

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	1 JUNE 2025
Team ID	LTVIP2025TMID33800
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


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
Encourage wild ideas. No judgment. Build on others' suggestions.

B

Set the goal
Identify a real-world problem from the SmartBridge hackathon themes and generate a tech-based solution idea.

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

a little bit of preparation goes a long way this session. Here's what you need to do to get going.

🕒 5 minutes


PROBLEM


Urban traffic congestion leads to increased travel times, fuel consumption, and environmental pollution. Traditional traffic monitoring systems lack predictive capabilities and real-time adaptability. There is a need for a solution that can accurately forecast traffic volume using dynamic inputs like time, weather, and events.





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

2 Brainstorm

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

10 minutes

Person 1

- Use weather and event inputs
- Train model using past traffic data
- Use weather and event inputs
- Test with Random Forest, Decision Tree
- Save model using Pickle
- Add average speed feature (if dataset available)

Person 2

- Clean HTML input form
- Dropdowns for weather and event
- Output in readable format
- Dashboard for displaying prediction
- Mobile-responsive UI

Person 3

- Flask backend connection
- Real-time prediction on button click
- Deploy using PythonAnywhere or localhost
- Use APIs for weather/events
- Export results in PDF or CSV

Person 4

- Google Maps API for smart routes
- Voice-based interface
- Weekly traffic trend reports
- IoT camera sensor integration

TIP
You can select a sticky note and hit the pencil icon to edit it (or to start drawing)

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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize or migrate ideas as required within your mural.

After collecting ideas, the team organized them into relevant categories for better clarity and prioritization.

Group A: Machine Learning & Data Modeling

- Train model using past traffic data
- Use weather and event inputs
- Test with Random Forest, Decision Tree
- Save model using Pickle
- Add average speed feature (if dataset available)

Group B: Frontend & User Interface

- Clean HTML input form
- Dropdowns for weather and event
- Output in readable format
- Dashboard for displaying prediction
- Mobile-responsive UI

Group C: Integration & Deployment

- Flask backend connection
- Real-time prediction on button click
- Deploy using PythonAnywhere or localhost
- Use APIs for weather/events
- Export results in PDF or CSV

Group D: Future Enhancements

- Google Maps API for smart routes
- Voice-based interface
- Weekly traffic trend reports
- IoT camera sensor integration

Step-3: Idea Prioritization

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 'H' key on the keyboard.

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 to 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 →](#)