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

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

Jitendra	Chaithanya	Kavya	Silpa
Oversee project Timeline, team coordination, and reporting	Study traffic systems, gather existing solutions, define problem scope	Deploy sensors/cameras, collect live traffic data (vehicle count, speed, etc.)	Filter, clean, and prepare the collected data for analysis

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Analyze patterns, train ML models (e.g., congestion prediction, accident hotspots)	Build dashboard/app (frontend + backend), integrate real-time monitoring tools	Test all modules (data accuracy, app functions), find and fix issues	Create graphs, charts, final report, and presentation materials

The project's goals (e.g., reduce congestion, improve traffic flow, monitor violations)	The technologies/tools involved (e.g., sensors, cameras, Python, ML, GIS)	Analyze patterns, train ML models (e.g., congestion prediction, accident hotspots)	Study traffic systems, gather existing solutions, define problem scope

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.
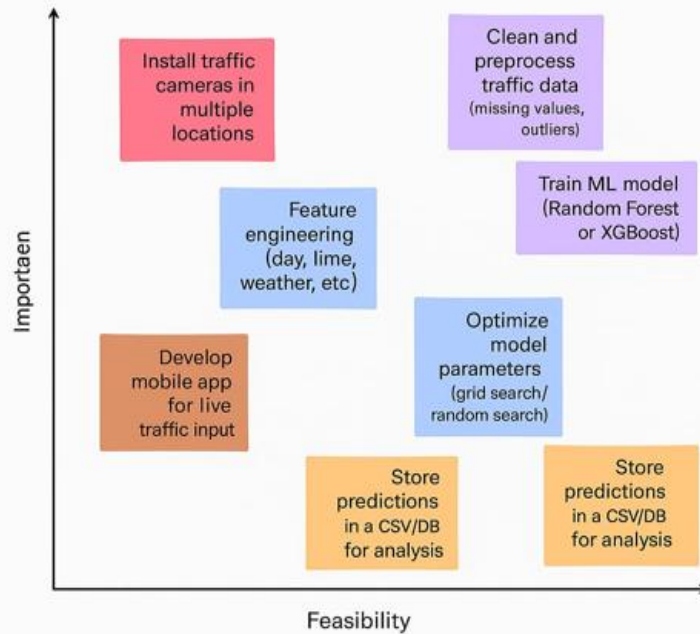
⏱ 20 minutes

Traffic Telligence

Advanced Traffic Volume Estimation with Machine Learning

Install traffic cameras in multiple locations

Clean and preprocess traffic data (missing values, outliers)

Feature engineering (day, time, weather, etc)

Train ML model (Random Forest or XGBoost)

Develop mobile app for live traffic input

Optimize model parameters (grid search/ random search)

Store predictions in a CSV/DB for analysis

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Importaen

Feasibility

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 →