Ideation Phase
Brainstorm & Idea Prioritization Template

Date	16 June 2025
Team ID	**LTVIP2025TMID38998**
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

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**

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

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **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

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

Ruchitha	Bavya	Neeladevi	Prasanna
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
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

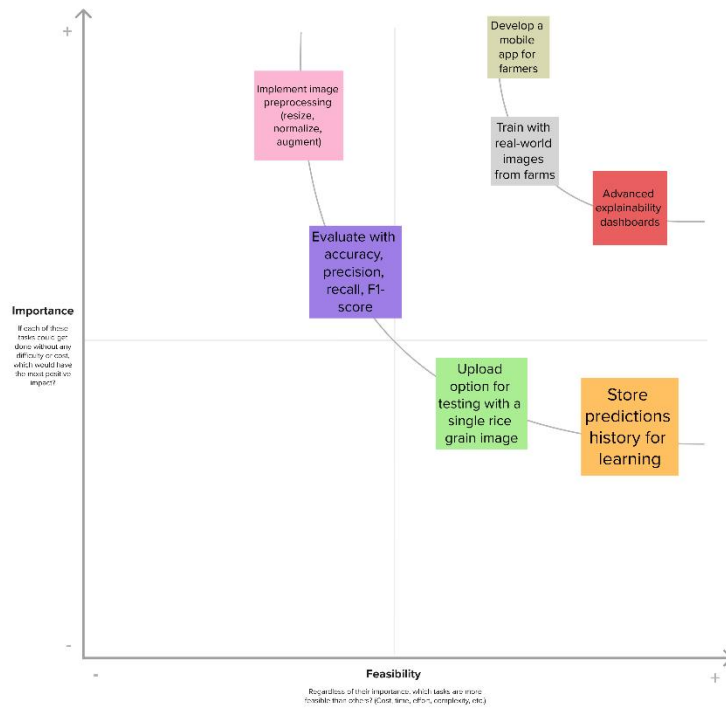**Grou**

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

+

Develop a mobile app for farmers

Implement image preprocessing (resize, normalize, augment)

Train with real-world images from farms

Advanced explainability dashboards

Evaluate with accuracy, precision, recall, F1-score

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Upload option for testing with a single rice grain image

Store predictions history for learning

-

-

Feasibility

+

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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 →