

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 rd June, 2025
Team ID	LTVIP2025TMID41765
Project Name	TrafficTelligence : Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

Brainstorming ideas is a creative process where a group generates a list of potential solutions, suggestions, or concepts for a specific problem or project. Voting in brainstorming involves participants selecting and prioritizing their favourite or most promising ideas from the list to determine which ones should be pursued further.

Brainstorming for “TrafficTelligence : Advanced Traffic Volume Estimation with Machine Learning”:

The objective of this brainstorming session is to generate creative and practical ideas to address the issue of Traffic Volume estimation effectively. We aim to help people able to plan their days better as they will have a better idea on how the traffic is going to be. It will also help traffic authorities be able to regulate traffic better.

The brainstorming session will include a diverse group of stakeholders, including public people, Traffic authorities, educators, community leaders, and technology enthusiasts. This diversity will ensure a wide range of perspectives and ideas.

Step-1 : Team Gathering, Collaboration and Select the Problem Statement

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

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 Facilitation 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

TrafficIntelligence: Advanced Traffic Volume Estimation With Machine Learning


Problem

Traffic problem is one of the major problem now a days. In the increase in no of vehicles and non --usage of public transport leading to traffic related issues. Making a eye on count of traffic at each level enables the government to take the further decisions such as building new roads, increasing infrastructure ,developing multi-channel connectivity .To address such problems to tracking the vehicle count in each and every place AI-ML has given a solution to such kind of traffic related issues, which are able to measure the volume of traffic, identify the violations of traffic rules etc.ML models could give early alerts of severe traffic to help prevent issues related to traffic problems. Hence, there is needs to develop ML algorithms capable in predicting Traffic volume with acceptable level of precision and in reducing the error in the dataset of the projected Traffic volume from model with the expected observable Traffic volume.



Key rules of brainstorming

To run an smooth and productive session

 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example 

Step-2: Brainstorm, Idea Listing and grouping

2

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

🕒 10 minutes

Rohan Verma
Implement an extensive network of smart sensors along roads to gather real-time traffic data, including vehicle count, speed, and congestion levels.

Offer solutions for optimized traffic signal controls, emergency response route planning, and urban development based on traffic data insights.

Sarvesh Adithya
Government can collaborate with advanced computer vision domain companies to use their technology.

By analyzing the movement of vehicles over time, computer vision algorithms can estimate vehicle trajectories, which helps prevent accidents.

Faheem Muhammad
Gather traffic data with the help of local governments to make better predictions.

Design roads in such a way that the chance of traffic congestion is low.

Use AI/ML to analyze preexisting traffic data in order to predict traffic.

Prerna Kumari
Develop a system that not only estimates current traffic volume but also predicts future traffic conditions based on historical data and real-time inputs.

Use the traffic volume estimation to suggest optimal traffic signal timings and lane management strategies to reduce congestion.

Analyze the environmental impact of traffic congestion on real estate to help in smart traffic management through accurate volume estimation can reduce energy and energy consumption.

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

Collaborate with local governments to integrate TrafficTelligence into their traffic management systems.

Offer solutions for optimized traffic signal controls, emergency response route planning, and urban development based on traffic data insights.

Using AI/ML to analyze past traffic data and find solution

Step-3: Idea Prioritization

Idea prioritization is the process of ranking or assessing ideas based on specific criteria such as feasibility, impact, cost, or strategic importance to determine which ideas should be implemented or pursued first.

4

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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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Using AI/ML to analyze past traffic data and find solution

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

- Share the mural**

Share a view link to the mural with stakeholders 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 slides, or save in 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 →

Share template feedback

Here certainly we chose “Using AI/ML to analyze past traffic data and find solution” is:

Among all of other ideas this was most important to us because, if the model is not accurate enough then the prediction may not be highly accurate. So, this was our most prioritized one.

Then comes our second most important idea such as “**Collaboration with local government to integrate TrafficTelligence into their traffic management systems**”. This was taken as our second because, if we want to give ourself a

social responsibility that will be helpful, not only to use but also for others. If we work with other government or organization this might be helpful for a smooth traffic without any problems for Traffic authorities and also for people.

Then comes out our next idea **“Offer solutions for optimized traffic signal controls, emergency response route planning, and urban development based on traffic data insights.”** After fulfilling our main goal, we will scale our ML model not only to predict our main problem but also for extra features such as above-mentioned things. This will give our project more value in all ways.