# Ideation Phase

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| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID47250 |
| Project Name | TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template**

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: Select Problem Statement

Graphical user interface, application

Description automatically generated

## Step 2: Brainstorm Ideas

Graphical user interface, treemap chart

Description automatically generated

## Step 3: Prioritize Ideas

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| Diagram  Description automatically generated |  |  |  |
| **Step 1: Select Problem Statement**  Urban traffic authorities lack accurate and real-time traffic volume prediction tools to manage congestion effectively.  **Step 2: Brainstorm Ideas**   1. Build ML model to estimate traffic volume from historical and real-time data. 2. Create interactive dashboard for easy visualization and access. 3. Visualize key traffic metrics (vehicle count, peak hours, congestion index). 4. Deploy web app using Flask or Streamlit for local testing. 5. Add future features: predictive traffic alerts, mobile access, cloud hosting.   **Step 3: Prioritize Ideas**  • ML Model: High Impact, High Feasibility – Top Priority • Dashboard UI: High Impact, Medium Feasibility – Top Priority • Traffic Visualization: Medium Impact, High Feasibility – Medium Priority • Predictive Alerts: High Impact, Low Feasibility – Later • Mobile/Cloud Hosting: Medium Impact, Medium Feasibility – Later |  |  |  |
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