Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 th June, 2025
Team ID	LTVIP2025TMID59792
Project Name	TrafficTelligence : Advanced Traffic Volume
	Estimation with Machine Learning
Maximum Marks	4 Marks

Brainstorming ideas is a creative process where a group generates a list of potential solutions, suggestions, or concepts for a specific problem or project. Voting in brainstorming involves participants selecting and prioritizing their favourite or most promising ideas from the list to determine which ones should be pursued further.

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

To begin the project, form a multidisciplinary team that includes traffic experts, engineers, software developers, and local stakeholders. This team will collaborate to understand the current traffic issues in the area. Through discussions and initial research, the team will identify and agree upon a specific problem statement to address, such as reducing congestion, improving signal efficiency, or enhancing commuter safety. Establishing a clear and focused problem statement is essential for guiding the direction of future work and ensuring that all efforts are aligned toward a common goal.



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.

- (9 10 minutes to prepare
- I thour 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.

Team gethering
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 an solving in the brainstorming session.
- Learn how to use the facilitation tools
 Use the Pacilitation Superpowers to run a happy and productive session.

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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.



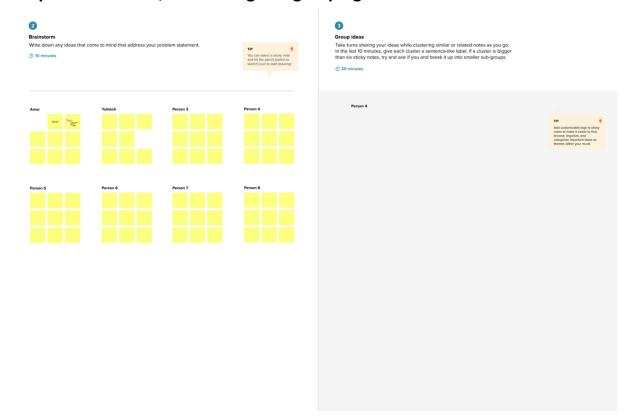
Key rules of brainstorming

Go for volume.

M possible, be visual.

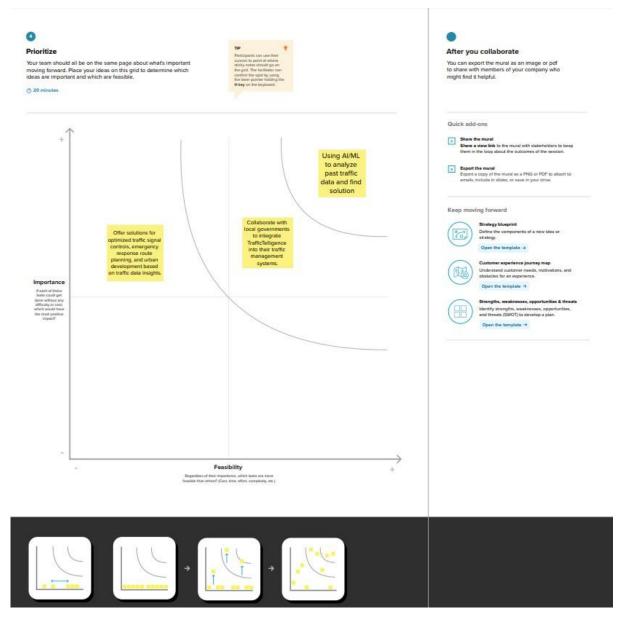


Step-2: Brainstorm, Idea Listing and grouping



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.



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.