Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID32460
Project Name	**Traffic Telligence: Advanced Traffic Volume Estimation with Machine Learning**
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:
This template serves as a structured framework for collaborative idea generation and strategic prioritization during the ideation phase of our project. It encourages team members to think creatively, share diverse perspectives, and build upon each other's ideas in an open environment. By organizing and ranking our ideas based on feasibility, impact, and innovation, we can focus our efforts on the most promising solutions—ensuring that our project, *TrafficTelligence*, is driven by clear, thoughtful, and data-backed decision-making from the start.

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

Our team collaboratively selected the problem of estimating and forecasting traffic volume using Machine Learning. The challenge lies in effectively utilizing multiple sources of data—historical traffic, weather, and event data—to provide accurate predictions that support real-time traffic control, urban planning, and commuter route optimization.

Step 2: Brainstorm, Idea Listing and Grouping

Idea	Category
Use machine learning for traffic volume prediction	Technology
Incorporate real-time weather and event data	Data Enrichment
Provide dynamic traffic signal optimization	Smart Traffic Management
Help urban planners with traffic forecasting	Urban Planning
Assist commuters via navigation app integration	Commuter Support

Step 3: Idea Prioritization

Based on feasibility, impact, and innovation, we prioritized the ideas as follows:
1. Traffic prediction using ML (High impact, high feasibility)

2. Real-time traffic signal control (High impact, medium feasibility)
3. Commuter guidance (Medium impact, high feasibility)
4. Data enrichment with weather/events (High innovation, medium feasibility)