

Ideation Phase

Brainstorm & Idea Prioritization

Date	28 june 2025
Team ID	LTVIP2025TMID37473
Project Name	Traffic Tellgence : Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Task	Description
Form Team	Include members with different skills: AI/ML developer, domain expert (agriculture), designer, and project manager.
Collaboration Tools	Use tools like Google Meet, Zoom, Notion, or Microsoft Teams for remote teamwork.
Choose Problem Statement	Finalize: “How can we use AI/ML to estimate the volume of traffic by ML algorithms?”

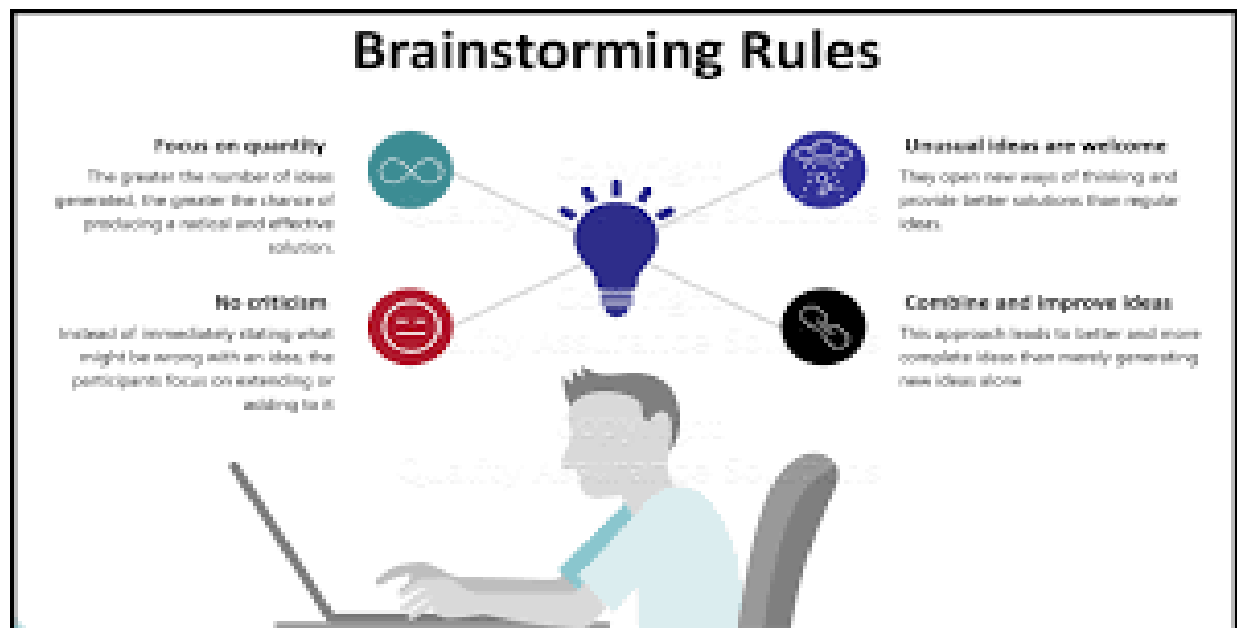


Step-2: Brain storm Idea Listing and Grouping

In this step, the team focuses on generating creative ideas to solve the selected problem.

Objective:

- Think of as many solution ideas as possible.
- Organize the ideas into categories based on their type or function.



Step-3: Idea Prioritization

After brainstorming and grouping ideas in Step 2, Step 3 helps you decide which ideas to work on first based on their value and feasibility. This ensures you focus your efforts so

Objective:

- Evaluate all brainstormed ideas.
- Prioritize them based on factors like reach, impact, confidence and effort.
- Select the best idea(s) to move forward with.

