

# Ideation Phase

## Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	Team-593144
Project Name	TRAFFICTELLIGENCE: 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/empathy-map-canvas>

### 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

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- 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

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**PROBLEM**

Traffic congestion is a major problem in many urban areas, affecting the quality of life, environment, and economy. One of the key factors that contribute to traffic congestion is the lack of accurate and timely information on traffic volume and flow.

**Key rules of brainstorming**

To run a smooth and productive session

🗨️ Stay in topic.

🚫 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



**Need some inspiration?**

Get a finished version of this template to inspire 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

Use an idea list as a starting point to brainstorm ideas.

#### Simon B

Problem statement: How can we improve the user experience of our website?

Idea 1: Use a more intuitive navigation menu.

Idea 2: Add more content to the homepage to engage users.

Idea 3: Implement a chatbot to assist users with questions.

Idea 4: Optimize the website for mobile devices.

#### Michael D

Idea 5: Create a user feedback loop to gather insights.

Idea 6: Use analytics to track user behavior and make improvements.

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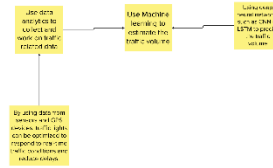
### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

TIP

Ask yourself: How can I make this idea more specific? How can I make it more actionable?



## Step-3: Idea Prioritization

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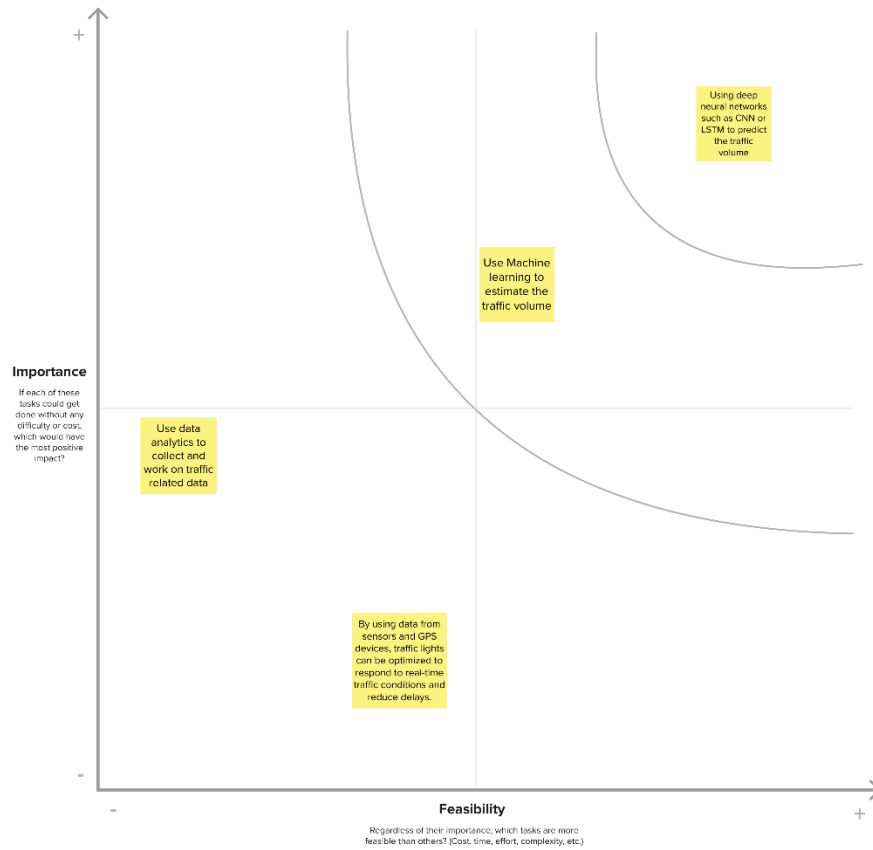
## Prioritize

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.



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