

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	12 June 2025
Team ID	LTVIP2025TMID33015
Project Name	Traffic Telligence: 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.


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




Brainstorm & idea prioritization

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 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.

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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 [your problem statement]?

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.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Person 1
Smart adaptive traffic lights using AI

Person 2
Mobile app to show congestion in real-time

Person 3
Sensors at signals to count vehicles

Person 4
Public LED display boards with signal wait time

Person 5
Heatmap showing traffic pressure zones

Person 6
Smart rerouting feature in navigation apps

Person 7
Live updates via voice alerts (Google Assistant integration)

Person 8
Dashboard for traffic police to monitor congestion zones

TIP
You can select a sticky note and hit the pencil icon to start drawing!

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

Cluster Ideas AI & Automation
Adaptive traffic signals, vehicle-counting sensors

User Alerts & Apps
Real-time congestion app, push notifications, voice alerts

Traffic Visualization
Heatmaps, LED displays, wait-time info boards

Traffic Authority Tools
Central dashboard, live CCTV monitoring

TIP
Add customizable tags to sticky notes to make it easy to find, browse, or group, and categorize important ideas as themes across your mural.

Step-3: Idea Prioritization

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 desired to point at where sticky notes should go on the grid. The facilitator can control the grid by using the arrow pointer holding the **in 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 collaborators 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 email, 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 ->](#)

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

High Feasibility (Cost, Time, Tech)