

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID59806
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  
👤 2-5 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](#)

➡

#### 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 tracking 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 choices of the predicted Traffic volume from model with the expected Unpredictable Traffic volume.

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#### Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic.
- 🗣️ Defier judgment.
- 🗣️ Go for volume.
- 💡 Encourage wild ideas.
- 👂 Listen to others.
- 👁️ If possible, be visual.



#### Need some Inspiration?

See a finished version of this template. Modify it to match your needs.

[Open example](#)

## Step-2: Brainstorm, Idea Listing and grouping:

### Brainstorm

Write down any ideas that come to mind when you consider Trafficim.

[Promoting](#)

Ultra realistic idea: use the data to measure the system's overall performance.

### Kadadasari Anusha

- Utilize historic traffic data
- Calculate real-time traffic volume
- Using machine learning models

### Kotikal Malleswari

- Gather traffic information from sensors and camera networks
- Design tools to visualize traffic patterns
- Use AI/ML to build a traffic forecasting

### Mukkolla Surendra

- Cooperate with public works to enhance roads in areas of heavy traffic
- Predict vehicle congestion levels the various sources

### Pasham Sushma

- Detect incidents that cause traffic delays,
- Analyze past traffic data to uncover trends and improve predictions

### Group ideas

Take time sharing your ideas while cutting them similar a chakraborty g.p.g. Once all state are related with the team, create a solution and a final solution. thoughts ARIF covering three levels. Grouping all priorities the rules highlight.

[Priorities](#)

- Collaborate with local governments to integrate Traffic intelligence into their traffic management systems.
- Offer solutions for optimal traffic signal control, emergency route, and urban development based on traffic data insights.
- Using AI/ML to analyze past traffic data and find 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.

[30 minutes](#)

Tip: Consider the impact of the idea on the system's overall performance. The more impact, the higher the priority.

### 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 link to the mural with collaborators to help them in the top about the outcomes of the session.
- [Export the mural](#) - Export a copy of the mural as a PDF or PNG to attach to emails, include in slides, or save to your drive.

[Keep moving forward](#)

- [Strategy Blueprint](#) - Define the components of a new idea or strategy. [Open this template](#)
- [Business Model Canvas](#) - Map out the business model of a new idea or strategy. [Open this template](#)
- [SWOT Analysis](#) - Identify the strengths, weaknesses, opportunities & threats of a new idea or strategy. [Open this template](#)

[Share this template](#)

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.