.

Importance

"If each of these ideas could get done without any difficulty or cost, where would we make the most positive impact?"

Feasibility

"Regardless of their importance, what tasks are most broken down into? (Cost, time, effort, complexity, etc.)"

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

Show the mural

Share a view link to the mural with collaborators 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 decks, or save to 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 →

## 1.1 Context and Motivation

In modern academic environments, the dietary habits of college students have a significant influence on their physical well-being, mental health, and academic performance. With busy schedules, inconsistent meal patterns, and limited nutritional awareness, students often fall into unhealthy eating routines. This challenge presents an opportunity for data-driven intervention.

## 1.2 Problem Statement

*"How can we leverage data visualization tools to monitor, understand, and improve the dietary choices of college students?"*

## 1.3 Project Vision

The project aims to build a comprehensive, interactive dashboard using Tableau, integrated into a Flask-based web platform. This system will visualize complex dietary datasets and help universities:

- Monitor nutrition and health trends in real-time
  - Identify unhealthy eating patterns or deficiencies
  - Enable predictive planning and personalized interventions
  - Support awareness programs and informed resource allocation
- 

#### 1.4 Brainstorming Questions

During ideation, the following guiding questions shaped the analytical and technical scope of the project:

- What dietary patterns can be identified across student demographics?
  - How do lifestyle habits (e.g., cooking, exercise, sleep) correlate with GPA and self-perceived health?
  - Can real-time data visualization help in early identification of health issues?
  - How can data be used to encourage healthier eating habits institution-wide?
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#### 1.5 Tool Selection Rationale

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