

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID43747
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.

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

- 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

How might we automate and improve the accuracy of rice grain type classification using deep learning and transfer learning techniques?

#### Key rules of brainstorming

To run a 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

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

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

<div>Jitendra</div> <div>Oversee project Timeline, team coordination, and reporting</div>	<div>Chaithanya</div> <div>Study traffic systems, gather existing solutions, define problem scope</div>	<div>Kavya</div> <div>Deploy sensors/cameras, collect live traffic data (vehicle count, speed, etc.)</div>	<div>Silpa</div> <div>Filter, clean, and prepare the collected data for analysis</div>
<div>Rahel</div> <div>Analyze patterns, train ML models (e.g., congestion prediction, accident hotspots)</div>	<div></div> <div>Build dashboard/app (frontend + backend), integrate real-time monitoring tools</div>	<div></div> <div>Test all modules (data accuracy, app functions), find and fix issues</div>	<div></div> <div>Create graphs, charts, final report, and presentation materials</div>
<div></div> <div>The project's goals (e.g., reduce congestion, improve traffic flow, monitor violations)</div>	<div></div> <div>The technologies/tools involved (e.g., sensors, cameras, Python, ML, GIS)</div>	<div></div> <div>Analyze patterns, train ML models (e.g., congestion prediction, accident hotspots)</div>	<div></div> <div>Study traffic systems, gather existing solutions, define problem scope</div>

## Step-3: Idea Prioritization

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### 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.

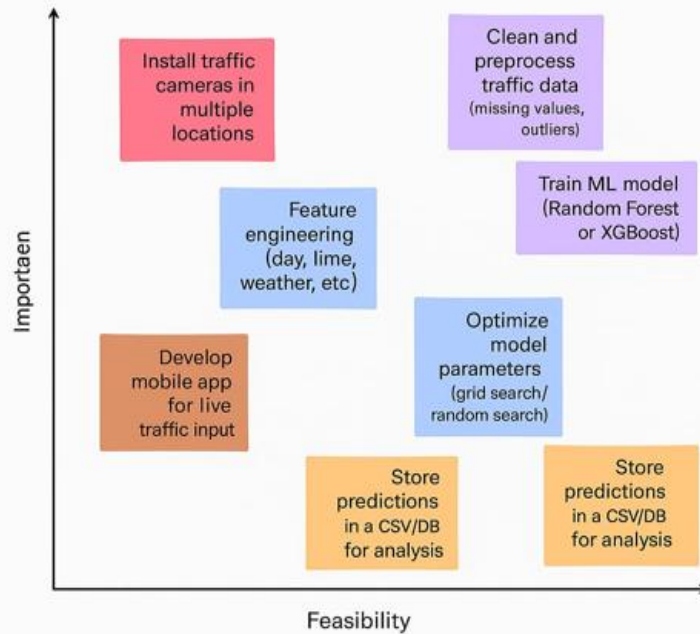
20 minutes

#### TIP

Participants can use their cursor to point at where they want to place an idea. The facilitator can confirm the spot by using the laser pointer held up the right on the keyboard.

# Traffic Telligence

## Advanced Traffic Volume Estimation with Machine Learning



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### 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 →](#)