

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 JUNE 2025
Team ID	LTVIP2025TMID59834
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

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
👥 2-8 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

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 dataset of the projected Traffic volume from model with the expected observable Traffic volume.



Key rules of brainstorming

To run an smooth and productive session

😊 Stay in topic.

💡 Encourage wild ideas.

🕒 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and grouping

Brainstorm

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

Use recent news articles and the internet to brainstorm ideas.

Promising

Siva Priyanka

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

Lavanya

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

Nithin

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

Sandeep

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

Group ideas

Take time sharing your ideas while categorizing similar or related ideas. Once all ideas are related with the team, conduct a brainstorming and brainstorming thoughts. After brainstorming three ideas, group them and prioritize the ideas highlighted.

Priorities

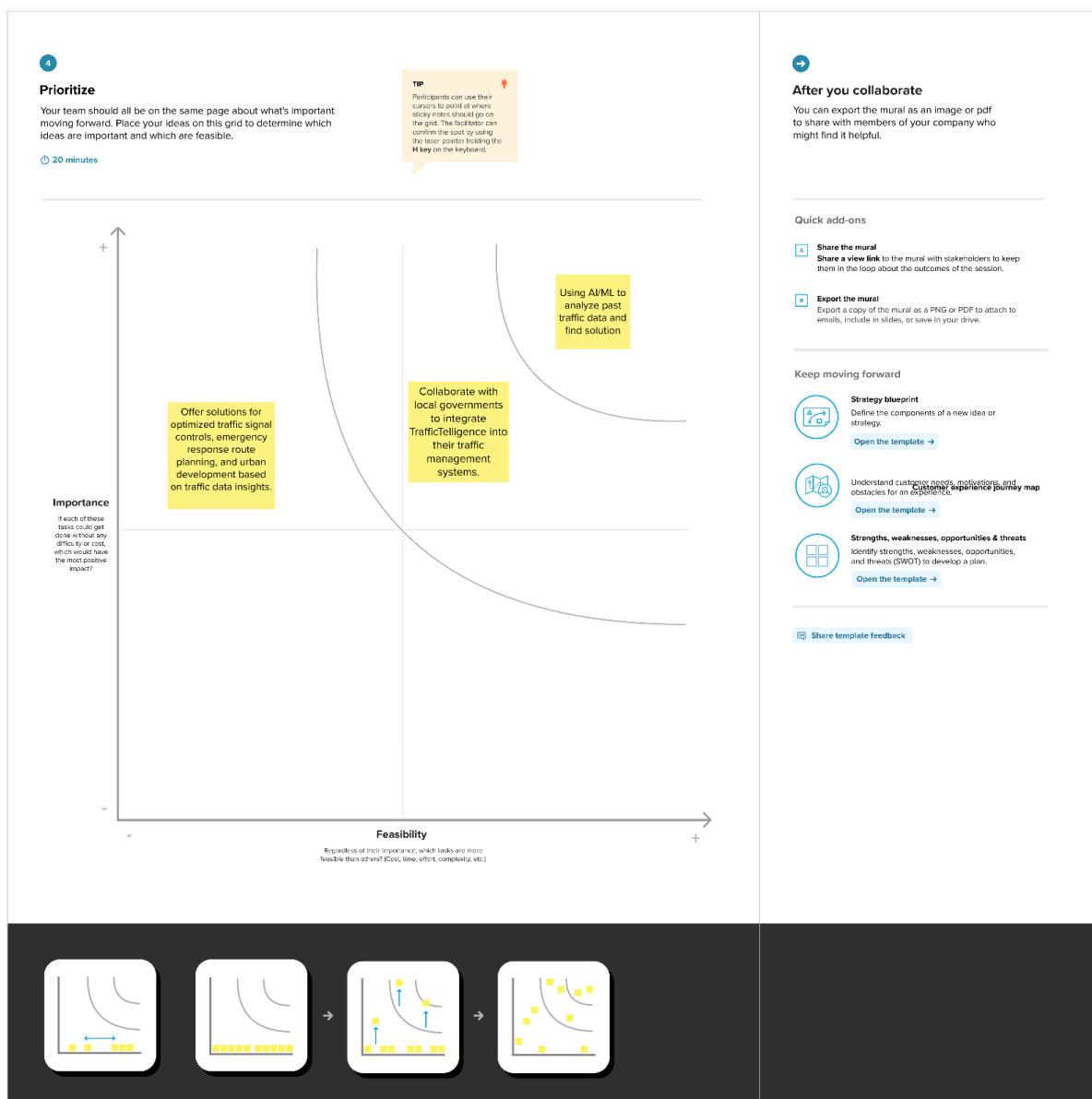
Collaborate with local governments to integrate Traffic Intelligence into their traffic management systems.

Offer solutions for optimal traffic signal control, emergency route, 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.



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.