

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID59815
Project Name	Traffictelligence : Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	


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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

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

Traffictelligence: 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 reducing 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 datasets 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.
- Cherish judgement.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Need some inspiration?

Open a Random session. AI will generate ideas for you. [Open inspiration](#)

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Step-2: Brainstorm, Idea Listing and grouping:

Brainstorm

Write down any idea-that come to t'mind when you consuler SEGMENTS.

[Go to Notes](#)

Group ideas

Take fun's sharing your ideideas while clustering smilar or related theses ro service Stfats an catne, tus groud or indets a feelo antil giv's sach like. Take's look question, dircuss the key Ideas, and be on freights.

[Go to Notes](#)

Kommisetty Shobha Rani

- Implement cameras at buey lunctions to measure volume of vehicles
- Gather denv1 data from GPS sensors, public transport etc.

Pagadala Mohammed Hussain

- Gather traffic data from GPS, sensors public transport etc. Divide network in major + minor foads for analysis
- Compare co-gestion across differe-ent road segments

Meda Jahnnavi

- Design rules to geparale vehics into multiple comps categories
- Use AVML t to forecast congestion levels

Sake Radhika

- Compare conges-tion across different road segments
- Study impact of roadworks, accidents, events on segments

Collaborate with local governments to integrate advanced traffic intelligence into their traffic management systems

Offer solutions for optimal traffic signal schedules, emergency response, rours planning, area developmen based on traffic data insights

Using AI/ML to analyze past traffic data and finl 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.

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.

[Go to Notes](#)

Tip: Prioritize ideas that are most important to your team and most feasible to implement. Use the grid to rank ideas based on their importance and feasibility.

After you collaborate

You can export the mural as an image or put to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural:** Share a share 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:** Break the components of a new idea or strategy.
- Open the template:** [Open the template](#)
- Brainstorm:** Brainstorm ideas for a new idea or strategy.
- Open the template:** [Open the template](#)
- Examples, weaknesses, opportunities & threats:** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
- Open the template:** [Open the template](#)

[Select 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.