

Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 26 June 2026 |
| Team ID | LTVIP2025TMID35978 |
| Project Name | Traffictelligence |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization

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.

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

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
- 3-8 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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open online](#)

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

minutes

How might we (your problem statement)?

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

****Ideas**:**

1. Develop a web app to predict traffic volume using machine learning.
2. Integrate real-time weather API for dynamic predictions.

3. Add a mobile app version for on-the-go access.
4. Include historical traffic data for trend analysis.
5. Create a dashboard for traffic managers with live updates.
6. Offer voice input for hands-free use by drivers.
7. Implement notifications for sudden traffic changes.
8. Allow users to report road conditions manually.

****Grouping**:**

- ****Web & Mobile Solutions****: 1,2
- ****Data Integration****: 3, 4
- ****Traffic Management****: 1,2,3,4

****Prioritization**** (e.g., based on feasibility and impact):

1. Web app with machine learning (Implemented).
2. Real-time weather API integration.
3. Dashboard for traffic managers.

Step-3: Idea Prioritization

