



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

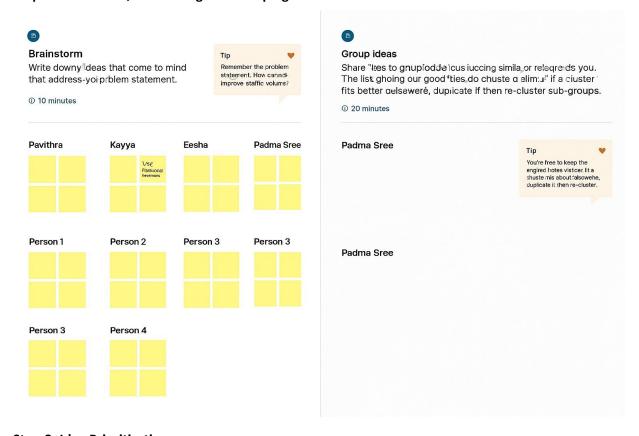
Step-1: Team Gathering, Collaboration and Select the Problem Statement







Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

