**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

| Date | 16 june 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID14955 |
| Project Name | Traffic telligence:Ad Advance traffic volume estimation with Machine Learning |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

# Idea Category/Topic Impact (1–5) Effort (1–5) Priority (Auto) Notes

1

2

3

4

5

Priority Formula (Optional)

You can calculate Priority automatically using a simple formula like:

Priority Score = Impact / Effort

Then rank ideas from highest to lowest.

✅ Tips for Use:

Impact: Estimate the benefit, value, or potential outcome (1 = low, 5 = high).

Effort: Estimate the time, resources, or difficulty (1 = low, 5 = high).

Category: Helps group ideas (e.g., Marketing, UX, Tech).

Notes: Add any context or assumptions.