

# Ideation Phase

## Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 27 june 2025  |
| Team ID       | LTVIP2025TMID38854  |
| Project Name  | traffictelligence: advanced traffic volume estimation with machine learning |
| 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



## 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

- A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**  
Use the Facilitator Superpowers to run a happy and productive session.

[Open article](#) →

**1 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

**PROBLEM**

How might we accurately estimate traffic volume using machine learning to reduce congestion and help city planners make better decisions?

**Key rules of brainstorming**

To run a smooth and productive session

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

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

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### Brainstorm

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

10 minutes

TIP

You can capture a sticky note and hit the pencil button to sketch (can't edit drawing)

Person 1

For students who are struggling with math, provide extra support and resources.

Person 2

Use math manipulatives to help students understand the problem.

Person 3

Have students work in groups to solve the problem and then share their solutions.

Person 4

Use a variety of resources to help students understand the problem.

3

### 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 label. 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

Add a sentence label to each group to make it easier to read. Review, organize, and categorize important ideas in themes with a yellow tag.

Model/Present

For students who are struggling with math, provide extra support and resources.

Web Application

Build it with Flux  
Show results visually  
For students who are struggling with math, provide extra support and resources.

## Step-3: Idea Prioritization

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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

