**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 26 Jan 2025 |
| Team ID | LTVIP2025TMID47910 |
| 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**

Graphical user interface, application

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**Selected Problem Statement:**  
Many college students are unaware of their nutritional intake and food spending, leading to unhealthy dietary habits and poor budgeting. Cafeteria services lack insights into student preferences, resulting in food waste and low satisfaction.

**Step-2: Brainstorm, Idea Listing and Grouping**

**Group 1: Student-Focused Features**

Create a Tableau dashboard to track daily meal consumption

Display calorie and nutrition information for each meal

Allow students to filter food options by dietary preference (vegan, high-protein, etc.)

Show daily/weekly/monthly cafeteria spending trends

Recommend balanced meal combos based on user profile

**Group 2: Cafeteria & Admin Tools**

Track popularity of specific dishes over time

Analyze waste vs. consumption for better supply planning

Enable predictive analysis for food demand forecasting

Feedback form integration linked with dashboard insights

**Group 3: Engagement & Accessibility**

Mobile-responsive version of dashboard

QR codes in cafeteria linked to Tableau views

Student reward points for healthy eating behavior

Dashboard access integrated with student ID logins

Graphical user interface, treemap chart

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**Step-3: Idea Prioritization**

| **Idea** | **Impact** | **Feasibility** | **Priority** |
| --- | --- | --- | --- |
| Nutritional & cost dashboard for students | High | High | ⭐ High |
| Predictive analytics for cafeteria planning | High | Medium | ⭐⭐ Medium |
| Meal preference filter (vegan, high-protein, etc.) | Medium | High | ⭐⭐ Medium |
| QR code access in mess area | Medium | Medium | ⭐ Medium |
| Student reward system for healthy choices | High | Low | ⭐ Low |
| Feedback capture with dashboard sync | High | Medium | ⭐⭐ Medium |

**Diagram

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