

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID40870
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning.
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization in Traffic Telligence:

We initially brainstormed various ideas such as using live traffic sensors, integrating Google Maps data, and applying machine learning models to predict traffic. Each idea was evaluated based on feasibility, cost, complexity, and data availability. Sensor-based systems were found to be expensive and difficult to deploy. On the other hand, historical data was readily available and easy to work with.

After discussion, we prioritized the machine learning approach using historical weather and traffic data. It was easier to implement, cost-effective, and suitable for a working prototype. This method allowed us to focus on core concepts like preprocessing, model training, and deployment. It also made the project achievable within our internship timeline.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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



TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning

Use this guide to get started with using machine learning to predict traffic volume based on weather, time, and other contextual data.

○ 10 minutes to prepare
○ 1 person recommended

- 10 minutes to prepare
- 1 person recommend

1 Before you start
A little bit of preparation goes a long way with this guide. Here's what to do before getting started.
○ 10 minutes

2 install dependencies
Ensure Flask, scikif-learn and other dependencies are set up in your Python environment

3 Review the model
Understand the trained RandomFores/Regressor model and its inputs

4 Familiarize with the workflow
Get to-know the process from form submission – traffic prediction, output

Positive moments
Smart autofill for current location

Negative moments

5 Set up the input form
Allow the user to provide context for the traffic prediction
○ 5 minutes

Form

Date

Time

Weather

Temperature

Key input considerations

- ① Select relevant factors
- ② Use intuitive UI elements
- ③ Validate inputs
- ④ Test the form

Step-2: Brainstorm, Idea Listing and Grouping

IN

Brainstorm

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

⌚ 10 minutes

Tip

Remember the problem statement. How can you improve staff volumes?



Pavithra	Kayya	Eesha	Padma Sree
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PO

Group ideas

Share ideas to group ideas into similar or related groups. The list showing our good ideas, do cluster them if a cluster fits better elsewhere, duplicate if then re-cluster sub-groups.

⌚ 20 minutes

Padma Sree

Tip

You're free to keep the engaged notes visible. It's a chance to see about false ideas, duplicate it then re-cluster.



Padma Sree

Step-3: Idea Prioritization

PO

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

⌚ 20 minutes

