Ideation Phase
Brainstorm & Idea Prioritization Template

Date	13 June 2025
Team ID	**LTVIP2025TMID59125**
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

Our team collaborated to address a meaningful issue relevant to student health and lifestyle. After discussing areas such as health awareness, campus facilities, and nutrition, we chose to focus on college students' dietary habits and food choices. This subject is crucial for understanding wellness trends and informing institutional decisions about student support.

We identified core challenges such as limited nutritional knowledge, varied access to healthy food, and links between diet and academic performance. Using Tableau's powerful visualization capabilities, we aim to explore these patterns to draw actionable insights for awareness and improvement.

Problem Statement:
"How can college students' food choices, dietary habits, and nutrition intake be visualized and analysed using Tableau to promote healthier eating strategies, identify patterns, and support data-driven interventions?"

Team Members:

Team Leader : Mothukuri Yeswanthkumar

Team member : Naga Kirti Latha Reddy

Team member : Miduthuri Naveen Keshava Reddy

Team member : Kuruva Purushotam

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Step-2: Brainstorm, Idea Listing and Grouping

Idea	Idea Description	Group/Category
1	Analyze meal frequency (breakfast/lunch/dinner) patterns	Meal Timing
2	Compare healthy vs unhealthy food choices across genders	Gender Comparison
3	Identify departments with highest junk food consumption	Departmental Insights
4	Study stress levels and their relation to eating habits	Behavioral Impact
5	Use heat maps to show food preference intensity by hostel/region	Visualization Techniques
6	Embed the interactive dashboard in a Flask-based web app	Deployment / Web Integration
7	Create a Tableau story for dietary habit transformation journeys	Narrative & Communication
8	Use filters for department, gender, and BMI in dashboard	Dashboard Interactivity
9	Show seasonal or exam-time food intake trends	Seasonal/Academic Stress Patterns
10	Add calculated fields for daily calorie or nutrient totals	Data Processing / KPIs
11	Forecast future obesity or malnutrition risks using data	Predictive Analysis
12	Show total and average sugar/salt intake across students	KPI Overview / Health Indicators

Step-3: Idea Prioritization:

Idea	Idea Description	Impact	Feasibility	Priority
1	Analyze meal frequency (breakfast/lunch/dinner) patterns	High	Easy	High
2	Compare healthy vs unhealthy food choices across genders	High	Easy	High

Idea	Idea Description	Impact	Feasibility	Priority
3	Identify departments with highest junk food consumption	Medium	Medium	Medium
4	Study stress levels and their relation to eating habits	High	Medium	High
5	Use heat maps to show food preference intensity	Medium	Easy	Medium
6	Embed interactive dashboard with Flask	High	Hard	Medium
7	Create Tableau story for behavior change	High	Medium	High
8	Use filters for department, gender, and BMI	Medium	Easy	Medium
9	Show seasonal/exam-time intake patterns	Medium	Easy	Medium
10	Add calculated nutrient intake fields	High	Medium	High
11	Forecast future diet-related risks	High	Hard	Medium
12	Display total/average sugar, salt intake	High	Easy	High