

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID36498
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
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.

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

Project Name




TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning


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
 2-8 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

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.

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1 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

PROBLEM

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.

"How can we use machine learning to accurately estimate and predict traffic volume for improved traffic management, urban planning, and commuter experience?"

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Amar

road

car

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Person 4

Idea Group	Brainstormed Ideas
Dynamic Traffic Management	- Use ML to adjust traffic signals in real-time- Optimize lane configurations based on predicted congestion- Prioritize emergency vehicle movement
Urban Planning	- Predict future traffic volumes for proposed roads- Plan smart infrastructure projects- Allocate resources based on long-term traffic insights
Commuter Experience	- Suggest optimal travel times to commuters- Provide alternative route recommendations- Integrate predictions into navigation apps for better planning

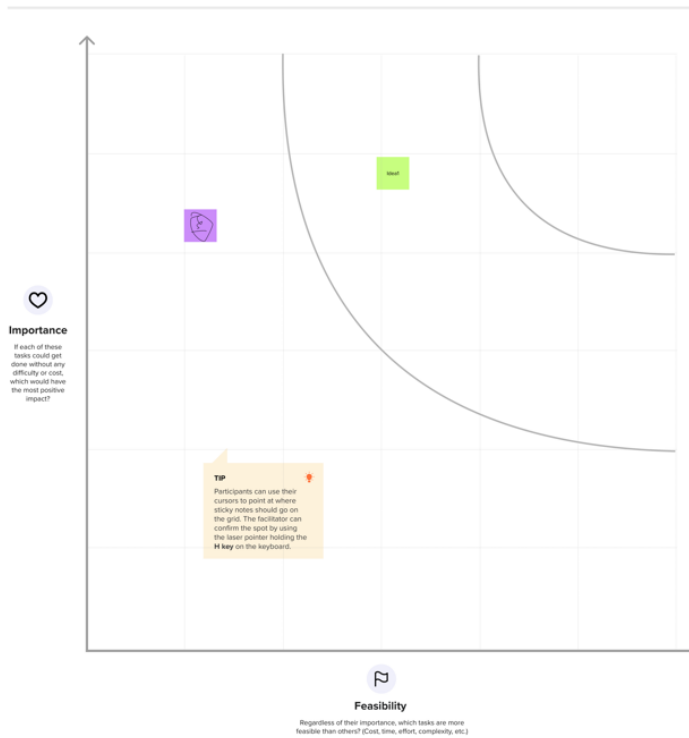
Step-3: Idea Prioritization

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



Priority	Idea	Reason for Priority
High	Real-time traffic signal control based on predictions	Direct impact on congestion and traffic flow
High	Traffic forecast integration with navigation apps	Improves daily commuter satisfaction
Medium	Infrastructure planning using traffic forecasts	Supports long-term city development
Medium	Predictive lane assignment during peak hours	Efficient use of existing infrastructure
Low	Emergency vehicle route optimization	Niche but valuable use-case