

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 April 2023
Team ID	NM2023TMIDO6574
Project Name	Traffic Intelligence: Advanced Traffic Volume Estimation
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.

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

[Share template feedback](#)

➔

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

Developing a machine learning based system to predict and manage traffic flow in real-time, improving efficiency, safety and reducing congestion on roads.

🕒 5 minutes


PROBLEM


Traffic intelligence :
Advanced traffic volume
estimation with machine
learning





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.

Step-2: Brainstorm, Idea Listing and Grouping

2

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 [switch to sketch] icon to start drawing!

Person 1	Person 2	Person 3	Person 4
<div>Speed limit violations detection</div> <div>Traffic congestion reduction</div>	<div>Real-time road hazard detection</div> <div>Parking spot availability prediction</div>	<div>Pedestrian crossing detection</div> <div>Accident risk prediction</div>	<div>Intelligent traffic light control</div> <div>Vehicle emissions monitoring</div>
<div>Person 5</div> <div></div> <div></div> <div></div>	<div>Person 6</div> <div></div> <div></div> <div></div>	<div>Person 7</div> <div></div> <div></div> <div></div>	<div>Person 8</div> <div></div> <div></div> <div></div>

Step-3: Idea Prioritization

3

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

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

Traffic
congestion
reduction

Intelligent
traffic light
control

Pedestrian
crossing
detection

Speed limit
violations
detection

Accident risk
prediction

Real-time
road hazard
detection

Vehicle
emissions
monitoring

Parking spot
availability
prediction

4

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.

