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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write downy1 ideas that come to mind that address-yoi prblem statement.

ⓘ 10 minutes

Group ideas

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ⓘ 20 minutes

Pavithra

Kayya

Vsɛ Flanluonal hevemons

Eesha

Padma Sree

Padma Sree

Person 1

Person 2

Person 3

Person 3

Padma Sree

Person 3

Person 4

Step-3: Idea Prioritization

Prioritize

Your team should all be on the same page about whtá's important moving forward. Place your ideas on this grid to determine which ideas are important and

🕑 20 minutes

Importance ♡

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Feasibility

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