

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	27 <sup>th</sup> June, 2025
Team ID	LTVIP2025TMID36740
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

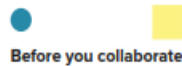
To begin the project, form a multidisciplinary team that includes traffic experts, engineers, software developers, and local stakeholders. This team will collaborate to understand the current traffic issues in the area. Through discussions and initial research, the team will identify and agree upon a 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.

🕒 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

- 1 **Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2 **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 **Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

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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.

🕒 5 minutes

TrafficIntelligence Advanced traffic volume estimation 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 of 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 a 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

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### Brainstorm

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

🕒 10 minutes

#### TIP

You can select a sticky note and hit the pencil icon to start drawing!

Amar	Yuktesh	Person 3	Person 4
<div>Handwritten: "Handwritten" and "Handwritten"</div>			

Person 5	Person 6	Person 7	Person 8

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### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Person 4

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

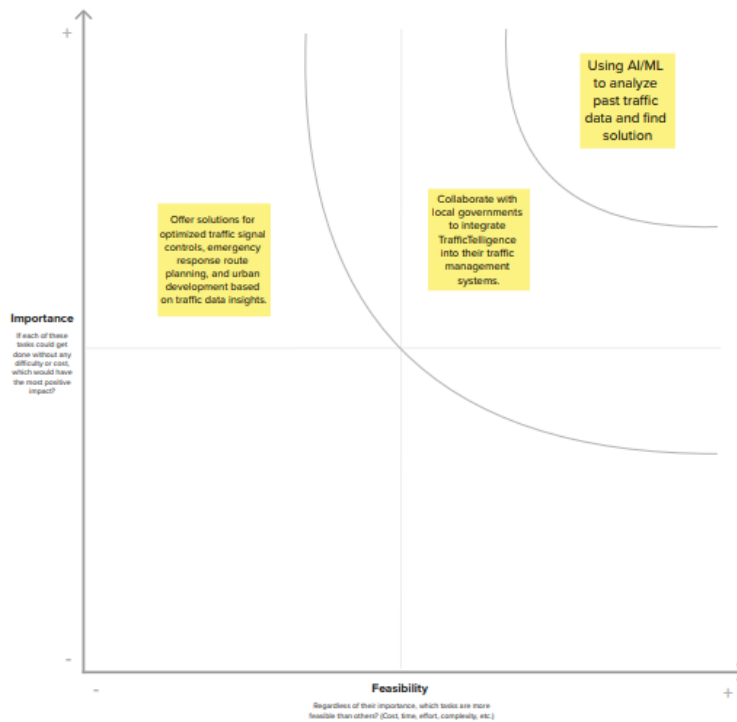
## Prioritize

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

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



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 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 -



**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 ourselves 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.